

Partnership For A Tobacco Free Cerro Gordo County

May 11, 2016
 11:30AM - 1:00PM
 Godfather's Restaurant



Attendees

Kelli Huinker	Kara Ruge	Carolyn Sunde
Tiffany Creekmur	Meagan Wentz	Steve Lovik
Angie Determan	Dave Ciccetti	Penny McCaslin
Pat Otto	Molly Bachman	

Partnership Meeting Minutes

<p>Welcome</p>	<p>Partners completed ice breaker activity. One guest present, Molly Bachman with Prairie Ridge. One new member in attendance, Tiffany Creekmur is a very welcome addition!</p>
<p>Strategic Plan</p>	<ul style="list-style-type: none"> • We revisited at our adult and youth education messaging plan development. We completed an exercise facilitated by Kelli Huinker to draw out a congruent messaging plan and schedule. • We concluded what the 4 top audiences members would like to target this fiscal year, when we will target them, and what messaging we will use to grasp them: <ul style="list-style-type: none"> - General Public and Families: We will target this audience during the months of November-February. We will include the following messages: How to be an advocate for smoke-free environments – empower them to advocate. - E-cigarette Users: We will target this audience during the spring months. We will include the following messages: Educate users about e-cigarettes products in general; their dangers; they're not a proven cessation method; etc. - Youth: We will target this audience Aug.-Oct. We will include the following messages: e-cigarettes and other alternatives; fear factor; financial impact; model for their future children; hire-ability; other effects (looks, etc.) - Tobacco Users: We will target this audience in the summer months. We will include the following messages: cessation options; where you can and can't smoke or use tobacco products; financial impact. <p>All messaging will be made social media friendly for partners to easily share.</p>

<p>SCHOOLS</p>	<ul style="list-style-type: none"> • Policy workgroup progress report – Dave • Dave reported that while there is no consistent tobacco curriculum district-wide, all students are required to take P.E. The P.E. instructors are on board with incorporating a tobacco prevention piece into their curriculum to be able to hit all students. There are also efforts being made to educate school system employees at the beginning of the school year prior to students arriving about what to look for (scents, new products, etc.) so they are better able to identify use. They are continuing with messaging on pizza boxes at local restaurant and school concession stands. Main points of messaging are to highlight cessation options, inform with facts about tobacco use risk and further Partnership branding.
<p>PARKS</p>	<ul style="list-style-type: none"> • Sign audit – PREP Students conducted a park sign audit in April with Penny and Betty to earn service hours. All but one park have signage that is visible from at least one entrance into the play area. • The students noticed high amounts of tobacco litter at Prairie Playground, and suggested signage at all parks be visible from more entrances to play areas.
<p>PUBLIC POLICY</p>	<ul style="list-style-type: none"> • Cerro Gordo Board of Health position statement was provided to all Partnership members. • All members are encouraged to look at their own agency tobacco policies to ensure they are up to date.
<p>CESSATION</p>	<p>FFS and Quitline Iowa flyers were included in member packet to</p> <ul style="list-style-type: none"> • Increase community awareness of the resources via multiple agency and venue visibility • Provide consistent messaging for members and the community and to • Assist members in advocating for cessation
<p>WORKSITES</p>	<ul style="list-style-type: none"> • Partner Policies Review <ul style="list-style-type: none"> - Public Health, Mercy, Mason City Community Schools – COMPLETED (Includes e-cigarettes) - Prairie Ridge, YMCA, Community Action – UNDER REVIEW/IN-PROCESS (to include e-cigarettes)
<p>SMOKE FREE HOMES</p>	<ul style="list-style-type: none"> • Survey process is in full motion. Oak Leaf Rentals is a new listing on SFH (web) Registry. Mercy Rentals is in the process of updating their policy which covers a large number of rentals. These will not be listed on Registry as others that are SF/TF. Some of the property management companies cite waiting for HUD ruling to implement revisions.
<p>Other items:</p>	<ul style="list-style-type: none"> • Point of Sale: Retailer Contracts, Community Education and Message Screening, Members interested in viewing this webinar/training, please let Penny know.

	<ul style="list-style-type: none"> • Tobacco 21 and the FDA ruling for age 18. • Steve Lovik reported: If you have a personal story related to cancer, the treatment or research thereof, or the American Cancer Society that you are willing to share during the June 10th radio Cancer Telethon on KIOW and many other channels in north Iowa and Minnesota, please contact Steve Lovick if you need more information (steve.lovik@cancer.org) or if you're ready for an interview, please contact AJ@KIOW.com. Messages can be recorded prior to the date of the event. They have room for plenty of guests to share so please think of how you can contribute.
<p>Community Partnership Grant Update</p>	<p>Goal 1: Prevent initiation among youth. Objective: A minimum of eight youth groups (minimum two per quarter) will be educated via a tobacco prevention presentation. If a county has a registered ISTEP chapter, reported chapter events can count as one of the eight required presentations up to a maximum of four.</p> <p>Goal 2: Eliminate exposure to second hand smoke. Objective: Increase the number of tobacco free/nicotine free wellness worksite policies.</p> <p>Goal 3: Promote quitting among adults and youth. Objective: Increase number of Quitline participants.</p> <p>OPTIONAL OBJECTIVES THAT WERE APPROVED</p> <p>Goal 1, Objective 1: Increase the number of schools who adopt plans to incorporate tobacco prevention education to reduce initiation of tobacco among county youth.</p> <p>Goal 2, Objective 1: Increase the number of Smoke Free Housing Policies that have a minimum of one building on the property to 100% SF with no grandfathered smoking residents.</p>
<p>Partnership meeting invitations</p>	
<p>Next Meeting</p>	<p>Date: August 10, 2016</p> <p>Time: 11:30AM-1PM</p> <p>Location: Cerro Gordo County Department of Public Health</p>