

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

Meeting Minutes

September 9, 2020 9:00 – 11:00 am

Meeting Location

Zoom (virtual meeting)

Facilitator: Carol Maytum, TCC Chair

Scribe: Yessenia Haddad, Sacramento County Tobacco Education Program

Meeting Attendees: Gail Brosnan, Tracie Borges, Macellina Amonoo, Ledaly Blandino, Yessenia Haddad, Danica Peterson, Jena Grosser, Anne Del Core, Ariana Ponce, Aziz Attassy, Bill Nhiayi, Brandon Alvarez, Carol Maytum, Claudia Medina, Crystal Mantle, Cynthia Vela, Danielle Driscoll, Debbie Blanchard, Doug Stewart, Dustin Khebzou, Elisa Tong, Fabian Perez, Gabriela Ramirez, Ingrid Morales Valdez, Jarryia Davis, Jeremy Combs, Joanne Wellman, Joelle Orrock, Johana Ramirez, Keri Hess, Kim Homer Vagadori, Lea Rathbun, Luz Garcia, Nathan Bach, Osmary Contreras Gonzalez, Rachel Alvarez, Rebecca T Hsieh, Scott Kazer, Shannon R Haggitt, Sharma, Tasleem Chechi, Terri Wolf, Twlia Laster

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

Topic	Minutes
Welcome and Introductions	Carol Maytum welcomed everyone, and all attendees were asked to type their name/organization in the Zoom chat box which will serve as a virtual sign-in sheet.
Mission Statement/Approval of Minutes	Kim Homer-Vagadori read the mission statement. The minutes were viewed and approved from the July 2020 meeting.
Tobacco Education Program (TEP) Updates	<p>Presented by Gail Brosnan</p> <ul style="list-style-type: none"> • Introduction of new TEP Health Educator – Ledaly Blandino • CX Needs Assessment – TEP will be reaching out to TCC for assistance in the near future • 2017-2021 SOW Extension <ul style="list-style-type: none"> ○ There will be a 6-month extension to TEP’s SOW that will now end December 31st, 2021 • COVID media ads are in progress and making their way through the County chain of command.
Presentation: Coalition Building and Best Practices with Special Guest Jena Grosser, CTCP	<ul style="list-style-type: none"> • Jena Grosser provided a 30-minute “Building a Coalition to Lead a Movement” presentation along with a 20-minute breakout group discussion (5 groups), each led by an executive committee member and/or a TEP staff member. Each group was asked the same 4 questions to help assess the strengths and needs of TCC. <p>Main themes by question:</p> <ol style="list-style-type: none"> 1. What is one current STRENGTH of TCC? <ul style="list-style-type: none"> ○ <i>Robust and active group of members</i> with different backgrounds/knowledge that are passionate about tobacco control ○ <i>Strong connections and networking opportunities</i> with community partners and tobacco control organizations ○ <i>Effective communication</i>, regular updates/emails, informational meetings 2. What do you think would motivate a potential member to join TCC?

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

	<ul style="list-style-type: none"> ○ <i>Being part of the change</i> through writing letters and participating in legislative meetings, attending trainings, and participating in TCC's Subcommittees/ Taskforces ○ <i>Supporting new members</i> by keeping open communication and providing them with opportunities to remain proactive and engaged ○ <i>Tailoring tobacco messages to other groups</i> (i.e. mental health issues, other diverse populations, go into those communities and become an ambassador, provide education/support in different languages to reach more community members) <p>3. What do YOU get from participating in TCC?</p> <ul style="list-style-type: none"> ○ <i>Networking/connections</i> with other organizations ○ <i>Skill-building trainings and educational presentations</i> ○ <i>Regular policy updates</i> from the local, statewide, and national levels; <i>information about tobacco control efforts</i> happening in the community <p>4. What is one thing you want to achieve with the TCC by December 2021?</p> <ul style="list-style-type: none"> ○ <i>Revise by-laws</i> ○ <i>Recruit more community members</i> that are not funded by Prop 56/99 and have the ability to speak on behalf of TCC (i.e. young adults, college students) ○ <i>Integrate different sectors affected by tobacco</i> (i.e. clinical, construction, restaurant and bar industries) <p>A copy of the PowerPoint slides and the breakout group discussions will be placed on the TCC Google drive: https://drive.google.com/drive/folders/19WTFyVFTZZ5-Of4jh6tmeZLjKE9Qz0Me</p>
Subcommittee/Task Force Updates	<ul style="list-style-type: none"> ● Danica will be sending out the subcommittee/taskforce updates via email; TCC meeting ran out of time
State Policy Updates	<ul style="list-style-type: none"> ● California Senate Bill 793 (Flavored Tobacco Products) <ul style="list-style-type: none"> ○ On August 28th, Governor Newsom signed bill 793 that will go into effect January 1, 2021.

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

	<ul style="list-style-type: none"> ○ The tobacco industry is looking to repeal the entire bill by collecting 600,000 signatures and asking voters to support flavored tobacco and voting “YES to flavored tobacco”. ○ It is important to remain vigilant and not be confused by the “YES” tactic the tobacco industry is using to attract voters. It is actually being done to stall implementation of the bill. ○ Danica will be sending out the UCSF blog that goes over the referendum in more detail. It is also found here: https://tobacco.ucsf.edu/tobacco-companies-force-referendum-california-state-flavored-tobacco-product-ban.
Announcements	<ul style="list-style-type: none"> ● Carol Maytum announced that she will be back in the tobacco control industry and will be working with an Endgame funded consulting organization out of DC as the Project Director. ● Twlia Laster mentioned SOL has a new video out called “They Used to Make Us Pick It,” you can find it at https://vimeo.com/440429771/8c989053bc. Danica will also be sending out an email to TCC members with the link to this video. ● Kerri Hess announced that on 9/8/20, Rancho Cordova voted to move their MUH Ordinance forward, 5-0. It will go back for a second vote. ● Anne Del Core shared information of a TV documentary that is currently being aired on national television about the vaping epidemic. Anne will send the 2 part series link to Danica who will share with TCC. ● TCC’s next meeting will be the Annual Recognition meeting on November 12th. Danica will be sending out more information about the event and the nominations.
Next Meeting	General Coalition Meeting: November 12 th , 2020, 9:00-11:00 am (Zoom)
Adjournment	Carol adjourned the meeting at 11:00 am

Minutes Distribution: PHAB, TCC Members, Public