

# Partnership For A Tobacco Free Cerro Gordo County



March 31, 2015  
 12:00 - 1:00 p.m.  
 Mason City, City Hall

<b>Attendees</b>	Dave Ciccetti	Alex Kuhn
	Kelli Huinker	Pat Otto
	Penny McCaslin	Kara Ruge
Meagan Wentz		
Sara Udelhofen		

## Quarterly Partnership Meeting Summary

<b>Welcome</b>	As introductions were made, a few suggestions for additional representation were made.
<b>Strategic Plan</b>	<p>Partnership promotions were discussed and reviewed. A major area that will highlight the coalition is that of tobacco free play areas in all Mason City parks. Signage will be placed at every play area in every park, sometime in late May or early June and will host Partnership and Mercy logos.</p> <p>Members will continue to seek out places their organization can highlight the coalition and its efforts.</p> <p>The YMCA has been a great partner in this venture. Public Health utilizes their screens on a monthly basis promoting various tobacco programming areas, many of which include the Partnership logo.</p>
<b>Schools</b>	<p>The assessment of county schools to date shows that some form of tobacco use prevention programming is being taught at 5<sup>th</sup> and 6<sup>th</sup> grade and High School levels. 50% of respondents offer tobacco prevention education and 50% do not. Lessons are typically 1 unit within a semester of the school year and taught in Health or Life Sciences classes.</p> <p>Replacement representation from Mason City School District is being pursued to ensure consistent messaging. Currently evaluating the area where the best coverage and staff networking/messaging is available and appropriate to implement programming through.</p>
<b>Public Policy</b>	<p>Mason City Parks policy awareness messaging will be designed and distributed to coalition members to utilize in their summer programming and messaging venues. A schedule will be developed to ensure the awareness campaign runs consistently throughout the parks use seasons for all members to utilize.</p> <p>Call to Action – Process is still in review. Brainstorming for data sets of the community was done.</p> <p>Temporary Smoke Free Air Act signage is available to borrow (FREE) for all public events. This is a great resource to be able to offer the community. Events such as Friday Nite Live, Band Fest, and MacNider Fest would all benefit from this resource. Public Health will notify those entities. Partners will spread the word—the signs are corrugated foam core panels that slide easily onto wire sign stands. Signs are approx. 2.5' x 3' in size.</p>
<b>Cessation</b>	A tobacco use screening assessment has been completed and changes are under way in clinic procedures and system wide at MMC-NI. A tobacco cessation referral system is being implemented and will expand further in the coming months/year.

<b>Worksites</b>	PRATS did a large worksite outreach late in 2014 that looked into tobacco use policy, and offered cessation resources through the Cessation Directory. Blue Zones and CGCDPH Worksite Wellness programs are working together to introduce and offer technical assistance for Tobacco Free Worksite Policies via Public Health.
<b>Smoke Free Homes</b>	Smoke Free Home programs will gear up more in the spring. There are already a couple entities looking at policies. Public Health will be contacting more multi-unit properties within the county to assess smoking policies and increasing the number of Cerro Gordo listings on the FREE statewide registry.
<b>Other Items:</b>	Freedom From Smoking and Quitline Iowa messaging was provided in order for members to include in their communication outlets.  ISTEP Youth will be invited to next meeting and the coalition will be hosting a “Panel of Tobacco Users”.
<b>Partnership Meeting Invitations</b>	Each member is challenged to discuss the Partnership and increase networking with allies to grow tobacco advocacy in Cerro Gordo County. Plan to bring a potential new member with you to the next meeting.
<b>Next Meeting</b>	Tuesday June 9 <sup>th</sup> Location: Prairie Ridge Time: 11:30 a.m. to 1 p.m.