

# Partnership For A Tobacco Free Cerro Gordo County

Quarterly Meeting: August 15, 2017

11:30 a.m. to 1:30 p.m.

Cerro Gordo Public Health



## Attendance

Penny McCaslin  
Karen Crimmings  
Eva Gutierrez  
Tiffany Creekmur  
Debbie Abben

Angie Determan  
Kelli Gerdes  
Renae Aukes  
Steve Lovik

Carolyn Sunde  
Liz Conley  
Heather Jacobs  
Meagen Wentz

## Partnership Meeting Agenda

### Welcome

Welcome new members:

- Eva Gutierrez joins us from the MCCSD and represents the iJAG program to prepare students for post-graduation school and keeping connected within the school, particularly if they aren't connected through other extra-curricular events
- Heather Jacobs is the program coordinator of the MCYTF and working with Youth Action Teams at the local schools.

Angie Determan is inviting someone from the City to replace Pat Otto, who retired last winter.

See Attachments: Grant Outline

### Intros & Updates

- Blue Zones Project Updates (Angie Determan) – Promoted FB posts and Radio program plugs for Tobacco Cessation Programs (Quitline/FFS); Looking for funding to help with flags at events; Also suggesting National Night Out look into promoting their event as “Smoke Free Event” if it continues to be located at the Events Center; Delivered the Smoke Free Air Act Guidelines to the Transit Coordinator.
- American Cancer Society (Steve Lovik) – Forest City Middle School’s Relay for Life Event sent middle schoolers down to Capital on the Hill (2 teachers, 5 students) to lobby for prevention funding and tanning bed restrictions – Steve noted it was a powerful visit with students providing input to local legislators; they look to expand that opportunity to other schools; research shows 5,000 students start smoking every year, so funding is crucial! ACS looks forward to continued progress!! Interested schools should contact Steve, transportation costs are the only thing the school must cover (lunch, etc. provided)
- Cerro Gordo Public Health (Kelli Gerdes) – Noted a Workplace Wellness Awards Program is being offered currently to recognize worksites with employee wellness efforts – and encouraged members to promote the

Coalition Focus Areas: | Provide affordable cessation to all, increase TF/NF environments, incorporate prevention education in K-12 to reduce initiation among county youth, and convene as a group quarterly to sustain tobacco control and prevention efforts in North Iowa.

<p><b>Intros &amp; Updates – cont’d</b></p>	<p>opportunity to sites that offer cessation and smoke-free policies.</p> <ul style="list-style-type: none"> <li>- Prairie Ridge (Meagen Wentz) – Continue to expand efforts at local schools with the “Hidden in Plain Sight” bedroom demo; continue talking with worksites regarding Marijuana (and nicotine) policies.</li> <li>- Mason City Family YMCA (Liz Conley) – Continue to promote tobacco education/prevention messaging on TV monitors throughout the facility; the Y is adopting an e-cigarette policy change to ban the devices.</li> <li>- Hy-Vee Drug Store (Rena Aukes) – Continue to utilize the social media posts for Tobacco Cessation; Currently considering the impact of a smoke-free workplace policy – at this time weighing the pros and cons (cigarette trash, tobacco using employees, selling tobacco products, etc.)</li> <li>- Mason City Schools iJAG (Eva Gutierrez) – No updates, 1<sup>st</sup> meeting</li> <li>- Karen Crimmings (CGCDPH) – CGCDPH is working with Tobacco Free North Iowa partnership (Mercy, PR, &amp; North Iowa Transition Center) to solidify the cessation program offered in our community.</li> </ul>
<p><b>Intros &amp; Updates – cont’d</b></p>	<ul style="list-style-type: none"> <li>- MC Police Department (Tiffany Creekmur) – Transit bus stop in Central Park installed No Smoking Signs but did not impact trash/tobacco use; City has recently allowed Police Department to now “BAN” individuals from the area if they are caught breaking the law; however, it was noted the offenders are just relocating to another area and still creating tobacco trash, etc.; The PD continues working towards 100% compliance of gas stations not selling to minors; Electronic smoking device injuries being reported in our area. An E.R. visit with an individual whose device blew up while they were inhaling was cited; officers also noticed large trash piles around parking spots for social media rummage sales; Las Vegas recently legalized Marijuana---it was not a good atmosphere to be in for non-users.</li> <li>- Mason City Youth Task Force (Heather Jacobs) – Most recent tobacco work in schools was when Newman students advocated and got electronic devices added to school policy; but not a lot of other activity around tobacco in YTF activities this past school year.</li> <li>- Mercy (Debbie Abben) – Tobacco is an ACO measure (along with BMI) and will continue working on Tobacco 21 to push for raising the age for tobacco purchase; also pushing smoke-free movie initiative – contact Debbie if you want to get involved in promoting that initiative; continue conversations on cessation options with Tobacco Free North Iowa group.</li> <li>- It was also noticed that vaping increases might be due to increased usage of marijuana oils that can be used in those devices</li> </ul>

<p><b>Strategic Plan</b></p>	<p><b>Karen Crimmings –</b>          Previous Action Plan expired in December 2016, so it was encouraged to form another Strategic Plan. It will require 2 half day sessions to set the plan. Penny will send out data, information by September for group review prior to the Strategic Planning meetings; hoping to start those sessions in October with a Implementation Date of January 2018.          --Suggested Sessions: Tuesday afternoons; ending by 4 pm          --Email Subject Line: CGC Tobacco Prevention Strategic Plan</p>
<p><b>Community Partnership Grant</b></p>	<p>FY17 &amp; FY18 TUPAC Funding Outline:  <b>2017 Outcomes:</b>          Goal 1.1 Youth Prevention – focused on daycare/childcare centers adopting tobacco and nicotine free campuses (5 adopted)          Goal 1.2 Eliminate exposure to 2<sup>nd</sup> hand smoke – 3 worksites updated policies to include nicotine free policy          Goal 1.3 Promote Cessation – 4 clinics adopted Ask, Advise &amp; Refer Quitline Fax referral system          Goal 1.4 Coalition Development – 3 new members          Goal 2.1 Increase Smoke Free Housing policies – 45 adoptions          Goal 2.2 Increase Dental Clinic adoptions of Ask, Advise &amp; Refer (5 offices)          Goal 2.3 Increase Chiropractor adoptions of Ask, Advise &amp; Refer (3 offices)</p> <p><b>2018 Goals:</b>          Goal 1.1 Assist 9 additional daycare/childcare sites in adopting nicotine/tobacco free policies          Goal 1.2 Assist 3 worksites in adopting tobacco &amp; nicotine free campus policies          Goal 1.3 Assist 3 health care providers in adopting the Ask, Advise, Refer Quitline fax referral system          Goal 1.4 Add 1 member to Coalition (youth organizations)          Goal 2.1 Adoption of 5 smoke free housing policies</p>

<p><b>Iowa Mapper</b></p>	<p><b>Penny presented a Mapper demonstration on Retailer Density, Retailer Proximity to Parks &amp; Schools in CGC, and Compliance.</b></p> <p>When comparing retailer saturation throughout Worth, Winnebago and Cerro Gordo counties, we found that Garner has higher retailer density than Mason City, and lower than Clear Lake, Rockwell, and other smaller communities within CGC. Garner has adopted an E-Cigarette Ordinance. Based on this Mapper data, is it time to reconsider similar ordinances here in CGC? (attach it to the Smoke Free Air Act)</p> <p>She noted that CGC has 51 retailers, but only about 50% of sites have been assessed so not 51 data sets are included in the Mapper. However, we can see park and school areas we know have not decreased in numbers of tobacco retailers within 500'. These are areas to focus advocacy activities.</p> <p>Looking at compliance, we found that CGC has an aggregate sale to minor rate of less than 11%, compared to a drastic difference in our neighbors to the south – Franklin County who shows 30% plus. It was noted that the database is only showing data through 2015. Unable to access 2016 results that were submitted on schedule by MCPD. Tiffany noted that the 2017 round of checks are being planned.</p> <p><a href="https://mapping.countertools.org/iowa/">https://mapping.countertools.org/iowa/</a></p>
<p><b>Other Activities</b></p>	<p>Heath Hupke – New Assistant Executive Director at the Mason City YMCA may join the Coalition as well.</p>
<p><b>Next Meeting</b></p>	<p><b>Date:</b> Tuesday, November 14, 2017  <b>Time:</b> 11:30 – 1:30 PM  <b>Location:</b> Music Man Square – Youth Task Force (2<sup>nd</sup> Floor)</p>