

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

Meeting Minutes

September 13th, 2017 9:00 am – 11:00 am

Meeting Location

Sacramento County Office of Education

10474 Mather Blvd.

Mather, CA 95655

Board Room

Facilitator: Kimberly Bankston-Lee, Chair

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

Meeting Attendees: Kimberly Bankston-Lee, Twlia Laster, Megan Sheffield, Danica Peterson, Tracie Chong-Borges, Lindsey Freitas, Don Knutson, Scott Kazer, Tim Gibbs, Sohab Arif, Kim Homer-Vagadori, Miamah Reed, Claire Sallee, Don Knutson, Mariela Silva, Ashley Clark, Carol Maytum, Crystal Harding, Dennis Cuevas-Romero, Lea Rathbun, Rachel Alvarez, Jenn Burton, Metria Munyan, Veronica Cruz, Ade Richards

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Welcome and Introductions	<p>Kimberly Bankston-Lee welcomed everyone, and the meeting began at 9:05 AM</p> <ul style="list-style-type: none"> • Kimberly welcomed all new members
Mission Statement/Approval of Previous Meeting Minutes	<p>The mission statement was read by Danica Peterson.</p> <p>Previous meeting minutes are approved.</p>
<p>Tobacco Education (TEP) Update</p> <ul style="list-style-type: none"> • 2017-2021 SOW 	<p>TEP updates were presented by Megan Sheffield</p> <ul style="list-style-type: none"> • TEP's SOW for 2017-2021 will have new changes due to Prop 56. The bridge year SOW is now a four year plan under current evaluation with the state. <ul style="list-style-type: none"> ○ Prop 56 funding will be focused on five objectives: Coalition Building, Outdoor Dining, Youth Engagement, Retail (conditional use permits), and Cessation ○ Prop 56 funding requires Adult Coalition recruitment and more Media output ○ TEP will be adding new full time positions, including an Outside Evaluator • Moving forward the 2018 TCC meeting schedule will have six annual meetings, 2nd Wednesday of each month, exact dates are TBA. <ul style="list-style-type: none"> ○ A new recruitment subcommittee will be created in 2018 to help build and strengthen the coalition. ○ Satisfaction survey and in-person meetings will be conducted to get ideas for the upcoming TCC year. ○ Danica will be the designated full time Coalition staff member (Community Engagement Specialist). ○ TEP is prepping and getting details in order for the upcoming 2017-2021 SOW for the next six months and welcome ideas from the TCC. ○ Outside agencies will be chosen to help create TEP media pieces, media funds may be used to promote topics for the TCC as well. ○ TEP is looking to have more locally created media, less state created media due to

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	<p>over saturation in the Sacramento area.</p> <ul style="list-style-type: none"> ○ Twlia Laster suggests using a media campaign contract that will better represent the priority populations compared to past campaigns. <ul style="list-style-type: none"> ▪ TEP will be doing needs assessment before placing media, utilizing research and focusing on low SES. ▪ When working in a specific community, media will have specific placement. ○ Carolyn Maytum recommends using the Healthy Store Healthy Community (HSHC) data to help determine locations.
Subcommittee Updates	<p>Secondhand Smoke Subcommittee updates, presented by Twlia Laster</p> <ul style="list-style-type: none"> • Saving Our Legacy (SOL) project is working with Elk Grove City Council members for Smoke-Free Outdoor areas. Positive leads are being made. • Kimberly and Twlia have an ongoing project on the ban of flavored tobacco products in the Sacramento region. • Sohab Arif announces that the tribe in Redwood Valley passed new smoking policies for buildings, workers and hospitals. • Next upcoming SHS meeting TBA before the end of this year. <p>Youth and Young Adult updates:</p> <ul style="list-style-type: none"> • Miamah Reed updates us on Sacramento Unified School District, proud to announce a new partner with YTAC, Ade Richard. • Kim Homer-Vagadori mentions CYAN's Youth Quest date will be March 19th, more details to come. "Taking Down Tobacco" program went well and feedback was given and changes have been made. • Miamah announces for this past summer program, 100 ambassadors, and 1,500 students participated and completed the program. • YYA meeting will be held today 11am-12pm, same room as general meeting. <p>Cessation updates:</p> <ul style="list-style-type: none"> • No current updates, next meeting will be this October 2017, exact date TBD.

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<p>November Recognition Nominations</p>	<p>Ideas for upcoming November nominations presented by Kimberly:</p> <ul style="list-style-type: none"> • Any organizations that have passed policies or individuals or community members who have gone above and beyond in the community can be recognized at the event. • For example last year’s nominees included; CVS, ‘Don’t Buy the Lie” Campaign winners from Kaiser, interns and volunteers who have gone above and beyond, community colleges, and MUH (Multi-Unit Housing). • This year poses more of a challenge when collecting nominees due to this year’s focus on building new plans. <ul style="list-style-type: none"> ○ Megan suggests nominating the chancellor’s office for Sacramento State University going Smoke Free, Chancellor Timothy P. White. ○ Miamah recommends reaching out to star students throughout schools involved with anti-tobacco programs. • Email all nominations to Danica by the end of next week September 22nd, email reminders will be sent out. <p>Questions: Carol asked if members in the TCC are able to be nominated, the answer is yes. However, they must be working on an outside project(s) or in the TCC as a community member only.</p>
<p>November TCC Chair/Vice Chair Nominations</p>	<p>Upcoming Chair/Vice Chair Nominations presented by Megan Sheffield:</p> <ul style="list-style-type: none"> • The new Chair and Vice Chair will be announced at the November recognition meeting and the TEP will be collecting nominations during today’s meeting and via email. A nomination form has been given out and emailed to all TCC members, Danica will be collecting them. • The new TCC Chair may not receive any funding through Prop 56 and/or Prop 99. The Vice Chair does not have this restriction, allowed to be funded by Prop56/99. • Survey Monkey will be utilized for the nomination of the next Chair/Vice Chair. • Selected individuals for both positions will be contacted personally for their approval to run as a nominee.
<p>Tobacco-Use Prevention</p>	<p>First portion of the presentation presented by Lea Rathbun:</p>

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<p>Education (TUPE) Program Project Overview Presentation Folsom Cordova Unified School District</p>	<p>Youth Development through Folsom Cordova School District.</p> <ul style="list-style-type: none"> • Total Enrollment 21,000 students, 2017-2020 TUPE reach out to 9,800 students • Three focus areas of the TUPE program <ul style="list-style-type: none"> ○ Prevention: Project Alert, 7th and 8th Grades ○ Intervention: Smokeless School Day, Alternative Education Workshop (as an alternative to suspension) ○ Cessation (contracted out to community partners): Motivational Interviewing, up to 4 individual sessions 20 minutes each during school hours, students are referred to the California Smokers Helpline • Youth Development programs: Club Live/Friday Night Live, Student Advisory Board, Bulldogs Reaching Out (Pier Education Method), Youth Decoy, Kaiser • “Smokeless School Days” workshops done by the company ‘Another Choice Another Chance’ are three hour workshops that include incentives and swag for students, also one on ones are available. Approximately 65 students participated in the last workshop. • Kim from CYAN suggests inviting ‘Another Choice Another Chance’ to the TCC as a coalition member, invite all organizations that are involved in tobacco. • Questions: Kim asks a question regarding keeping track of the students to see if they have stayed smoke free. The answer is yes, however it can be hard to keep track of students from continuation schools due to the fact that they move around more frequently. They are working on getting a better follow-up system in place. <p>Bulldogs Reaching Out (B-R-O)(TUPE funded club) presented by Co-Presidents Lexus and Melanie:</p> <ul style="list-style-type: none"> • Tobacco, Drug and Alcohol Youth Prevention • Targets 3rd-8th graders: Discuss the harms of Tobacco long-term and short-term • T-shirts are given to students and club members • Folsom High School is the only school with this program in the area. • Their strategy is to build relationships with the students by giving real life examples of their own personal experiences with tobacco and how it affects their life and family members.

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	<ul style="list-style-type: none"> • Meetings are held 1st Wednesday of every month after school.
Policy Update	<p>Presented by Tim Gibbs</p> <ul style="list-style-type: none"> • After school programs are at risk of being cut, however they were able to save the programs for this year, future years are still at high risk. • The state has struggled to see program outcomes from the TUPE program, putting more pressure on the state to help them see the work being done can help with future years. • Scott Kazer asks what he can do to help with the TUPE grant for the following year; <ul style="list-style-type: none"> ○ Share biggest success stories, keep reports and data easily available to share for the next years funding. ○ Lindsey Freitas mentions the need to share more clear data and present highlights of the programs successes. Show data with decreasing numbers in smoking rates within the program. Share case studies, presentations, and interviews. <p>Current Bills:</p> <ul style="list-style-type: none"> • AB709: (McCarty, Sacramento) Tobacco products: retailers, this bill did not go through, too much pressure from the tobacco industry helped kill the bill. • AB725: (Levine, San Rafael) State beaches and parks, smoking ban. Headed to the governor's desk TBD. • AB62: Pubic Housing, smoke-free policy. Stalled in the committee, work with continue in 2018.
Announcements	<p>Presented by All</p> <ul style="list-style-type: none"> • CYAN updates presented by Kim Homer-Vagadori: <ul style="list-style-type: none"> ○ Youth Incubator meetings will be April 2018, to create a bridge and opportunities to work together for Local Lead Agencies (LLA) and TUPE funded programs. ○ Inviting 1-2 people from each LLA and TUPE program to join the meeting. ○ CYAN has also uploaded new tobacco/blunt/Hookah educational flyers, posters and cards on the website.

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	<ul style="list-style-type: none"> ○ CYAN is focused on working with Public Health and colleges and hopes to work in K-12 schools in the future. Kimberly and Twlia will be holding a meeting directly after the current meeting to go over flavored tobacco.
Next Meeting	November 8th, 2017
Adjournment	Kimberly adjourned the meeting at 11:02 am