

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

Date: November 12th, 2020

Meeting Location: Zoom

Facilitator: Carol Maytum, Chair

Scribe: Yessenia Haddad, Sacramento County Tobacco Education Program

Meeting Attendees: Abdulaziz Attasy, Amir Zeki, Ana Hernandez, Araiye Thomas, Anne Del Core, Ariana Ponce, Carol Maytum, Carol McGruder, Christina Salazar, Crystal Mantle, Cynthia Vela, Danica Peterson, Danielle Driscoll, DeAngelo Mack, Debbie Blanchard, Derek Schnell, Don Knutson, Efraim Lopez, Elisa Tong, Fabian Perez, Gail Brosnan, Ignacio Burgos, Ingrid Morales Valdez, Jarryia Davis, Jena Grosser, Jeremy Combs, Jerry Hill, Joanne Wellman, Joelle Orrock, Keri Hess, Kevin McCarty, Kim Homer Vagadori, Kimberly Bankston-Lee, Lauren Groves, Lea Rathbun, Lindsey Freitas, Macellina Amonoo, Marissa Greenband, Mark Albert, Miamah Reed, Moreen Sharma, Osmara Contreras, Phillip Gardiner, Rachel Alvarez, Rebecca Hsieh, Sandra Torres, Scott Kazer, Shannon Haggitt, Tami Silvera, Taylor Beckwith, Terri Wolf, Tim Gibbs, Tracie Borges, Twlia Laster, Yessenia Haddad, Yvonne Rodriguez

Welcome:

Carol introduced everyone to TCC's 23rd Annual Recognition Event.

Recognition Awards & Celebration:

Presenter	Name or Agency	Accepting Award	Recognized for:
Lindsey Freitas/Tim Gibbs	Senator Jerry Hill	Senator Jerry Hill	For his tireless leadership and dedication to protect California's kids from flavored tobacco and for being the author of Senate Bill 793.
Lindsey Freitas	Tim Gibbs	Tim Gibbs	For his relentless commitment towards a tobacco-free Sacramento and broader community through his policy and advocacy efforts and for his leadership in Proposition 56 and Senate Bill 793.
Joelle Orrock	Dr. Amir A. Zeki	Dr. Amir A. Zeki	For dedicating his time and speaking to community groups and students about the dangers of vaping and sharing his story for the Sacramento County Office of Education's vaping prevention video.

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Joelle Orrock	John Thomas	<i>Unable to attend</i>	For sharing his vaping and personal lung injury journey with the community and participating in the Sacramento County Office of Education's vaping prevention video.
Terri Wolf	Christy D' Ambrosio	<i>Unable to attend</i>	For educating the public nationally and locally from the UC Davis Comprehensive Cancer Center about your son's illness connected to Vaping Product Associated Lung Injury from e-cigarette use.
Anne Del Core	Mark Albert	Mark Albert	For producing a series of news stories, " <i>Sucked In: America's Vaping Epidemic</i> " to educate the community about the dangers of vaping.
Lindsey Freitas/Tim Gibbs	Assemblymember Kevin McCarty	Assemblymember Kevin McCarty	For his leadership in prohibiting the sales of flavored tobacco in California as a co-author of Senate Bill 793.
Anne Del Core	KCRA-TV	Derek Schnell & Ariel Roblin	For airing a series of news stories, " <i>Sucked In: America's Vaping Epidemic,</i> " to educate the community about the dangers of vaping.
Twlia Laster	National Association of the Advancement of Colored People (NAACP)	<i>Unable to attend</i>	For supporting The SOL Project and Sacramento County tobacco control partners in media outreach and policy implementation.
Twlia Laster	Public Health Advocates	PHA State Policy Director, DeAngelo Mack	For supporting The SOL Project and Sacramento County tobacco control partners in policy implementation.
Kimberly Bankston-Lee	Sac Cultural Hub Media Foundation	<i>Unable to attend</i>	For rejecting tobacco industry advertising and sponsorship and supporting The SOL Project and Sacramento County tobacco control partners in media outreach, community campaigns, and policy implementation over the past 23 years.
Kimberly Bankston-Lee	African American Tobacco Control Leadership Council (AATCLC)	Dr. Gardiner, on behalf of AATCLC	For supporting The SOL Project and Sacramento County tobacco control partners in media outreach and policy implementation.

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Updates/Announcements:

- TCC Member Gift
 - TCC members who actively participated and attended at least 2 TCC meetings this past year will be receiving a TCC gift. Those who met the meeting requirement should have received a Doodle Poll allowing them to schedule a pick-up date/time.
- Tobacco Education Program (TEP) Updates
 - TEP media had to be put on hold for a bit. We anticipate that progress will be made by the next TCC meeting.
 - TEP's Scope of Work will be receiving a 6-month extension through December 31st, 2021. This extension will include 2 new objectives: Communities of Excellence (CX) Needs Assessment and Key Informant Interviews for the End Commercial Tobacco Campaign.
 - To learn more about CX and its process, please refer to the Recognition PowerPoint Presentation (slides 22-28) found here: <https://drive.google.com/drive/folders/1ZLCsf3KLj6401gXwntwS6Qcdrq68ivBW>
- TCC Subcommittee/Taskforce Updates
 - Executive Committee
 - The last meeting was on 10/6/20. TEP and the TCC Executive Committee have been working on finalizing the TCC New Member Orientation PowerPoint. It has been approved by the Executive Committee. The next meeting is TBD.
 - Equity and Diversity
 - The last meeting was on 10/29/20. Members reviewed the TCC New Member Orientation PowerPoint and provided minor edits. The PowerPoint will be given to new members (and other TCC members interested in attending) in the next month. A Doodle Poll will be sent to determine the best date/time.
 - The next meeting will likely be in the 3rd or 4th week of January, TBD.
 - Youth and Young Adult
 - The last meeting was on 9/9/20 right after the TCC general meeting. Members continue to share youth-related program updates and resources. Some of the members are assisting TEP with planning activities for the new TCC Speakers' Bureau.
 - The next meeting will be 1/20/21 right after the TCC general meeting (note: date change due to schedule conflict).
 - Cessation Taskforce
 - The last meeting was on 10/8/20. Members continue to share cessation-related program updates and resources. The next meeting will be sometime early next week to focus test 4 draft logos and select a final logo for the TEP quit kits. A Doodle Poll will be sent to determine the best day/time.

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- Policy Taskforce
 - The last meeting was on 11/3/20. Kimberly is stepping down as Policy Taskforce chair. Kimberly has been a TCC member since 1997 and will still be an active member. Keri Hess (Health Education Council) and Marissa Greenband (Breathe California Sacramento Region) will be our new Policy Taskforce co-chairs. Marissa Greenband will be serving on the TCC Executive Committee.
 - October 27th Sacramento City Council meeting recap:
 - There is a current 1,000 distance requirement between tobacco retailers which passed in the updated 2019 Tobacco Retail License (TRL) aka flavored tobacco ordinance. Since then, two amendments have been proposed to allow exemptions:
 - 1) Pipeline amendment- which would allow 7 tobacco retailers who have begun the planning process to be exempted from the proximity requirement.
 - 2) “Healthy food” amendment- which would allow tobacco retailers who devote less than 5 percent of shelf space to tobacco AND sell certain healthy foods to be exempted from the proximity requirement.
 - Both amendments passed through at the October 27th meeting with a 5/4 vote.
 - Multiple TCC members and youth submitted letters and phone/e-comments speaking against the proposed amendments. Some of the comments and letters were not placed into the record or received by the councilmembers. Marissa has reached out to the city clerk to receive some information on why this happened and to determine ways to avoid this in the future.
 - Jose Mendez (Sacramento City code enforcement) will continue to provide updates as needed.
 - SB 793 referendum update- signatures are still being collected by the tobacco industry. The deadline to submit signatures is November 30th.
 - The next meeting is TBD.
- Speakers’ Bureau
 - To learn more about the Speakers’ Bureau, please refer to the Recognition PowerPoint Presentation (slides 30-34) found here: <https://drive.google.com/drive/folders/1ZLCsf3KLj6401gXwntwS6Qcdrq68ivBW>
- Other Announcements
 - The Annual TCC Satisfaction Survey link will be sent in December. Results will be shared at the January 20th TCC Meeting.
 - TCC will be holding a New Member Orientation on December 3rd from 10-11 am via Zoom.

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- The California Youth Advocacy Network (CYAN) is launching a Tobacco Cessation Campaign on 11/16 which includes 24 digital media posts that can be shared through various social media platforms, as well as a digital Quit Kit for youth. This campaign not only promotes quitting, but also supports quit attempts. <https://www.cyanonline.org/tools1/#digitalmedia>
- The SOL Project will be hosting the Great American Smokeout Concert on 11/19 from 7-8pm. If you missed it, please see recording here: <https://www.youtube.com/watch?v=XnO1MfRndPE&t=291s>
- Dr. Elisa Tong mentioned that the Free Nicotine Patch 2-Week Starter Kits are still available through February 2021. See flyer and contact information here: <https://cdn2.hubspot.net/hubfs/131650/CSH-NRT-Starter-Flyer.pdf>
- Kimberly Bankston-Lee officially introduced Marissa Greenband and Keri Hess as new Co-Chairs for the Policy Taskforce.
- Carol Maytum officially introduced Rachel Alvarez as the Interim Chair of the TCC. Carol will continue to be part of the Executive Committee as immediate past Chair to guide Rachel in this transition. Carol is resigning as Chair of the TCC as she is now working for a Proposition 99/56 funded organization (Action on Smoking and Health). The next Chair and Vice-chair elections will be in November 2021.

Group Activity & Networking:

- Small Group Activity “6 Things in Common”
 - Attendees were divided into breakout rooms along with an Executive Committee member and TEP staff member to facilitate each group. The task was to find 6 things that participants had in common with one another in each group and then share out with the main group.
 - Examples: Favorite color, animal, sweet treat, etc.

Adjourn:

The next General TCC Meeting will take place January 20th from 9-11am via Zoom.