

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



Merced County ACCT Coalition

Quarterly Meeting Minutes

When: June 11, 2019 | 11:00AM – 1:00PM
Location: University of California, Merced: Downtown Campus Center
655 W 18th Street Merced, CA 95340
Attendees: 31 Attendees

Coalition Chairperson

Tashelle Wright: UC Merced Student (CC)

Coalition Vice Chairperson

Jazmine Kenny: UC Merced Student (CVC)

Outreach Subcommittee Lead

Jerome Rasberry Jr: United Way (OSL)

Media Subcommittee Lead

Sarah Alnahari: UC Merced Student (MSL)

Attendance

Presenters (2)

Jena Grosser & Stacy Kruse: California Department of Public Health – California Tobacco Control Program.

Merced County Tobacco Control Program (MCTCP) Staff Present

Evi Hernandez: Project Director (PD)

Patrik White: Youth Coordinator (YC)

Stephanie Gonzalez: Program Manager (PM)

Maria Galvan: Community Engagement Coordinator (CEC)

Members Present (17)

Bao Xiong: CHC – API PACT, Belle M. Vallador: Healthy House Within a MATCH Coalition, Brittany Cotta: Mercy UC Davis Cancer Center Dignity Health, Helidee Milan-Govea: Livingston Community Health, Hortenica Silva: American Cancer Society, Irene De La Cruz: Entre Amigos/Between Friends Publication, Luis De La Cruz: Entre Amigos/Between Friends Publication, Jailene Gutierrez: Congressman Jim Costa representative, Lorely Chavez: Alliance to Community Research and Development, Raquel Ortega: Central California Alliance for Health, Morelia Marines: CHC-Unidos Por Salud, Salvador Vazquez: MCOE-Migrant Education Program, Steve Roussos: Alliance to Community Research and Development, Amanda Punzalan: UC Merced, Amalia Madrigal Hernandez: Merced County Department of Public Health, Tashelle Wright: UC Merced, Jazmine Kenny: UC Merced.

Guests Present (8)

Robin Siminoff: Behavioral Health and Recovery Services, Elena Froles: Vista, Jeanette Torrez: Vista, Susana L.: Vista, Gabriela Araiza: ACS-CAN, Minerva Silvena: Dignity Health, Margaret Eade: Dignity Health, Dulce Velazquez: American Cancer Society Cancer Action Network.

Minutes

Meeting Call to Order: Approval of Minutes

1st motion: Editor – Entre Amigos/Between Friends Publication

2nd motion: Community Engagement Coordinator – CHC – Unidos Por Salud Project

Unanimous vote: Meeting moves forward

Time: 11:18AM

Welcome and Introductions

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

1. TRL with provision to eliminate the sale of flavored tobacco products in the city of Atwater – presented to Atwater city council on April 8th: Mayor showed support for TRL
2. Young Adult Tobacco Purchasing Surveys (YATPS) – Conducted in Atwater – data showed that 10% of stores sold tobacco products to underage youth
3. Los Banos – youth from the youth coalition joined and presented to Los Banos mayor on smoke-free outdoor areas – they were very excited about the youth presenting and showed support for smoke-free outdoor policy in Los Banos. Next steps include presenting to city council.

Merced County Department of Public Health (MCDPH) - Updates by Division Manager (DM) for the Prevention, Policy, & Planning Unit

1. MCDPH recently received a subcontracted under CHC-MCTCP – received April 9th
 - i. Working on tobacco retail license (TRL) in Merced
2. MCDPH has been working with the MCTCP Youth Coordinator to engage and recruit youth
3. Department of Justice grant – allows MCDPH to work with retailers and the sheriff’s department do enforce around tobacco
 - ii. Sting operations in unincorporated areas – working with sheriff’s department and cadets to go out after summer and conduct these sting operations. Workshops with retailers to keep them informed on tobacco laws
4. Quick start grant – a partnership with UC Merced: they will be focused on working with youth, stress, and tobacco
5. MCDPH continues to provide cessation classes throughout Merced County

Healthy Stores for a Healthy Community Campaign – Updates

This campaign is done to improve the health of Californians through changes to the retail environment

- i. Volunteers have visited 130/152 retail stores in Merced County and collected data/conducted surveys regarding tobacco, alcohol, condoms & food
- ii. Results won’t be available till fall of 2019 – this is the last year the CDPH will conduct the campaign
- iii. Challenges: some stores are declining the survey – will go back to revisit those locations
 - a. 18+ stores did not contain signage and did not allow volunteers that are minors inside the

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- store although their kids were in the store
- b. a lot of stores said they needed to have the manager present

Presentation: Coalition Structure & Involvement presented by CDPH - CTCP

Presented in tools that can really strengthen a coalition – provided a couple of fundamentals

- i. What a coalition is – an organization of organizations coming together to accomplish a mission
- ii. Why – coalition exists to build power: developing collective impact
 - i. With the assistance of a backbone (MCTCP) who assist with location, food, etc.
- iii. Recruitment – 5 categories of those who need to be involved in the coalition
 1. Does the person you are trying to recruit have something that the coalition needs?
 2. Recruiting people that are connected to your policy makers
 3. Recruiting people with skills your coalition needs or lacks
 4. Countering your opponents – bring people in that know what the counter arguments are and can assist in combating those arguments
 5. Recruiting people who are really invested in your cause: Tobacco Control
- iiii. Participation means having a Role, Respect, Relationships, Recruiting, Results, and Recognition
- iiiii. People attend meetings for educational opportunities, to network, and the location
Create tasks for coalition members to bring back for the next coalition meeting!

Coalition Members Recognitions

During this quarterly meeting community organizations and members were recognized for their commitment in reducing and preventing tobacco use and exposure to secondhand smoke within Merced County for the 2018-2019 year. These organizations and members not only completed their coalition member duties, but took that extra step which earned them an ACCT Coalition Member Recognition Certificate. *(For more information on how you can receive a certificate and the qualifications please contact us).*

Organizations:

Alliance for Community Research & Development
CHC – Unidos Por Salud
CHC – API PACT
Dignity Health
Golden Valley Health Centers
Healthy House Within a MATCH Coalition
Merced Office – Jim Costa
Livingston Community Health
Merced County Department of Public Health
Merced County Behavioral Health & Recovery Services

Members:

Tashelle Wright	Sarah Alnahari
Morelia Marines	Jerome Rasberry Jr.
Sue Emanivong	Lorely Chavez
Brittany Cotta	Steve Roussos
Irene De La Cruz	Hortencia Silva
Belle Vallador	Raquel Ortega
Jailene Gutierrez	Bao Xiong
Helidee Millan	Luis De La Cruz
Salvador Vazquez	Nancy Tapia
Jazmine Kenny	Marilyn Mochel

Coalition Members: Updates

- i. Castle Family Health Centers Update
 - i. August 3rd – health fair being held at Castle Family Health Centers
 - ii. For more information call – 209-381-2000

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- i. Mercy UC Davis Cancer Center – Social Worker Update
 - i. Smoking cessation classes available at the Cancer Center
 - ii. It is recommended to join for the full course which are the four classes in each month: January, April, July and November (attendees should plan to come for four consecutive Tuesday’s and then graduate)
 - iii. For more information please call: (209)564-3669
- i. Healthy House Within a MATCH Coalition Update
 - i. Advanced Law Enforcement Training – Department of Justice 6/12/19
 - ii. Where: Merced College Resource Center – from 8am – 5pm
- i. Alliance for Community Research & Development Update
 - i. Project Grow is having their re-opening of the 18th St. community garden
 - ii. June 29th at 10am

Meeting Adjourn

Meeting Adjourned

Time: 1:04pm

** For more information on any of the topics listed above, please contact us.*