

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

Meeting Minutes

May 13, 2020 9:00 – 11:00 am

Meeting Location

Webex (virtual meeting)

Facilitator: Carol Maytum, TCC Chair

Scribe: Macellina Amonoo, Sacramento County Tobacco Education Program

Webex Host: Jorge Andrews, Tobacco Control Evaluation Center (TCEC)

Meeting Attendees: Adriana Loureiro, Angela Kaslow, Anne Del Core, Aziz Attassy, Brandon Alvarez, Bryana Alvarez, Carol Maytum, Celena Donahue, Cindy Vela, Claudia Medina, Dana Maeshia, Danica Peterson, Danielle Driscoll, Don Knutson, Efraim Lopez, Elisa Tong, Fabian Perez, Francis Banks, Gail Brosnan, Ignacio Burgos, Jarryia Davis, Jazmin Luna, Jorge Andrews, Joanne Wellman, Joelle Orrock, Julius Robinson, Keri Hess, Kim Homer Vagadori, Lea Rathbun, Macellina Amonoo, Mao Vang, Marissa Greenband, Melanie Dove, Miamah Reed, Monica Alleje, Moreen Sharma, Na'In Freeman, Rebecca Hsieh, Roxanne Flores, Sal Sanneh, Scott Kazer, Shannon Haggitt, Stacy Springer, Tami Silvera, Terri Wolff, Tracie Borges, Yvonne Rodriguez

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Topic	Minutes
Welcome and Introductions	Carol Maytum welcomed everyone, and all attendees were asked to type their name/organization in the Webex chat box which will serve as a virtual sign-in sheet. Danica introduced Jorge Andrews and thanked him for hosting the Webex session. She informed participants that they can ask questions/provide responses via the chat box. TEP staff, Carol, and Jorge will have access to the chat as panelists and can filter responses.
Mission Statement/Approval of Minutes	Carol Maytum read the mission statement. The minutes were viewed and approved from the March 2020 meeting.
Tobacco Education Program (TEP) Updates	<p>Presented by Gail Brosnan</p> <ul style="list-style-type: none"> • Gail Brosnan is officially the new Health Program Coordinator for TEP • Media <ul style="list-style-type: none"> ○ Static Media – Elk Grove: RSE (county media firm) placement of “Antonio’s Walk to School” media campaign for county retail density objective ○ TV/Radio – “Nicotine Equals” as well as Anti-Menthol ads ○ Paid Social Media and Display Banners ○ Cessation Media – new creative being released soon via Partners Media Library. TEP is trying to get some cessation media out before the end of the fiscal year (June 30th) for their cessation objective • Healthy Stores for a Healthy Community (HSHC) data to be released by the end of May • New Public Health Advisory Board (PHAB) Chair – Farla Kaufman • Reminder: TCC is a standing committee of PHAB

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<p>End of Year Presentations: TEP Youth Engagement Subcontractors</p>	<p>Each of the four subcontractors gave a Powerpoint presentation summarizing the work of their youth group this past year (Year 1 of their 2 year grant with TEP). A copy of each presentation is embedded in the Webex Powerpoint for today's meeting available on the TCC Google drive</p> <ul style="list-style-type: none"> • Breathe California Sacramento Region, presented by Marissa Greenband • La Familia Counseling Center, Inc., presented by Bryana Alvarez and Jarryia Davis (staff) and Julius Robinson and Na'In Freeman (youth group members) • PRO Youth and Families, presented by Ignacio Burgos and Roxanne Flores • Sacramento Chinese Community Service Center (SCCSC), presented by Brandon Alvarez
<p>Subcommittee/Task Force Updates</p> <ul style="list-style-type: none"> • Equity and Diversity Subcommittee • Youth and Young Adult (YYA) Subcommittee • Cessation Task Force • Policy Task Force 	<ul style="list-style-type: none"> • Equity and Diversity Subcommittee (Carol Maytum) <ul style="list-style-type: none"> ○ Last meeting: March 9th (in-person) ○ Only Subcommittee chairs and TEP staff were in attendance. ○ Consider phone in options for the future and asking for RSVPs to see if the meeting should still be held ○ Current projects: Working on updating the TCC Orientation Handbook and creating a New Member Orientation PowerPoint ○ Next meeting: TBD (Danica will send Doodle) • Youth and Young Adult Subcommittee (Joelle Orrock) <ul style="list-style-type: none"> ○ Last meeting: March 11th (right after the TCC general meeting) ○ Youth Program Updates ○ Speakers Bureau- next steps to come ○ Discussion of youth Quit Kits and distribution ○ A brief YYA meeting was planned for the end of today's Webex meeting but due to running overtime on agenda, we will reschedule the YYA meeting (Danica will send Doodle) • Cessation Taskforce (Dr. Elisa Tong) <ul style="list-style-type: none"> ○ Reconvened, last meeting: April 14th (phone) ○ Cessation task force member list refresh and focus on new recruitment ○ Tobacco and COVID outreach - UCD push for quit

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	<ul style="list-style-type: none"> ▪ Educational resources made available via e-blast ▪ Helpline for free (NRT) nicotine patch offer across CA <ul style="list-style-type: none"> • Adaptations being made for priority populations • Available for the next 5 months ▪ Letter- 3 Reasons to quit smoking ▪ Link to flyers: https://cdn2.hubspot.net/hubfs/131650/CSH-NRT-Starter-Flyer.pdf ○ Cessation media work with TEP and RSE in progress, social media development needed ○ Next meeting: TBD (Danica will send Doodle) • Policy Taskforce (Kimberly Bankston-Lee) <ul style="list-style-type: none"> ○ Last meeting: April 6th (phone) ○ Elk Grove moratorium on new tobacco retailers <ul style="list-style-type: none"> ▪ City of Elk Grove passed a temporary ordinance in March leading to a moratorium to restrict new tobacco retailers in the City of Elk Grove. Moratorium extended in April for +10 months. ○ ACS-CAN letters to California cities offering TA on flavored tobacco ordinances ○ Some activities put on hold due to COVID-19 ○ Next meeting: TBD (As needed)
Policy Updates	<p>Presented by Anne Del Core</p> <ul style="list-style-type: none"> • California Senate Bill 793 (Flavored Tobacco Products) <ul style="list-style-type: none"> ○ Hearing this morning (5/13) ○ Bill passed the Senate Health Committee • Vape and smoke shops are not considered essential business and can be reported to 311
Announcements	<ul style="list-style-type: none"> • Kimberly Homer Vagadori shared the newly released cessation social media campaign for youth and young adults via CYAN <ul style="list-style-type: none"> ○ Social media – 18 different messages ○ 3 messages per week for the next 6 weeks ○ Target 13-25 year olds

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	<ul style="list-style-type: none">Anne Del Core shared that ABC10 November vaping interviews of Rio Americano students and parents were nominated for Emmy award, taking place on June 6th
Next Meeting	General Coalition Meeting: July 8 th , 2020, 9:00-11:00 am TBD
Adjournment	Carol adjourned the meeting at 11:02 am

Minutes Distribution: PHAB, TCC Members, Public