

“Empowering Merced County residents to achieve a healthier lifestyle and tobacco-free environments”



Merced County ACCT Coalition

Quarterly Meeting Minutes

When: December 11, 2019 | 1:00PM – 3:00PM
Location: MCOE: Early Education Department
Room B4: 1850 Wardrobe Ave. Merced CA, 95341
Attendees: 26 Attendees

Coalition Chairperson

Salvador Vazquez: MCOE – Migrant Education Program (CC)

Coalition Vice-Chairperson

Vacant

TRL & Flavored Tobacco Subcommittee Lead

Robin Siminoff: Merced County Behavioral Health & Recovery Services (TRLSL)

Media Subcommittee Lead

Tashelle Wright: UC Merced PhD Student, Healthy House Within a MATCH Coalition

Outreach & Recruitment Subcommittee Lead

Currently Vacant

Let's Clear the Air Subcommittee Lead

Currently Vacant

Attendance

Presenters (2)

Amelia Jimenez: Merced County Office of Education – Coordinator

Brittany Cotta: Dignity Health – Medical Social Worker

Merced County Tobacco Control Program (MCTCP) Staff Present (4)

Evi Hernandez: Project Director (PD)

Stephanie Gonzalez: Program Manager (PM)

Maria Galvan: Community Engagement Coordinator (CEC)

Patrik White: Youth Coordinator (YC)

Members Present (16)

Alice Kieffer: Castle Family Health Centers, Alina Torres: CHC – API PACT, Amanda Punzalan: UC Merced, Belle M. Vallador: Healthy House Within a MATCH Coalition, Brittany Cotta: Dignity Health, Crystal Duran: California Health Collaborative, Helidee Milan-Govea: Livingston Community Health, Jailene Gutierrez: Congressman Jim Costa representative, Jerome Rasberry Jr, Nancy Tapia: Merced County Department of Public Health, Raquel Ortega: Central California Alliance for Health, Robin Siminoff: Merced County Behavioral Health & Recovery Services, Sarah Alnahari: UC Merced, Salvador Vazquez: MCOE: Migrant Education Program, Steve Roussos: Alliance to Community Research and Development, Tashelle Wright: UC Merced.

Guests Present (5)

Ericka Corchado: Unidos Por Salud Project, Illesha Sanders: Merced County Department of Public Health, Natalie Alfaro-Perez: Merced County Department of Public Health, Karina Ornelas: Healthy House Within a MATCH Coalition, Nicoli Cano: community resident.

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Minutes

1. Meeting Call to Order: Approval of Minutes

1st motion: Language and Culture Specialist – Healthy House

2nd motion: Health Educator – UC Merced

Unanimous vote: Meeting moves forward

Time: 1:29PM

3. Merced County Tobacco Control Program (MCTCP) - Updates by Program Manager (PM)

PM provided brief updates on tobacco control efforts in Merced County since September.

A. City of Los Banos

- a) August 21; MCTCP presented to Los Banos city council during public comment with a youth coalition member. MCTCP is collaborating with Cultiva La Salud parent group. Come 2020 MCTCP plans to continue the Smoke-Free campaign in Los Banos.

B. City of Atwater

- a) Presented to city council back in April. Did not get response from city council members as hoped; only response received was from the mayor who encouraged program staff to follow up with the city manager. Since then MCTCP continues to reach out to city council and manager and has yet to receive a response until recently.
- b) MCTCP staff continues to attend and assist at community events in Atwater. Thanks to the support of community member Dentist from Atwater – interest in tobacco control by councilmembers in Atwater started to pick up again.

C. Youth Coalition - Atwater

- a) Valley Community Schools’ leadership group youth are now also CALI youth advocates! The group has been meeting with program staff since September on a weekly basis. The hopes are to partner with the youth group and continue the TRL campaign in Atwater.

4. Merced County Department of Public Health (MCDPH) - Updates by Health Education Specialist (HES)

A. The MCDPH received the Health Equity in the Retail Environment (**HERE**) subcontract under CHC-MCTCP.

- a) Working on tobacco retail license (TRL) in Merced from April 2019 – July 2021

B. MCDPH took over the TRL & Flavored Tobacco Subcommittee in November.

C. The subcommittee presented to city council during public comment in October.

D. In November 18, presentations were provided to city council members as a formal agenda item.

E. A Young Adult Tobacco Purchasing Survey (YATPS) training took place and surveys were conducted in the city of Merced.

- a) Participants went to 5 stores and they were able to purchase in 2/5 stores.
- b) The ages of participants are from 18-20 and they asked to purchase Swisher Sweets.
- c) Vaping Forum – 12/13/19 – *updates will be provided at next quarterly meeting*
- a) MCDPH health officer and UC Merced professor will be speaking

*** Coalition member questions**

A. “Doing all of this work, what do you (MCTCP) expect city council to do in return?”

- a) Los Banos – hoping that the city moves forward with plans to pass a smoke-free public outdoors area policy.
- b) Atwater – hoping on moving forward with a TRL .
- c) We’re (MCTCP) doing the education within Merced County however, we are unable to lobby. Thanks to the support from community members including ACCT Coalition supporters and CALI Youth advocates – these groups are able to do the ask.

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- B. “Is there anything that is happening now in regards to the drafting of policies?” – question regarding plans for both Merced and Atwater following city council meeting presentations and asks from both councils.
 - a) Sample policy language has been sent out to both councils.
- C. There are several programs working in Merced County on tobacco control however, the state is only allowing programs to focus on certain communities so that services are not duplicated. This is why we see certain programs having policy campaigns in specific communities. For example MCTCP focuses on Merced County entirely however, when it comes to the policy campaigns the program focuses on Atwater and Los Banos.

5. Tobacco Control Programs in Merced County

- A. An activity was provided to ACCT Coalition members to get to know a bit more information of all of the Tobacco Control programs serving Merced County.
 - a) Posters were created with summarized information for all of the tobacco control programs in Merced County. Coalition members were given the opportunity to go around and read up on each poster.
 - b) Coalition members really enjoyed this activity – program staff hopes to have a panel at a future coalition meeting for members to get the opportunity to hear more information about each program, what they are doing in Merced County, and answer any questions members might have for them

6. TRL & Flavored Tobacco Subcommittee Update - Lead

- A) First city council meeting attended was in October – adult and youth coalition members and community supporters presented during public comment
 - a) District 2 councilmember has been championing the efforts in the city of Merced.
- B) The second city council meeting was formally on the agenda. MCDPH health educator and NCPC representatives were able to provide an educational presentation to city council members.
 - b) Hoping to be on the agenda in the month of February to provide more information to councilmembers and continue with the TRL campaign efforts in the city of Merced.
- C) MCDPH along with an ACCT Coalition member had a meeting with District 1 councilmember in November.
- D) As interest in Atwater starts to pick up, there are plans to meet for Atwater campaign efforts in January 2020.

7. Media Subcommittee Update - Lead

- A) Tashelle Wright: New Media Subcommittee Lead!
 - a) Lead is accepting submissions to share on the ACCT Coalition Facebook page; any information regarding tobacco control and health. If you work for an organization, school, health department, etc. and would like to share upcoming events or other information, feel free to send the information to the Lead as well.
- B) Contact information: twright8@ucmerced.edu – Please use “ACCT Coalition Facebook” in the subject line.
- C) Lead plans to do a monthly highlight of an individual or program to highlight the work they are doing within Merced County. If you have anyone in mind you think should be highlighted, please contact the Lead.

8. Healthy Stores for a Healthy Community Campaign – Updates

Statewide effort by the California Department of Public Health

- A) Since September, Public Opinion Polls (POP) have been collected – this activity has now been completed! The collection of over 120 POPs was possible with the help of community members and volunteers.
 - a) POPs were collected to gather data on access and availability of products such as fresh fruits and vegetables, tobacco, and alcohol products.
- B) Key Informant Interviews are being conducted with different community leaders within Merced County.
- C) Central Valley conference will take place next year to present the data collected for the HSHC Campaign.

9. Presentation: Tobacco Use Prevention Education (TUPE) – MCOE Coordinator

- A) Presenter provided information on what TUPE program is and what she does through this program.
- B) The priority is System and Leadership: the program works with school admin and district personnel.
 - a) Schools are able to tell TUPE program what they need and the program is able to go out and provide that for them.
 - b) Barrier: the services provided must be tobacco based – if schools ask about other drugs the program must tie it in back to tobacco in order to provide those services.
- C) #1 request from districts recently is on the subject of vaping.
- D) TUPE has been providing presentation for students, parents and staff. October is their busiest time where TUPE gets the most requests for services due to Red Ribbon Week.

Presentation slides can be found on the coalition webpage: www.acctcoalition.org

10. Presentation: Vaping Presentation & Cessation Course – Dignity Health MSW

- A) Presenter provided a summarization of the recent vaping presentation Dignity Health provided to El Capitan High.
 - a) A pre-test was conducted to see what the students knew about tobacco and nicotine including vaping.
 - b) After the presentation, a post-test was conducted to see if they learned anything.
- B) The section that seemed to make the most impact on the students was a point on the Altria (one of the biggest tobacco companies in place) website disclaiming that smoking kills more people than murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.
 - a) Another impactful section included the point that current users of vaping products “are the lab rats”.
- C) The RN’s provided the education on lung injury.

The presentation and curriculum can be made available to you upon request, please contact us to request more information.

- 1) Smoking cessation program is available to the community! For more information call (209)564-3669
 - a) FREE 4 week program that meets for 1-hour weekly in the months of January, April, July, & October.

Presentation slides can be found on the coalition webpage: www.acctcoalition.org

11. Coalition Election: Vice Chair

Introducing our new Vice-Chair: Stergios (Steve) Roussos.
Steve will be serving as the Vice-Chair for the remainder of the fiscal year (December 2019-June 2020).
Congratulations Steve!

12. Coalition Members: Updates

Nicotine and Cannabis Policy Center (NCPC): Brief announcement

- A) The center is seeing a lot of schools looking for educational presentations for students, parents and staff. NCPC is able to provide these presentations to schools. If a school does ask *your* org/program to provide a presentation and you’re not able to provide the presentation, please contact NCPC and the center will be able to provide that.

Merced County Department of Public Health: Update

- A) Nancy Tapia is retiring in January – Natalie Alfaro-Perez will be taking over her position.

Meeting Adjourn

Time: 3:06pm