

**Sacramento County**  
**Department of Health Services**  
**Division of Public Health/Tobacco Education Program (TEP)/Tobacco Control Coalition (TCC)**

**Meeting Minutes**

July 11th, 2018 9:00 am – 11:00 am

**Meeting Location**

Sacramento County Office of Education

10474 Mather Blvd.

Mather, CA 95655

Board Room

**Facilitator:** Carol Maytum, Chair

**Scribe:** Tracie Chong-Borges, Sacramento County Tobacco Education Program

**Meeting Attendees:** Carol Maytum, Tracie Chong-Borges, Cat Bottini, Danica Peterson, Megan Sheffield, Joanne Wellman, Tami Silvera, Jacob Asare, Elisa Tong, Joelle Orrock, Twlia Laster, Tami Silvera, Cindy Vela, Stacy Springer, Claire Garcia, Beatriz Aurello, Karina Camacho, Emma Maron, Ingrid Morales, Crystal Mantle, Sal Sanneh, Alyssa Stratton, Brittany Lucas, Marianne Conarro, Terri Wolf, Ricardo Vargas, Jose Mendez

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Topic	Minutes
Welcome and Introductions	Carol Maytum welcomed everyone, and the meeting began at 9:03 am
Mission Statement/Approval of Minutes	The mission statement was presented by Carol. Previous meeting minutes were approved by consensus.
Tobacco Education Program (TEP) updates	<p>Presented by TEP Staff:</p> <ul style="list-style-type: none"> <li>• Megan Sheffield stated that TEP will be contracting with Zetetic for their External Evaluator position. They are expected to start August 1st and are currently waiting for the final Board of Supervisors' approval.</li> <li>• TEP is also in the middle of contracting out its Youth Engagement Objective. The county released a Letter of Intent (LOI) in June. Nine organizations have applied and are currently going through the process of receiving funding. Each contracted organization is expected to receive \$25,000 for the remaining of the current fiscal year (September 1, 2018 through June 30, 2019) <ul style="list-style-type: none"> <li>○ Organizations who have applied include: Breathe, SOL (Saving Our Legacy) Project: African Americans for Smoke Free Places, Safety Center, Twin Rivers School District, La Familia, RoccSolid Advisement, IU Mieh, Sojourner Truth Museum, and the Public Health Institute.</li> <li>○ Carol suggested we follow up with all nine organizations and provide personal invites to the Coalition.</li> <li>○ As of now, the funding is only for the remaining of this fiscal year but more information on extending this funding will be known within the next few months. TEP will keep everyone updated.</li> </ul> </li> <li>• TEP will give updates on the Evaluator and Youth Contracts by the next TCC meeting in September.</li> <li>• TEP hosted the Coalition Strategic Planning Session on June 27<sup>th</sup>. The session was a success with many action based ideas. Attendees were broken into three breakout sessions:</li> </ul>

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	<ul style="list-style-type: none"> <li>○ Group 1: Diversity and Recruitment</li> <li>○ Group 2: Themes and Presentation</li> <li>○ Group 3: Subcommittees <ul style="list-style-type: none"> <li>▪ Overall many ideas were discussed, and after the executive committee meets in August, the details and notes from the strategy session will be presented at the September TCC meeting.</li> </ul> </li> <li>• Tracie Chong-Borges is the lead on the Youth Purchase Survey for TEP and is currently looking for young adults 18-20 to volunteer. The survey has been extended to late September 2018. Youth will be compensated with gift cards for every 4 hour shift. <ul style="list-style-type: none"> <li>○ Three volunteers are scheduled to go out and conduct the surveys for this July so far.</li> </ul> </li> </ul>
<p><b>Subcommittee Updates</b> Secondhand Smoke (SHS) Youth and Young Adult (YYA) Cessation</p>	<p>SHS updates presented by Twlia Laster:</p> <ul style="list-style-type: none"> <li>• The SOL (Saving Our Legacy) Project: African Americans for Smoke Free Places hosted a celebration at the Corner Bakery in Elk Grove on June 12<sup>th</sup> for the smoke-free outdoor dining ordinance that passed in the City this past January. <ul style="list-style-type: none"> <li>○ Council Member Stephanie Nguyen, who championed this policy, showed support and brought her children to the event. She was formally recognized and provided with a certificate from Kimberly and Twlia.</li> </ul> </li> <li>• SOL is working with the City of Sacramento’s Code Enforcement on (TRL) Tobacco Retail licensing and restrictions on flavored/mentholated tobacco products.</li> <li>• SOL would like to introduce their newest team member, Beatriz Aurello.</li> <li>• The next SHS meeting will be October 10<sup>th</sup>.</li> </ul> <p>YYA updates presented by Joelle Orrock:</p> <ul style="list-style-type: none"> <li>• The previous YYA meeting was focused on brainstorming activities that the subcommittee could be working on as a group. These activities included: <ul style="list-style-type: none"> <li>○ Creating a mission statement.</li> <li>○ Focus on cessation messaging for youth.</li> <li>○ Create an annual calendar of events.</li> <li>○ Possibly hosting an annual event to highlight youth tobacco prevention efforts in the community (ideally, this would be separate from the November recognition meeting).</li> </ul> </li> </ul>

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	<p>Cessation Updates presented by Cat Bottini on behalf of Elisa Tong:</p> <ul style="list-style-type: none"> <li>• Cat has done trainings for the UC Davis emergency department students on cessation. Students are now able to address cessation with their patients and connect them with cessation services. Dr. Tong has been applying for more funding to go towards tobacco cessation initiatives to continue these efforts.</li> <li>• The CA Quits Project has been signed off and is now in the hiring process for four new positions.</li> </ul>
<p>Policy Update</p>	<p>Presented by All:</p> <ul style="list-style-type: none"> <li>• Twlia stated the SOL Project has met with the City of Sacramento’s Code Enforcement to discuss how to strengthen the Tobacco Retail License (TRL). Other items that were discussed included updating the smoking definition, updating the age, and restrictions on the sales of menthol and flavors.</li> <li>• Code Enforcement staff will be presenting a staff report at the Law and Legislative meeting on July 24<sup>th</sup> with proposed amendments to the TRL ordinance, including SOL’s recommendation to ban flavored and mentholated tobacco</li> <li>• Jose Mendez from Sacramento’s Code Enforcement team summarized the efforts done by the team to regulate tobacco retailers in the Sacramento Area. <ul style="list-style-type: none"> <li>○ There are approximately 387 tobacco retailers in the City of Sacramento</li> <li>○ The annual local TRL fee (required by all City of Sac tobacco retailers) is \$370</li> <li>○ Sting operations are done once a year with approximately 80 retailers. Those located within 1,000 feet of schools are prioritized first. Last year in 2017, of the 80 stores assessed, seven were suspended (and of these, one license was revoked).</li> <li>○ Consequences to retailers for selling to underage youth include: <ul style="list-style-type: none"> <li>▪ 1<sup>st</sup> offence: Cannot sell tobacco for 30 days.</li> <li>▪ 2<sup>nd</sup> Offence: Cannot sell tobacco for 90 days.</li> <li>▪ 3<sup>rd</sup> Offence: Cannot sell tobacco for one year.</li> <li>▪ 4<sup>th</sup> Offence: License revoked</li> </ul> </li> <li>○ Educate and inform tobacco retailers on the laws and policies.</li> </ul> </li> <li>• Jose stated they will be applying for grant funding from the Attorney General. This grant</li> </ul>

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	<p>money would go towards more tobacco data collection, anti-tobacco advertisements, workshops for retailers, and to work with a police officer to help amend codes and give authority of code enforcement to give out citations (currently, the ordinance states that the city manager has this power, but they are looking to add language saying “or designee” to expand enforcement ability)</p> <ul style="list-style-type: none"> <li>• Jose and Tracie will connect regarding the current YPS project with the county. Jose has maps documenting retailer density and violations as well as a sting operation checklist that may be helpful.</li> <li>• Carol stated the Healthy Stores for Healthy Community survey done in 2016 may be able to provide more in-depth information regarding tobacco retailers for the code enforcement team. Connect with Megan for the survey information.</li> <li>• Twlia mentioned a question regarding the tobacco paraphernalia on counters, whether or not this is included in the TRL. Jose stated this would be another request to add in the ordinance; it currently does not pertain to paraphernalia.</li> </ul>
<p>Announcements</p>	<p>Presented by All</p> <ul style="list-style-type: none"> <li>• Stacey Springer from Breathe stated they have been working with Senator Pan on the SCR143 resolution which has recently passed on the senate floor. This measure would encourage the motion picture industry to take specified action with regard to the industry’s depiction of smoking and assign an “R” rating to movies that show smoking (with a few exceptions).</li> <li>• July 27<sup>th</sup> Coalition Strategy Planning Session meeting notes will be presented to the Coalition at the September 12<sup>th</sup> meeting. <ul style="list-style-type: none"> <li>○ Moving forward, the new ideas and concepts from this session will be utilized in all future meetings.</li> </ul> </li> </ul>
<p>Social Media Toolkit Training By TECC (Tobacco Education Clearing Center)</p>	<p>Presented by TECC Staff, Britney Lucas:</p> <ul style="list-style-type: none"> <li>• Presentation topics included: <ul style="list-style-type: none"> <li>○ TECC Toolkit, coming out soon (this summer)</li> <li>○ What is Social Media?</li> <li>○ Why Use Social Media?</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"><li>○ When to Post?</li><li>○ Develop a Strategy, Messaging, Engaging Content</li><li>○ Build Followers</li><li>○ Social Media Metrics</li></ul> <p>Contact Cat Bottini for a copy of the presentation.</p>
Next Meeting	September 12th, 2018, 9:00-11:00 am
Adjournment	Carol adjourned the meeting at 10:40 am