

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

Meeting Minutes

January 10th, 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, Tim Gibbs, Kimberly Bankston-Lee, Twlia Laster, Megan Sheffield, Danica Peterson, Tracie Chong-Borges, Cat Bottini, Don Knutson, Joelle Orrock, Scott Kazer, Kim Homer-Vagadori, Miamah Reed, Mariela Silva, Rachel Alvarez, Joanne Vinton, Elisa Tong, Tami Silvera, Jacob Asare, Emma Maron, Joanne Wellman

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Welcome and Introductions	Carol Maytum welcomed everyone, and the meeting began at 9:02 am
Mission Statement/Approval of Minutes	The mission statement was presented by Tim Gibbs. Previous meeting minutes are approved by consensus.
Completion of 2017 Satisfaction Survey	<p>Carol Maytum and Danica Peterson presented the Satisfaction Survey:</p> <ul style="list-style-type: none"> • The 2017 Coalition Satisfaction Survey is passed out to all meeting attendees and filled out during the meeting. A one-pager is also included with the survey; this part of the survey is not anonymous. Name and organization will be included on the one-pager so TEP and the Coalition can follow up on the member's response. Members who are not at the meeting will receive an email from Danica with a link to the survey online.
Tobacco Education Program (TEP) Updates	<p>Megan Sheffield presented TEP Updates:</p> <ul style="list-style-type: none"> • TEP has a new Health Educator on board, Cat Bottini. • The four year SOW is still in negotiations with the state. TEP has continued to work on the SOW and is in the process of hiring an outside evaluator. Also in the next few months, TEP hopes to hire a media consultant and develop a youth development subcontract. The positions are open to the public. • In the next few months, TEP will likely be recruiting TCC members for Mid-West Academy strategic session(s) and Coalition strategic planning session(s). • Joelle Orrock mentioned the state media campaign involving marijuana and inquired about TEP's potential role in addressing marijuana. Megan explained that TEP is only allowed to discuss marijuana if it is couched under the issue of secondhand smoke (SHS). The state is coming out with new SHS media soon and will have media pieces that are available for LLAs to run. Some feature hand rolled cigarettes. Buses and billboards will be going up soon, and TEP will try to run them in Sacramento County as well. TEP is hoping to run SHS ads with the theme of "smoke is smoke", hopefully sending the message that both cigarettes and marijuana can contribute to secondhand smoke. • Megan stated the City of Sacramento is looking into modifying their current TRL ordinance

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	<p>instead of focusing on Conditional Use Permits (CUPs) to limit retail density of stores near schools. The SOL project and the Sacramento Cultural Hub have also been working with the City of Sacramento in hopes to ban menthol and flavored tobacco; anti-flavored tobacco media ads will be going up soon with the help of TEP funding.</p> <ul style="list-style-type: none"> • Kim Homer-Vagadori from CYAN asked whether or not TEP will be subcontracting out the youth development objective. Megan stated that TEP is still working with the state to determine if we will be subcontracting it out.
<p>Subcommittee Updates</p> <ul style="list-style-type: none"> • Secondhand Smoke (SHS) • Youth and Young Adult (YYA) • Cessation 	<p>SHS updates presented by Twlia Laster:</p> <ul style="list-style-type: none"> • The next SHS meeting will be February 15th at Ettore's from 2-3pm. • SHS is always looking for new members to join. <p>YYA updates presented by Joelle Orrock:</p> <ul style="list-style-type: none"> • On December 6th, YYA held a conference call discussing how to brainstorm working together and what our next steps will be as a subcommittee. The conference call was very productive, and Danica shared notes with all YYA subcommittee members. Directly after this meeting, YYA will be holding a meeting in the same room from 11am-12pm. • Joelle mentioned the "Friday Night Live" event was this past December. The theme was "Quit Cold Turkey", and Subway helped sponsor with turkey sandwiches. • Kim from CYAN mentioned a new third generation device called the Juul, which can be used with e-liquids or marijuana substances. The Juul looks like a USB and can be charged in a USB port. They are made by a company in San Francisco and very popular with youth and young adults. The device can last up to 200 puffs and are very potent. <p>Cessation updates presented by Elisa Tong:</p> <ul style="list-style-type: none"> • UCD is currently the only Cancer Center in California receiving funding towards tobacco cessation and education for patients undergoing cancer treatment. The Center is introducing a new nurse that will be in charge of the tobacco cessation treatments. • Should hear back on the TRDRP grant by the end of the month. • The California Quits Program is scaling up and developing more tools for cessation.

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	<ul style="list-style-type: none"> • Elisa focused on local clinics in the last cessation meeting. Elisa is working with Rachel Alvarez from Sacramento Native American Health Clinic (SNAHC). • Next meeting will be TBA. Danica will send out the time and date once decided.
<p>Tobacco-Use Prevention Education (TUPE) Program Project Overview Presentation Elk Grove Unified School District</p>	<p>Presented by Tami Silvera, Program Specialist Presentation Highlights: (Copy of Power Point slides provided)</p> <ul style="list-style-type: none"> • The majority of EGUSD students are not smoking. • E-cigarette use has declined since 2015, but is higher than traditional tobacco use. • Perception of harm of smoking one or more packs/day went down. • Two main Projects: Project Alert for 7th and 8th grades, and Project Success (cont. High School). • Brief Intervention for 6th-12th grades, also offers cessation referrals. • Tami mentioned marijuana use is high and neck and neck with alcohol use. It is highest within the continuation schools. Perception of harm is low, with 42% of continuation school students not seeing any harm in marijuana use. In Elk Grove, working on perception has been a challenge. Not only are students able to smoke it, they can also vape and eat marijuana. Parents need to be more aware of marijuana use and educated on the effects. • Miamah mentioned looking into trauma informed care regarding parents and students using marijuana. Marijuana use could be a coping mechanism for some families.
<p>Policy Update</p>	<p>Presented by Tim Gibbs:</p> <ul style="list-style-type: none"> • AB62: Public Housing, smoke-free policy has stalled in committee. Work will continue in 2018. • The biggest goal for tobacco control is the attempt to ban flavored tobacco. A referendum is set to be held in San Francisco to overturn the ban on flavored tobacco products. It will be crucial to get a “yes” vote from community members to prevent this from happening. Kimberly Bankston-Lee and Twlia Laster are planning to meet this February or March with City of Sacramento City Council members regarding flavor ban.

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	<ul style="list-style-type: none"> • Juul lobbyists have been around the capitol. • Elk Grove is holding a city council meeting tonight at 6 pm. They will be discussing and hopefully passing the smoke-free outdoor dining ordinance. Based on the last city council meeting, members were on board with the ordinance. Elk Grove will likely also amend their municipal code to reflect the new tobacco purchase age of 21 in line with state law. • Tim stated that he is also continually working on protecting TUPE funding.
Announcements	<p>Presented by All</p> <ul style="list-style-type: none"> • Scott Kazer stated that he has completed the California Kids Survey and will hopefully have the results this March • Megan mentioned that TEP staff will be starting to put together a new subcommittee for recruitment. Open to TCC member suggestions on how to get started. Danica will be setting up a meeting soon to discuss the new subcommittee in more detail. • Joelle stated that the Sacramento County Coalition for Youth (SCCY), which is focused on the prevention of underage drinking, is also starting to talk about marijuana messaging. She will keep the TCC Coalition updated with more news and events regarding marijuana. • Elisa mentioned the UC Davis Campus is celebrating their 10th Anniversary of becoming smoke-free campus with an event. The date is still TBA. • Kim from CYAN mentioned Youth Quest is still accepting applications for the March 19th event at 1pm at the Capitol. On January 23rd, there will be a Youth Development Training at Sacramento State. Registration is online. On April 18th, CDPH will be putting on a full day incubator meeting (1 of 5) for LLAs, SCOE, and the TUPE Coordinators (Tier 2) to collaborate and discuss roles and responsibilities and how to best work together. This event is by invitation only, and location and time are TBA. • SOL was awarded funding for the CTCP Regional Initiative to Reduce Tobacco-Related Disparities for the African American/Black population in the Gold Country Region for the next five years. Their contract is expected to start May 1, 2018. • Don Knutson stated that the Sacramento Vegetarian Society is having an event January

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	27 th at the Sacramento Charter High School from 10am-4pm.
Next Meeting	March 14th, 2018
Adjournment	Carol adjourned the meeting at 10:54 am