

Tobacco Free Baltimore County Community Coalition

MINUTES JULY 18, 2012

12:00 P.M. – 2:00 P.M.

DRUMCASTLE GOVERNMENT CENTER

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| MEETING CALLED BY | Christine Schutzman, Co-Chair |
| TYPE OF MEETING | Tobacco Free Baltimore County Community Coalition Meeting |
| FACILITATOR | Christine Schutzman |
| NOTE TAKER | Mike Dark/Jessica Gibson |
| ATTENDEES | Pat Pickett (Independent), April Meise (Johns Hopkins-Bay View), Mark Metzger (BCPD), Judy Rosenberg (Bais Yaakov School), Sister Marie Seton Walsh (Northwest Hospital Center), Christine Schutzman (Independent), Julie Lauver (BCDSS), Greta Brand (Greta Brand, Inc), Karen Polite-Lamma (Franklin Square), Natalee Morgan (Progressive Parenting), Alison Rohrbach (UMBC), Mike Pierce (Independent), Theresa Otide-Alaeze (Associated Health Resource Center), Roderick Harden (Parkville MS), Vivian Eddy (Independent), Michael Bailey (Progressive Parenting), Chelea Gibson (Towson HS Student), Rita Turner (UMD Law), Doug Zinn (BCDHHS) BCDH staff: Joy Weddington, Mike Dark, Dave Goldman, Jessica Gibson. |

12:06 **WELCOME AND INTRODUCTIONS** CHRISTINE SCHUTZMAN

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| DISCUSSION | Christine Schutzman opened the meeting with welcome and introductions. Meeting Minutes were viewed and approved. |
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12:15 **FY 12 FINAL REPORT** JOY WEDDINGTON

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| DISCUSSION | <p>The performance measures for FY 12 were reviewed for their end of year status.</p> <p>Community Did not have success in the youth leadership program performance measure. All other measures were met or exceeded.</p> <p>School-based The majority of performance measures in this section were met. There was an issue with organizing peer programs in the schools. No students were cited for tobacco use and only a few were referred for cessation services by the Bridge Center. We are working with the school wellness centers in order to identify students who may need cessation services.</p> <p>Enforcement We have reached all performance measures.</p> <p>We conducted enforcement activities with the assistance of Baltimore County Police Cadets. Not many stores were following the laws to request identification. Only 35% of the stores on both days asked for identification as required by County Code. We were assigned an Administrative Judge to handle all tobacco enforcement citations. The judge has discretion on how to assign fines (waive, reduce, etc.)</p> <p>An individual asked if the Coalition might be interested in publicizing the stores who failed inspections and were issued fines.</p> <p>At the first hearing, retailers who attended had their fines reduced for showing an effort in owning up to their mistake. Those who did not pay ahead of time or attend the hearing will be issued a bill for their fines. Those that paid ahead of time paid the entire fine directly to the Health Department.</p> <p>Greta Brand stated that she would like to send a letter to Judge Stahl thanking him for his dedication and assistance with this issue.</p> <p>Cessation We have reached all performance measures except for Chantix and Gum.</p> |
| CONCLUSION | Greta will send a letter to Judge Stahl regarding the tobacco enforcement hearings. |

12:30 **SHIP/LHIP** DAVE GOLDMAN/JOY WEDDINGTON

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| DISCUSSION | The State has chosen its health initiatives while the County has selected 3 specific ones to address. Those initiatives are childhood obesity, low birth weight, and tobacco use . Due to these initiatives, the Health Department wanted to apply for any funding that is available. Therefore, the Health Department applied for the Million Hearts Grant. Funding was approved for \$150,000 to address smoking cessation. The original grant was written to address youth cessation in school wellness centers but was rewritten to address adult cessation as requested by the funders. |
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| 12:35 | <i>FY 13 Grant Application</i> | JOY WEDDINGTON |
| DISCUSSION | <p>The FY 13 grant application was for a total funding of \$214,000. All four elements will be covered again in the grant. Joy stressed the fact that activities under CRF need to rely on a system impact rather than individual staff efforts. It will be necessary for Coalition members, partners, and vendors to assist CRF staff in meeting this years performance measures. We want a sustained impact from our efforts rather than a temporary one.</p> <p>The grant has not been approved at this time.</p> | |
| 12:40 | <i>Introductions</i> | CHRISTINE SCHUTZMAN |
| DISCUSSION | <p>Additional introductions were made for those who arrived late.</p> <p>The coalition purpose was discussed again. Christine proposed a separate meeting to discuss how the coalition will act in the future (advisory vs. hands on) rather than addressing the topic during a regular coalition meeting. Results from the separate meeting would be brought back to the next regular coalition meeting.</p> | |
| 12:45 | <i>Law Update</i> | RITA TURNER |
| DISCUSSION | <p>There was concern about addressing a ban of electronic cigarettes. Most lawmakers do not like the idea of reopening the Clean Indoor Air Act as it allows for tobacco companies and other groups to insert items in their favor.</p> <p>There was report of a store in Baltimore County that stopped selling rolling paper because of the clientele that were coming there to purchase this product. The store and surrounding area were not comfortable with the individuals.</p> <p>Joy wrote a letter to the Dollar Store in her area and they removed cigarettes from the store.</p> | |
| 12:50 | <i>Youth Involvement/Student Brainstorming</i> | CHRISTINE SCHUTZMAN |
| DISCUSSION | <p>Christine showed a video from Thailand that used children as a way to address tobacco cessation in adults. The children would ask for the adults to light a cigarette for them and the adults would tell them reasons why they should not smoke. At the end of each interaction, the child would hand the adult a piece of paper that asked them why they smoked if they didn't recommend children to do it.</p> <p>The question was asked of how we can get into the schools and provide services to the students. Ideas included having a student ask for approval to bring us in, give information to student groups to give out on their own, going through health teachers, personal teacher contacts, or approaching the PTA.</p> <p>Chelea mentioned that her SADD group gave information out at lunch that was given to them by CRF staff. She also mentioned that there are places at Towson HS where students can smoke right outside of campus. It was also mentioned that rewarding students for activities or getting students involved who have experience with other people who use tobacco might be helpful.</p> <p>An individual said that we should give attention to the Elementary and Middle schools, as this is the prime age to prevent initial tobacco use.</p> <p>Joy provided a few ways that we will be able to work in the school setting. Joe Leake (BCPS) will speak to the health educators on a training day and train them on how to use tobacco education kits. In the future he would like to update the health curriculum. We will also be participating in Back to School Night events and provide our Smoke Free Cars and Homes materials.</p> <p>April will be participating in Farmers Markets in Dundalk and White Marsh in July and September and will provide Smoke Free Cars and Homes materials.</p> <p>Jessica provided an update that we will be again offering mini grants to the schools and peer groups. She asked for suggestions on how to make schools and students aware of the grants. Joe Leake will promote the grants with the health educators. A suggestion included sending to the principal as money will catch their eyes.</p> | |
| CONCLUSION | <p><u>Pat motioned that the meeting and workshop be held together so that the coalition meeting is half the usual time and followed by the grant-writing workshop. Sister Seton seconded the motion.</u></p> | |
| 1:45 | <i>Open Discussion/Recap</i> | CHRISTINE SCHUTZMAN |

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| DISCUSSION | The next meeting will be on September 19. There was discussion as whether to have the meeting at a school or at the Department of Health. A location and time were not decided at this time. The meeting was closed at this time and the grant writing training began at 2pm. | | |
| NEXT MEETING DATE: | Wednesday, Sept. 19, 2012 | TIME: TBD | LOCATION: TBD |