

Partnership For A Tobacco Free Cerro Gordo County

February 11, 2016
11:30AM - 1:00PM
CG County Dept. of Public Health



Attendees

Kelli Huinker Kara Ruge
Tiffany Creekmur Meagan Wentz
Angie Determan

Partnership Meeting Minutes

Welcome	Partners completed ice breaker activity. One new member present, Tiffany Creekmur of the Mason City Police Department. Tiffany conducts all tobacco compliance checks with Mason City businesses that sell tobacco products.
Strategic Plan	<p>We reviewed our progress with the 2015 Strategic Plan, and discussed potential focuses for the 2016 update.</p> <ul style="list-style-type: none">• Discussion 1 revolved around to better integrate tobacco education programs in grades K-12. Prairie Ridge, Public Health and the YMCA are currently working with the school district to get this implemented. Blue Zones mentioned being interested as a partner.• Discussion 2 revolved around tobacco education for parents. Prairie Ridge has a program called <i>Hidden in Plain Sight</i>. They attend multi-county school events (basketball games, etc.) and they set up a mock “teenager bedroom”. They then place alcohol or tobacco products, or related paraphernalia in the teen’s room to teach parents what to look for. The program must be attached to a funding source which is why it hasn’t been done in Cerro Gordo County, but has been provided in surrounding counties. The event lasts approximately four hours, and requires at least two staff members, and four volunteers. It targets middle and high school parents.• Discussion 3 revolved around establishments selling to minors. Tiffany noted that 12 out of 32 establishments in Mason City that sell tobacco products, sold items to minors last year. TERRIBLE! It was mentioned that media campaigns would be a great way to target minors and also those selling or buying for minors. It should also include vaping since many are still confused on how “safe” vaping is. This year maybe the focus should be more on educating youth and adults about the products, vs. SFH. <p>Another idea was to include a media campaign on smoking in cars with kids. Focusing on educating parents. Sending out talking points to school announcers or event coordinators to thank people for respecting a smoke</p>

	<p>free campus, etc.</p> <ul style="list-style-type: none"> Overall, it sounds like media campaigns might be the best way to convey our tobacco education messages.
SCHOOLS	<ul style="list-style-type: none"> Policy workgroup progress report – Dave
PARKS	<ul style="list-style-type: none"> Sign audit – PREP Students will be completing park audits in April with Penny and Betty to earn service hours. Penny will let Angie know when she will be taking the PREP students out so they can also review where the signs are located. Possibly an opportunity to do an exercise with white flags put at every place there was tobacco liter.
PUBLIC POLICY	<ul style="list-style-type: none"> Cerro Gordo Board of Health position statement adopted. Meagan would like to review the language on the position statement. Kelli let all members know to look at their own tobacco policies to ensure they are up to date.
CESSATION	<ul style="list-style-type: none"> Last FY, Quitline calls and fax referral numbers totaled 179, which exceeded grant goal of 160. Current FY, Quitline numbers at end of 2nd quarter total *87. Freedom From Smoking calendar year 2015 held 6 clinics.
WORKSITES	<ul style="list-style-type: none"> Mercy and NIACC's updated policies that include all nicotine products that are not FDA regulated are now on file. Worksites have been contacted both by public presentation – November/HRANI, individual cold calls by PH and PRIBS and follow up by PH. Kelli encouraged all members to look at their worksite tobacco policies to ensure they are up to date with similar language.
SMOKE FREE HOMES	<ul style="list-style-type: none"> No new policies to report at this time. An increased number of assessments will occur during spring 2016.
Other items:	<ul style="list-style-type: none"> Changing legal tobacco purchase and use age to 21.
Community Partnership Grant Update	<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>

Partnership meeting invitations	New partner is Melody Balik at Godfather's Restaurant.
Next Meeting	Date: May Time: 11:30AM-1PM Location: TBD

**A correction to the Quitline number reported.*