

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

**Meeting Minutes**

September 14, 2016 9:00 AM – 11:00 AM

**Sacramento County Office of Education**

10474 Mather Blvd.

Mather, CA 95826

Board Room

**Facilitator:** Kimberly Bankston-Lee, Chair

**Scribe:** Danica Peterson, Sacramento County Health Education Program

**Meeting Attendees:** Joelle Orrock, Miamah Reed, Danica Peterson, Lori Jagoda, Fabian Perez, Tracee Watts, Kimberly Bankston-Lee, Lea Rathbun, Camille Johnson-Arthur, Carol Maytum, Vanessa Cuevas-Romero, Laurie Comstock, Twlia Laster, Morgan Calvin, Dre Thomas, Don Knutson, Tami Silvera, Carolyn Martin, Rachael Beutler, Alison Atkins, Julie Villa, Cindy Vela, Carole Brooks, Tim Gibbs, Kim Homer Vagadori, Josephine Young, Chantal Allen-Jarrell

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Welcome and Introductions	Kimberly Bankston-Lee welcomed everyone, and the meeting began at 9:09 A.M. Introductions followed via a “Stage Name” icebreaker
Approval of Previous Meeting Minutes	Minutes were emailed out prior to the meeting. To save time at the meetings, minutes will continue to be sent out ahead of time. Any corrections will be submitted via email and then approved by Kimberly Bankston-Lee (or for subcommittees, by the subcommittee chair). Approval of May minutes TBD.
TEP Program Update	<p>Presented by Danica Peterson, Camille Johnson-Arthur, and Chantal Allen-Jarrell</p> <ul style="list-style-type: none"> <li>• Camille introduced new staff members Danica Peterson and Chantal Allen-Jarrell</li> <li>• HSHC update, presented by Danica Peterson <ul style="list-style-type: none"> <li>○ <b>In-store observational surveys-</b> <ul style="list-style-type: none"> <li>▪ Data collection is complete (346 stores attempted), and Sacramento County has received the cleaned, embargoed data from the state</li> <li>▪ Survey question categories- 4 main areas: Tobacco (primary), alcohol, nutrition, and condoms with questions on advertising, product availability, placement, price, and flavors</li> <li>▪ Interesting observations included: <ul style="list-style-type: none"> <li>- Flavors such as grape and bright colors seen across candy, tobacco, non-alcoholic, and alcoholic products alike. Non-alcoholic beverages placed close to alcoholic beverages with very similar packaging (targeting youth).</li> <li>- Not many stores sold single condoms, but they were cheap at gas stations</li> <li>- The survey was very comprehensive with other programs (nutrition, alcohol, HIV/STD)</li> </ul> </li> <li>▪ Lea Rathbun mentioned TEP staff used to come to her schools and do a PowerPoint presentation on HSHC. She would like us to do this again if possible</li> </ul> </li> <li>○ <b>Key Informant Interviews (KII)</b></li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>▪ All have been completed (5 required, 9 conducted)</li> <li>○ <b>Public Intercept Survey</b> <ul style="list-style-type: none"> <li>▪ All have completed (100 required and completed)</li> <li>▪ Many were done at Elk Grove Banana Festival (TEP shared a booth with SOL, who also conducted a survey)</li> </ul> </li> <li>• CX (Communities of Excellence in Tobacco Control), presented by Camille Johnson-Arthur <ul style="list-style-type: none"> <li>○ A Powerpoint presentation was given on the CX purpose, process and timeline CX is a community needs assessment done every three years to rate and prioritize a set of tobacco control indicators and assets in the community</li> <li>○ The needs assessment will involve key community members and subject matter experts and will be used to shape the County work plan for the next 3+ years</li> <li>○ Timeline- TEP staff attended the statewide training in August. Currently working on finalizing indicators and assets and obtaining data sources. CX needs assessment date will take place sometime in October or November. Exact date TBD.</li> <li>○ Carol Maytum mentioned that she participated in 2013. She was new, but found that she still had insight to contribute. Really felt accomplished to be part of the CX process.</li> <li>○ Kimberly also has participated and enjoyed it very much</li> </ul> </li> <li>• Wiggio, presented by Chantal Allen-Jarrell <ul style="list-style-type: none"> <li>○ Played a short video and briefly discussed Wiggio- new scheduling system to be used for TCC moving forward to streamline communication (hoping to implement by November)</li> </ul> </li> </ul>
Subcommittee Updates Secondhand Smoke Youth & Young Adult Cessation	Secondhand Smoke (SHS), presented by Twlia Laster and Kimberly Bankston-Lee <ul style="list-style-type: none"> <li>• SHS Subcommittee met on September 12<sup>th</sup> (two new members: Rachael Beutler and Dre Thomas)</li> <li>• SOL has collaborated with AATCLC (African American Tobacco Control Leadership Council) on a letter to President Obama asking him to eliminate menthol and flavored tobacco products. Also attended a press conference.</li> <li>• Part of Healthy Heart CA Alliance- working on COPD</li> </ul>

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	<ul style="list-style-type: none"> <li>• SOL is focusing on Elk Grove (working on ordinance for smoke-free outdoor areas including bars, dining, parks, etc. and will be conducting a survey on this topic)</li> <li>• All four Los Rios community colleges are now smoke, vape, and tobacco free</li> <li>• STAND project is currently in a 5-year grant cycle and is targeting Citrus Heights for smoke-free MUH</li> <li>• STAND is working on a rental partnership where housing is rated based on smoking levels (Completely smoke-free would be a 5-star rating). Will be attending a Rental Housing Expo tomorrow</li> <li>• Alison Atkins spoke with Folsom City Councilman-he agreed to recognize Folsom Lake college for going smoke, tobacco, and vape free (will receive plaque and will be recorded)</li> <li>• Smokers' helpline (1-800-No-Butts) is a great resource             <ul style="list-style-type: none"> <li>○ Can register your agency and then refer employees and patients directly</li> <li>○ The Helpline will do follow-up, intake, send resources, etc.</li> <li>○ Families with children under 5 in Headstart program as well as Asian American smokers can qualify for free nicotine patches</li> <li>○ Teen line available</li> </ul> </li> <li>• Next SHS meeting will be on November 7<sup>th</sup>. Time and location TBD</li> </ul> <p>Youth/Young Adult (YYA)- will meet today after TCC general meeting</p> <p>Cessation, Presented by Cindy Vela</p> <ul style="list-style-type: none"> <li>• UCD averages about 50 eReferrals a month to the Smokers' Helpline. Will be doing more outreach as they are participating in a 5 year-quality improvement project that has a required quality standard for outpatient tobacco counseling. Also working towards adoption of Joint Commission tobacco quality measure. Will be sharing UC Quits experience with other hospitals in CA through "CA Quits" project</li> <li>• Sacramento community college peer cessation pilot (funded by TRDTP, Kimberly Bankston-Lee is helping lead) showed promise with a 6-month quit rate of 9% in the intervention group (motivational interviewing or Helpline) vs. 0% in the control group (referral to student</li> </ul>

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	<p>health for quit kit). Will be submitting a larger grant for all 4 campuses by mid-October through collaboration with CYAN and Breathe</p> <ul style="list-style-type: none"> <li>• Nearly all UCDMC student clinics are registered for web referral via undergraduate student officers but there are only a few referrals (Paul Hom Asian clinic)</li> <li>• Next Cessation meeting TBD</li> </ul>
November Recognition Event-Recommendations	<ul style="list-style-type: none"> <li>• Kevin McCarty (smoke-free colleges) was proposed as a nominee, but Carolyn Martin reminded the group that TCC has to be careful not to endorse any candidate. If we choose to recognize him, would be best to do it in a non-election year</li> <li>• Kimberlee Homer Vagadori nominated Deborah Ortiz, however, she was recognized last November</li> <li>• Carol Maytum nominated MUH on Marconi (no individual names mentioned)</li> <li>• Twlia Laster proposed Darin Latimore, M.D. - Vice-chair of California Medical Association's (CMA) Council on Legislation</li> <li>• Carol Maytum nominated Dr. Tong (received much approval from group)</li> <li>• Lea Rathbun nominated Panda Express for their loyalty in providing food at Thumbs Up Thumbs Down awards event (Youth review movies based on use of tobacco). Carol Maytum mentioned she was not sure TCC is able to recognize sponsors. Carolyn Martin added that typically, nominees had to have passed some type of policy to be awarded</li> <li>• Carol Maytum nominated CVS for supporting and funding the statewide youth PSA contest associated with Breathe CA. She mentioned the local CVS rep has been very energetic <ul style="list-style-type: none"> <li>○ Youth winners at the local level will be traveling to Youth Media Awards in February. Winners will then compete at the state level</li> </ul> </li> <li>• Kimberly Bankston-Lee asked Danica Peterson to send out an email request for nominations to TCC members. Once nominations are received, she will pass along to Executive Committee for discussion</li> </ul>
<p><b>Tobacco Prevention Education (TUPE) Presentation</b> Elk Grove Unified School District</p>	<p>Presented by Tami Silvera (see PowerPoint handout)</p> <ul style="list-style-type: none"> <li>• Impressively low smoking rates among EGUSD students. E-cigarette use is a bit higher, but</li> </ul>

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	<p>still low.</p> <ul style="list-style-type: none"> <li>• Students have produced PSA videos regarding tobacco use. Plans to present to policymakers. Winner gets a page in the school yearbook.</li> <li>• Standing ovation recommended by Carolyn Martin for all of the great work Tami has done with youth in the district</li> </ul>
<p><b>California Youth Advocacy Network (CYAN) Presentation:</b>  Tobacco Use Trends Among Youth (Highlight: Youth in the Military) and Youth Engagement</p>	<p>Presented by Kimberlee Homer Vagadori</p> <ul style="list-style-type: none"> <li>• Kim introduced new Youth Program Coordinator- Josephine Young</li> <li>• CYAN is funded through CTCP and focuses on youth/young adults and the military</li> <li>• Youth tobacco use <ul style="list-style-type: none"> <li>○ Youth smoking rates have decreased, but e-cigarette use has increased</li> <li>○ However, dual use remains an issue among youth (smoking cessation messages aren't reaching them because they don't see themselves as addicted)</li> </ul> </li> <li>• Adult tobacco use <ul style="list-style-type: none"> <li>○ 25-44 is the age group with the highest smoking rates (they were the youth smokers 20 years ago)</li> <li>○ Interesting pattern: as education level increases, cigarette smoking decreases; however, the complete opposite is seen with e-cigarette use</li> </ul> </li> <li>• Military tobacco use <ul style="list-style-type: none"> <li>○ About 50% of service members use tobacco products</li> <li>○ 25% smoke</li> <li>○ 20% use smokeless tobacco</li> <li>○ Military exemption for new California T21 law (Active military members can purchase tobacco products at age 18. Everyone else must be 21)</li> <li>○ Lack of directive from Department of Defense on how each military branch should implement T21 law and lack of consistency among branches in enforcement</li> <li>○ CYAN is working on developing a smoke-free housing toolkit for active military and tobacco cessation toolkit for veterans</li> <li>○ Need to educate community partners on problem of tobacco use in the military</li> </ul> </li> <li>• T21 Law</li> </ul>

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	<ul style="list-style-type: none"> <li>○ Important to educate communities on WHY the minimum sale age was raised. Nicotine addiction begins before age 26.</li> <li>○ Problem of older individuals purchasing tobacco products for youth</li> <li>○ Need to focus on transition youth (those now 21+)</li> <li>● Assembly Bill 1594               <ul style="list-style-type: none"> <li>○ Bill will prohibit smoking and use of tobacco products (including Electronic Smoking Devices) at all public colleges/universities in CA</li> <li>○ Policies in place by Jan 1, 2018</li> <li>○ There is a lack of help to colleges in enforcing tobacco policies (only 2 organizations in CA)</li> <li>○ Many campus police are not enforcing because policies are under civil code (not criminal code, which is the priority)</li> <li>○ Reviewed and scored all 146 public college and university tobacco use policies in CA and presented findings in Report Card</li> <li>○ CYAN is increasing work with private/trade/technical colleges because they are not included in AB 1594</li> </ul> </li> <li>● Youth Engagement               <ul style="list-style-type: none"> <li>○ CYAN engages youth in a variety of local and statewide activities.</li> <li>○ Engaged at different levels: education, evaluation, and advocacy. Would like to see more youth involved in advocacy</li> </ul> </li> </ul>
Policy Update	<p>Presented by Tim Gibbs</p> <ul style="list-style-type: none"> <li>● 6 new bills:           <ul style="list-style-type: none"> <li>○ AB1594 (Tobacco ban on college/university campuses- includes electronic devices)</li> <li>○ AB 1696 (Including tobacco cessation services in Medi-Cal program benefits)</li> <li>○ AB 1901 (Would extend penalties for possessing, selling, or buying fraudulent cigarette tax stamps)</li> <li>○ AB 2770 (Annual renewal fee for tobacco retailers. Must have each retail location licensed and renewed annually)</li> <li>○ SB 977 (Tobacco ban at youth sporting events)</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ SB 1333 (Smoking ban on parks and beaches)</li> <li>○ Governor has until September 30<sup>th</sup> to sign or veto</li> <li>● Prop 56               <ul style="list-style-type: none"> <li>○ Additional \$2 tax on cigarettes (currently \$.87 tax a pack), would include e-cigarettes</li> <li>○ Tobacco companies are viciously attacking the Bill through media. We need to work at a grassroots level to combat this</li> <li>○ In need of volunteers to help with phone bank- can make calls from home and be any age to call. Tim will send info to Kimberly Bankston-Lee to be distributed to TCC</li> <li>○ Facebook page “Yes on 56”</li> </ul> </li> </ul>
Announcements <ul style="list-style-type: none"> <li>● TCC Facebook Page/Social Media</li> <li>● Other</li> </ul>	<p>In the interest of time, Kimberly Bankston-Lee motioned to forego announcements and asked members to email TEP staff with any important updates</p> <p>Laurie Comstock mentioned a Pumpkin Festival coming up in Elk Grove- Please join!</p>
Next Meeting	Wednesday, November 9, 2016 9:00 -11:30 AM “Recognition Meeting” Sacramento County Office of Education 10474 Mather Blvd. Mather, CA 95655
Adjournment	Kimberly adjourned the meeting at 11:09 a.m.

**Minutes Distribution:** PHAB, TCC Members and available to the public