

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

Meeting Minutes

January 20, 2021 9:00 – 11:00 am

Meeting Location

Zoom (virtual meeting)

Facilitator: Rachel Alvarez, TCC Chair

Scribe: Yessenia Haddad, Sacramento County Tobacco Education Program

Meeting Attendees: Tracie Borges, Danica Peterson, Macellina Odd, Gail Brosnan, Yessenia Haddad, Joelle Orrock, Tracy Brown, Abdulaziz Attassy, Ana Hernandez, Ana Taukolo, Ariana Ponce, Carol Maytum, Chad Friedrich, Crystal Mantle, Cynthia Vela, Danielle Driscoll, Elisa Tong, Ingrid Morales Valdez, Jarryia Davis, Jeremy Combs, Johana Ramirez, Kelsey Neff, Keri Hess, Kim Homer-Vagadori, Lea Rathbun, Lori Bremner, Luz Garcia, Mao Vang, Marissa Greenband, Moreen Sharma, Osmary Contreras Gonzalez, Rachel Alvarez, Sal Sanneh, Sergeant Zelaya, Scott Kazer, Shannon Haggitt, Nicholas Thompson, Tami Silvera, Taylor Beckwith, Tim Gibbs, Valerie Gabriel, Richardson Davis, Melanie Dove, Miamah Reed, Araiye Thomas-Haysbert, Efraim Lopez

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Topic	Minutes
Welcome and Introductions	Rachel introduced everyone and asked TCC members to write their name in the chat and share a couple of things they are looking forward to in 2021.
Mission Statement/Approval of Minutes	Kim Homer-Vagadori read the mission statement. The minutes were viewed and approved from the November 2020 meeting.
TCC Satisfaction Survey	<ul style="list-style-type: none"> • Ledaly Blandino (TEP) shared the TCC Satisfaction Survey results. • A total of 22 TCC members completed the survey. Overall, the TTC has improved over the years, showing a very robust and involved Coalition. • Key Results: <ul style="list-style-type: none"> ○ Needs Improvement <ul style="list-style-type: none"> ▪ Membership recruitment - more diversity, non-traditional members ▪ New member orientation - more frequent orientations for new members ○ Successes <ul style="list-style-type: none"> ▪ Coalition functioning <ul style="list-style-type: none"> • Great leadership and effective communication ▪ Mission and Goals <ul style="list-style-type: none"> • Achievement and understanding of mission and TCC goals ▪ Active member participation • Key Takeaways: <ul style="list-style-type: none"> ○ Meeting format <ul style="list-style-type: none"> ▪ Engagement: Use more Zoom features like breakout rooms, polls ▪ Unstructured time to interact with other coalition members ○ Trainings and Presentations <ul style="list-style-type: none"> ▪ Additional resources and presentations from other organizations ○ New Membership Orientation was beneficial ○ Please find specific data points on PPT slides 6-9 found here: https://drive.google.com/drive/folders/1Xfgbz_pr9B0BxVEzW17u1BlkZoN5l9On

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TCC Updates

- Rachel announced that TCC will be splitting from the Public Health Advisory Board (PHAB) as this will bring more flexibility in terms of lobbying and making it a stronger community-based Coalition.
 - PHAB has been very supportive during this process and will be voting on this matter at their February meeting.
- The Coalition will be working to create a new set of bylaws.
 - The TCC Executive Committee met on January 7th to draft a new set of Bylaws. They will be meeting on February 4th to get a draft finalized and ready for TCC to review/provide feedback and vote on via email (the goal is to have this done before the March 10th TCC General meeting).
 - The TCC Executive Committee will be meeting with Jena Grosser in February to discuss the revamping of the mission, vision, and goals of the Coalition.
- Due to the split from PHAB, there will be a name change. The name can no longer include the word “county”.
 - Potential names include:
 1. Coalition for a Tobacco & Smoke-Free Greater Sacramento
 2. Greater Sacramento Tobacco & Smoke-Free Coalition
 - Any thoughts and feedback regarding the name will be taken back to Executive Committee and utilized to make a decision. The revised Bylaws will be shared with TCC members for a vote, and the name, vision, mission will be included. If you have any TCC name suggestions, please share with the TEP or the Executive Committee
 - Marissa suggested switching Tobacco and Smoke-Free verbiage to Smoke and Tobacco-Free.
 - A few other TCC members mentioned preferring the 2nd option.
 - Kim Homer-Vagadori explained the word “smoke” in the TCC name would cover anything that can be smoked, vaporized or combustible.
- TCC will be creating a new logo to accompany the new Coalition name.
 - The Tobacco Education Clearinghouse of California (TECC) will be providing technical assistance for the new logo.
 - Any interest in a logo contest?

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	<ul style="list-style-type: none"> ▪ Danica shared an example of a logo design contest that the Tobacco Evaluator Alliance (TEA) utilized to create a new logo for their organization. ▪ Rachel also shared a YOLO County sample logo for inspiration.
TEP Updates	<ul style="list-style-type: none"> • Gail Brosnan provided a TEP County staff update. <ul style="list-style-type: none"> ○ Ann Edwards is acting County Executive for Nav Gil ○ Jim Hunt is acting DHS Director for Dr. Beilenson • Media Updates <ul style="list-style-type: none"> ○ Media has been on hold, it will be available sometime during this calendar year. <ul style="list-style-type: none"> ▪ TEP will share any media updates as they come. • TEP is preparing for the Communities of Excellence (CX) Assessment which will be taking place in March. TEP will be reaching out to the Coalition for assistance gathering tobacco-related data and participation during the CX sessions. • CX Overview <ul style="list-style-type: none"> ○ You can find more information regarding CX (slides 15-21) here: https://drive.google.com/drive/folders/1Xfgbz_pr9B0BxVEzW17u1BlkZoN5i9On
Subcommittee/Task Force Updates	<ul style="list-style-type: none"> • Equity and Diversity Subcommittee <ul style="list-style-type: none"> ○ The Equity and Diversity will be holding a meeting in February to discuss action orientated materials and agenda items to recruit new members. <ul style="list-style-type: none"> ▪ During the last Equity and Diversity meeting, members finalized the New Member Orientation PPT materials, reviewed the TCC General Meeting postcard, and updated the Annual Recruitment Plan. ○ TEP will follow-up with a Doodle Poll to schedule the next meeting. • Youth and Young Adult (YYA) Subcommittee <ul style="list-style-type: none"> ○ The last YYA meeting was in September. Members continue to share youth-related program updates and resources. ○ YYA meetings are scheduled right after TCC General Meetings. • Cessation Taskforce <ul style="list-style-type: none"> ○ The last Cessation Taskforce meeting was in October.

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- The UC Davis Cancer Center project has helped about 1,000 patients with cancer who smoke.
- The 2-week Nicotine Patch Starter Kit from the CA Smokers' Helpline has now been extended through April 2021.
 - About 10,000 people have received the Nicotine Patch Starter Kit statewide.
- Stay Tuned—there will be a virtual symposium on March 5th in collaboration with the CA Smokers' Helpline. More details to come.
- Cessation Taskforce members participated in a Quit Kit logo focus test to select the final logo for TEP's Quit Kits.
 - TECC created the logo, fast turnaround high quality imaging
- Policy Taskforce
 - Elk Grove
 - Last week, the Elk Grove City Council was presented with a very comprehensive ordinance that included a flavor ban and density restrictions.
 - It is apparent that the tobacco industry has spent time with council.
 - They wanted to bring it down to the level of SB793 but with a menthol exemption
 - Strict enforcement was discussed, focus on ABC enforcement
 - Hookah and Cigar exemption
 - Density was also discussed, 1,000 feet distance, however council members wanted to exempt gas stations.
 - Elk Grove directed staff to come back with an ordinance similar to SB793.
 - The language and exemptions would make this ordinance the weakest policy statewide. Due to this, TCC would not be able to support this policy.
 - TCC will continue providing education to Elk Grove City Council. Please reach out to Marissa Greenband to join efforts and further inform the community.
 - Folsom
 - Breathe CA will be collecting data in the city of Folsom along with the Health Education Council in pursuit of a smoke free multi-unit housing (MUH) policy.

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- TEP is also working towards collecting data in Folsom for their smoke free outdoor dining objective.
- High collaborative efforts happening across organizations and the County.
- Galt
 - Efforts stalled for some time, but beginning to restart the process to reconnect and renew those efforts.
- Rancho Cordova
 - In October, the City of Rancho Cordova passed a highly comprehensive multi-unit housing policy that prohibits smoking in and around multifamily residential properties. It is the first jurisdiction in Sacramento County and the Gold Country Region that has a comprehensive smoke free multi-unit housing policy.
 - There was a short 30-day implementation period, and it is now in effect.
- City of Sacramento
 - Tobacco retailers will be exempt from the 1,000 foot density requirement if they have less than 5% shelf space for tobacco and at least 10% shelf space for healthy food.
 - The Public Health Law Center has serious concerns about the enforceability of the new amendments to the ordinance.
 - TCC's Policy Taskforce is working to send educational letters to the Council.
- TEP Updates:
 - TEP is currently working on Smoke Free Outdoor Dining (SFOD) in the City of Folsom and Sacramento.
 - TEP's evaluator Zetetic recently conducted key informant interviews with decision makers in both jurisdictions.
 - Outgoing Councilmember Steve Hansen and incoming Councilmember Katie Valenzuela from City of Sacramento
 - Councilmember Hansen shared a lot of knowledge and past experiences related to his work in tobacco control.
 - Hansen also mentioned the importance of focusing on the youth

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	<p>vaping epidemic, homelessness, and mental health.</p> <ul style="list-style-type: none"> • Councilmember Valenzuela is supportive of SFOD, which will be helpful to the work and efforts taking place in the City of Sacramento • Steve Hansen identified two new champions in the Council: <ul style="list-style-type: none"> ○ Councilmembers Guerra and Ashby- both are running for the CA Senate and will be focusing on public health. This could be good timing to pursue tobacco-related ordinances in the city. • Zetetic also interviewed Folsom Councilmembers Sarah Aquino and Mike Kozlowski. <ul style="list-style-type: none"> ○ Both Councilmembers seem to have a hands off approach, they believe others will handle these efforts and there is not a real need for an ordinance. ○ They did not seem too concerned about SFOD ○ Others in the Council may be more on board • Further educating the Council about tobacco control efforts and continuing to interview other members of the Council will be an important next step with the City of Folsom. • Midwest Academy Strategy Chart (MASC) Session coming soon for SFOD with help from Jena Grosser at CTCP. <ul style="list-style-type: none"> ○ It will be a recorded virtual pilot session ○ We will be inviting TCC to participate in this MASC session
State Policy Updates	<ul style="list-style-type: none"> • California Senate Bill 793 (Flavored Tobacco Products) <ul style="list-style-type: none"> ○ The tobacco industry has collected over 1 million signatures. ○ January 21st is the last day to validate the signatures to force the referendum. ○ Marissa mentioned that the referendum will most likely be approved due to the number of signatures collected. This would mean that the bill will become a ballot item to be voted on in the upcoming General Election in November 2022. <ul style="list-style-type: none"> ○ Gail mentioned that during the Tobacco Free CA call, they explained that should the current petition go through for Governor Newsom and a special

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	election take place, the ballot item may be voted on sooner.
Announcements	<ul style="list-style-type: none"> • Joelle announced that Quit Kits at SCOE are currently available to youth. <ul style="list-style-type: none"> ○ Email Joelle if you are in need or interested in learning more • Kim Homer-Vagadori mentioned that the California Youth Advocacy Network (CYAN) recently opened registration for Youth Quest, taking place March 15th and March 17th. <ul style="list-style-type: none"> ○ Youth Quest will be spread over 2 days: (1) youth-led training (2) State Assembly Members and Senator virtual legislative visits <ul style="list-style-type: none"> ▪ This year it will be open to TUPE programs (\$15 fee) ○ More information about Youth Quest can be found here: https://www.cyanonline.org/youth-quest • CYAN will be hosting a virtual workshop series in February to support smoke/tobacco-free interventions on college and university campuses. Each of the three days of the series will feature a different aspect of smoke/tobacco-free college work and include a general session and two sets of breakout sessions. More information can be found here: https://www.cyanonline.org/college-workshop-series • Marissa at Breathe CA announced that January 31st will be the last day to participate in the 7th Annual Anti-Tobacco PSA Video Contest. More information available here: https://sacbreathe.org/what-we-do/tobacco/psa-contest/ <ul style="list-style-type: none"> ○ The Anti-Tobacco PSA contest is open to all middle school and high school students in Sacramento County. ○ The Breathe Youth Media Awards will take place March 25th from 6-8pm, flyers will be coming out soon along with the registration links and additional information. • PRO Youth and Families' youth program at Monterey Trails High School is currently working on a photo voice project, taking photos of local businesses that sell tobacco or images of tobacco products on the street. The youth are very interested and engaged. Materials will be coming soon on their social media pages. • Valerie Gabriel from the Folsom Police department mentioned they have their STAKE Act grant through 2023. The funding will be used for special enforcements and public

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	education efforts to help prevent tobacco sales to minors. They are thinking of joining the Policy Taskforce to be kept in the loop about ordinances and enforcement.
Next Meeting	General Coalition Meeting: March 10 th , 2021, 9:00-11:00 am (Zoom)
Adjournment	Rachel adjourned the meeting at 10:45 am

Minutes Distribution: TCC Members, Public