

A Community Counteracting Tobacco (ACCT) Coalition Quarterly Meeting



Facebook: ACCT Coalition | Email: acctcoalition@gmail.com

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

Date: 3/10/2020
Call to order: 11:25 AM
Adjourn: 1:05 PM
Location: Merced County Behavioral Health & Recovery Services - Auditorium: 301 E. 13th St. Merced CA. 95341
Facilitator: Salvador Vazquez
Timekeeper: Maria Galvan
Minute Taker: Maria Galvan
Present: 26

Attendance

Presenters (2)

Miriam R.: Los Banos Police Department – School Resource Officer; Liz F.: American Heart Association – Communications Director

California Health Collaborative - Merced County Tobacco Control Program [MCTCP] (4)

Stephanie G.: Program Manager (PM); Maria G: Community Engagement Coordinator (CEC); Patrik W.: Youth Coordinator (YC) Crystal D.: California Health Collaborative

Members Present (15)

Amelia J.: Merced Office of Education; Alice K.: Castle Family Health Centers; Alina T.: CHC – API PACT; Belle M. V.: Healthy House Within a MATCH Coalition; Chelsea A.: American Cancer Society – Cancer Action Network; Ericka C.: CA Health Collaborative - Unidos Por Salud; Helidee M-G.: Livingston Community Health; Jailene G.: Congressman representative; Kathy F.: American Cancer Society; Natalie A-P: Merced County Department of Public Health; Raquel O.: Central California Alliance for Health; Salvador V.: MCOE: Migrant Education Program; Steve R.: Alliance to Community Research and Development; Sue E.: Healthy House Within a MATCH Coalition; Tashelle W.: UC Merced

Guests Present (5)

Cha S.: American Cancer Society Cancer Action Network; Chaz B.: Dignity Health; Jacqueline P.: CHC-MCTCP Intern; Natalie M.: CHC-API PACT Intern; Sam Y.: Merced Union High School District.

No.	Agenda Item	Discussion	Action Items
1	Meeting Call to Order: Approval of Minutes Chair - Salvador	1. 1 st motion: Program Manager – CHC-MCTCP 2. 2 nd motion: Graduate Student – UC Merced 3. Unanimous vote: Meeting moves forward	
2	CA Health Collaborative - Merced County Tobacco Control Program (MCTCP) - Updates by Stephanie, Program Manager (PM)	1. City of Atwater (Stephanie) a) Continuing education in the City and gathering support from community members. A Subcommittee has been established and is meeting (more information below) 2. City of Los Banos a) Partnering with Los Banos Homeschool CO-OP for two events: March 28 th – Dexter’s Big Giant Clean-Up. A clean up event, idea presented by 9-year-old Dexter – avid environmentalist who MCTCP is partnering with. April 25 th – Earth Day Celebration at the Los Banos Community Center – will be providing educational booths on the ecosystem, recycling, the environment as well as an exhibit on tobacco litter and secondhand smoke.	

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		<ul style="list-style-type: none"> b) Los Banos is currently updating their Master Plan - MCTCP staff continues to attend and assist at community events providing that education to city council and the community. MCTCP hopes that the Master Plan parks section includes language for smoke-free public outdoor areas 3. Youth Coalition (Patrik) <ul style="list-style-type: none"> a) Monday, March 16th – youth will be attending Youth Quest hosted by CYAN in Sacramento where youth will get the opportunity to speak with legislators from their area and hold a press conference. b) Los Banos High School – partnering with LULAC to host an Earth Day Event on campus 4. ACCT Coalition (Maria) <ul style="list-style-type: none"> a) April 30th – March 2nd: event that brings together leaders and residents from our communities to learn how we can go out into the community and provide tobacco related education b) If you are interested in attending – this training is hosted every year 	
3	Healthy Stores for a Healthy Community (HSHC) – Stephanie	<ol style="list-style-type: none"> 1. The HSHC data will not be released till March 24th by the California Department of Public Health. MCTCP will be releasing any local data. The data will include access, availability, quantity and quality of different types of products including fruits and vegetables, tobacco, alcohol, & condoms. This will assist in showcasing what our retail environment looks like. 	Stephanie will share the online website and data once available
4	Merced County Department of Public Health (MCDPH) – Health Equity in the Retail Environment (HERE) Subcontract – Updates by Natalie, Health Education Specialist (HES)	<ol style="list-style-type: none"> 1. The MCDPH received the Health Equity in the Retail Environment (HERE) subcontract from CHC-MCTCP to work on tobacco retail licensing in the City of Merced from April 2019- June 2021. Natalie is taking over Nancy’s position 2. Providing educational presentations to youth and youth serving clubs –HERE staff is working closely with CHC-MCTCP staff to transition the CALI youth group in the city of Merced over to HERE staff 	contact Natalie if interested in presentation for youth/community group
5	TRL & Flavored Tobacco Subcommittees: <ol style="list-style-type: none"> 1. Atwater – Stephanie 2. Merced – Natalie 	<ol style="list-style-type: none"> 1. Atwater – Taking ACCTion on Flavored Tobacco (TAFT) Subcommittee <ul style="list-style-type: none"> a) First meeting February 13th – orientation meeting to provide members with information on TRL’s and what this subcommittee will focus on. Next meeting will be March 12th – 12pm-1pm: at CFHC - conference call line is available b) Goal: to schedule meetings with CC and provide that education on Tobacco use and the harms 2. Merced – Tobacco Retail Licensing & Flavored Tobacco (TRL) Subcommittee <ul style="list-style-type: none"> a) February 4th meeting – Council member and city manager attended – meeting was held to propose draft policy language and that information was provided b) City manager proposed the group wait till the State moves forward with tobacco related plans – CM did emphasize that if the state does not move forward with SB 793 (senate bill offered by Senator Hill – 	<p>Atwater – will send details to TAFT subcommittee members for next meeting</p> <p>Merced – will send details to TRL</p>

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		<p>comprehensive flavors ban including all flavored tobacco and menthol *please see attached petition), Merced city will pick up the efforts once again. Will know no later than October on SB 793</p> <p>c) Next steps meeting coming soon: to continue that education, provide information, and not let the momentum go</p>	<p>subcommittee members for next meeting</p>
6	<p>Media Subcommittee Update – Lead: Tashelle</p>	<ol style="list-style-type: none"> 1. 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. 2. ACCT Coalition Facebook: Currently have 137 likes – goal 150 likes by our June quarterly meeting 3. Please sign-up for the subcommittee if interested – meetings can consist of in-person, phone call, virtual if needed 	<p>Contact information: twright8@ucmerced.edu – Please use “ACCT Coalition Facebook” in the subject line.</p>
7	<p>Presentation: Los Banos High School Miriam R. - School Resource Officer</p>	<ol style="list-style-type: none"> 1. Presenter provided information on vaping issue in Los Banos <ol style="list-style-type: none"> a) Vaping issue – confiscated vape pens have nearly doubled in half the school’s years’ time than that of the last school year. Companies are creating – hoddie example b) Received a tip about a smoke shop in Los Banos selling <i>Puff Bars</i> to minors without asking for ID c) Education is needed: These products don’t discriminate – all students are using these products (nicotine and CBD) 2. Strategies used in LBHS <ol style="list-style-type: none"> a) <u>Anonymous Tip Line</u>: students can send an anonymous text tip about students using these products in school b) <u>Positive Behavior Intervention Support Group</u>: She has joined the group and has brought up to the group the vaping issues – partnered with the group to get that education out to staff and how to report it (she asked if we have any ideas on education for staff – please let her know) c) <u>Student Education</u> – conducted a meme contest for LBHS to educate their peers on vaping d) vape detector: planning to add to LBHS small group interventions (mental health person) if you get caught with a vape pen students get sent to her e) <u>Restorative Justice</u>: students sent to in-house program if caught vaping and asked to complete a project to educate their peers on vaping 3. Justice Grant - Los Banos Unified School District received a tobacco grant in 2019 <ol style="list-style-type: none"> a) LB Police Department needs to hire vacancies before hiring two new school resource officers b) Plan to purchase vape detectors to place in restrooms 	
8	<p>Training: Media Outreach Liz F. - American Heart Association</p>	<p>Presenter provided training on how to work with the media and carry your message</p> <ol style="list-style-type: none"> a) Who to contact <ol style="list-style-type: none"> i) print: Editors, photo editors, reporters ii) broadcast: news directors, producers, possibly – (depending on their interests) anchors, reporters b) engage the media through contact page on their webpage. Look into social media pages as well 	

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		<p>c) trainer provided do's and don'ts when engaging the media – (please refer to PowerPoint slides) i) this included tips for newspapers, tv stations, radio, blogs as well as best time and date</p> <p>B. media advisory vs. media release a) advisory: invitation that contains basic who, what, why b) release: details about company/organization – report, milestone, event</p> <p>C. Tips on what to do after you have secured media coverage</p> <p>D. Honing and carrying your message – assign spokespeople and communications contact *Presentation slides can be found on the coalition webpage: www.acctcoalition.org*</p>	
9	Coalition Member Updates	<p>1. CHC - API PACT A. Tuesday March 17th – Livingston City Council Presentation at 7pm B. Ask: Letter of Support – please send to Alina or to request a template contact her</p> <p>2. Healthy House within a MATCH Coalition A. March 26th training regarding Mental Health – 301 W. 18th – Belle will be sending the invitation</p>	
10	Meeting Adjourned	<p>1. Next meeting: June 10, 2020 from 11-1PM, location TBD</p> <p>2. Adjourned at 1:05pm</p>	