

Duval County Tobacco “Train-the-Trainer” Event

Quote submitted June 14, 2010

Details about this quote

What's Included?

This quote includes materials, trainers, content, handouts, client consultation, audio/visual equipment, and evaluation for a 20-person high-quality tobacco training. This quote does **NOT** include lodging, meeting space, prizes for the students, lunch, dinner, beverages, and snacks.

Train-the-Trainer program

The tobacco train-the-trainer program is aimed at preparing partners to sustainably prepare other people in their county to be actively involved in the Florida Tobacco Program, and specifically to implement tobacco policy initiatives during the 2010-2011 fiscal year. To adequately empower partners with the skills to help others care about and execute tobacco policy change, the training needs to be exciting, informative, and inspiring, and ultimately have the main emphasis be on engaging partners with the tobacco issue in an empowering way. To this end, training content includes a focus on three main policy outcome areas (multi-unit dwellings, candy-flavored tobacco not covered by the FDA, and model K-12 school tobacco policies), as well as sessions focusing on core tobacco knowledge and leadership skills for new recruits (Tobacco 101, Online Advocacy, and Advocacy 101). The partners will alternate between being in one large group and being in smaller breakout groups for fine-tuning their skills.

Trainers: 4

Breakout Spaces: 2

Trainer-to-youth ratio = 1:5 (based on estimated 20 youth attendees)

Trainer Bios

A sample of our trainers' qualifications is included. Brian Cody and Michael Moreno are the primary trainers (dependent on final training date), and alternative trainers will be chosen according to the client's preferences and trainer availability.

References

Contact information for some of our recent clients is included, please feel free to contact them with any questions.

Draft Agenda

Day One

9:00 am	Welcome and evaluations
9:15 am	Group Ice-Breaker
9:45 am	The Biggest Killer Around: Tobacco 101
12:00 pm	Lunch
1:00 pm	Trying to Sweeten Death: Candy-Flavored Tobacco (breakout)
3:00 pm	Danger at Home: Multi-Unit Dwelling Voluntary Policy Initiatives (breakout)
5:00 pm	Adjourn

Day Two

9:00 am	Online Activism: What You Can Do Sitting in Front of the Computer (breakout)
10:30 am	Changing People's Minds: Advocacy 101 (breakout)
12:00 pm	Lunch
1:00 pm	School Work: Model School Tobacco Policy
2:30 pm	Practice your final presentations
3:30 pm	Final presentation, closing ceremonies and evaluations
5:00 pm	Adjourn

Quote for June Training

Sessions and trainers (includes all costs for four trainers for two days)	\$695.00	8	\$5560.00
Materials and supplies (includes handouts, session supplies, training materials)	\$35.00	20	\$700.00
	TOTAL		\$6,460.00

Trainer Bios

Dano Beck, MSW, has over eight years of public health experience in the areas of prevention, community mobilization, and research. He previously served as an advisor on youth tobacco prevention to the Florida Department of Health and is familiar with the mission and history of Students Working Against Tobacco. Dano has experience with tobacco prevention on the national level as a former American Legacy Foundation Youth Advisory Council member.

Brian Cody, PhD (ABD), is a political sociologist focused on how organizations make decisions and how they engage in political action. Brian became involved with SWAT in 1998 and served as the statewide student liaison for the “truth” campaign, and has been involved with the Florida tobacco program as a trainer for youth and adults since 2002. Brian is an evaluator within the national Drug Free Coalition (DFC) program as well as for a Mellon Foundation grant, and he is actively working with organizations on tobacco policy, community partnerships, spit tobacco prevention, and youth empowerment.

Julia Davis brings a legal understanding of policy change through her legal education at the University of Florida law school and from her experience working with the ACLU. Over the years Julia assisted in several tobacco related projects including research and training for the SWAT promotional videos in 2005 and was a facilitator at statewide tobacco training since 2007.

Colleen Kaplan is a graduate student and teaching assistant at Florida State University in American History/History and Philosophy of Science. Paired with her experience at FSU, she also has multiple years of experience as an educator both as a teacher at a second-chance high school and as a test prep instructor. Prior to focusing on education, Colleen worked in the public health field as a community representative for the American Cancer Society on outreach projects and fundraising.

David Knapp has worked the past six years at Leon High School in Tallahassee, Florida, where he has had extensive experience working with and guiding youth. He is currently pursuing his Ph.D. in Education from Florida State University. David has also conducted in-depth research in areas related to multicultural and education policy issues.

Michael Moreno, MBA, brings his experience in music performance and business management to bear in training on public speaking, message delivery, media advocacy, and organizational effectiveness. Mike has spent the past five years working in counties throughout Florida, educating youth on health related social issues, tobacco and substance abuse. His work with state and local non-profits, associations, and for-profit-companies brings a unique perspective the table and often results to “outside of the box” solutions to problems faced by clients.

References for recent clients

Angelina Kelley
Tobacco Prevention Specialist, Region II
Columbia County Health Department
217 NE Franklin St.
Lake City, FL 32055
Angelina_Kelley@doh.state.fl.us
W: (386) 754-7083
C: (386) 623-1851

Mary Taylor
Director, Suwannee County Drug Free Coalition
813 Pinewood Dr SW
Live Oak, FL 32064
386-362-2272
suwanneecoalition@mac.com
www.drugfreesuwannee.com

Tonya Hobby
Wakulla County Health Department
Tobacco Prevention Specialist
48 Oak Street
Crawfordville , FL 32327
tonya_hobby@doh.state.fl.us
Work: 850-926-2558 ext 154
Fax: 850-926-2559
Cell: 850-528-6537

Norvin "Vince" Manosca, MSM
Senior Human Services Program Specialist
Health Promotions Division
Escambia County Health Department
1295 W. Fairfield Dr.
Pensacola, FL. 32501
Work #: (850) 595-6778
Fax #: (850) 595-0062