

# Partnership For A Tobacco Free Cerro Gordo County

August 10, 2016  
11:30AM - 1:00PM

Cerro Gordo County Public Health



#### Attendees

Kelli Huinker  
Tiffany Creekmur  
Angie Determan  
Liz Conley

Carolyn Sunde  
Amy Ring  
Linda Webner  
Debbie Abben

Pat Otto  
Sieglinde Prior  
Penny McCaslin  
Karen Crimmings

#### Guests

Jade Kahlstorf

Renae Aukes

---

## Partnership Meeting Minutes

---

| Topic                    | Content   |
|--------------------------|---|
| Welcome                  | Guests speaker Sieglinde Prior and visitors Jade Kahlstorf and Renae Aukes.   |
| Iowa Mapper Presentation | <p>Sieglinde Prior:<br/>The Iowa Mapper is intended for local use!<br/><a href="https://mapping.countertools.org/iowa/">https://mapping.countertools.org/iowa/</a></p> <ul style="list-style-type: none"><li>- The online tool maps tobacco retailers in Iowa</li><li>- Cerro Gordo data is based on 25 retailer assessments out of 32 attempted</li><li>- You can compare retailer density between counties and the state average</li><li>- Policy Tab: Highlights the geographic region that could be impacted by tobacco policies (schools, parks, retailers)</li><li>- Tobacco &amp; Nicotine Free Tab: Shows locations that have Tobacco &amp; Nicotine Free policies (schools, colleges, etc.)</li><li>- Enforcement Tab: Justification, information for not selling tobacco products</li></ul> <ul style="list-style-type: none"><li>• Tobacco industry is focusing not only on conventional tobacco products, but a new array of nicotine products that includes electronic smoking merchandise.</li><li>• Retailers are the primary advertiser of tobacco and nicotine products in Iowa due to regulations on other types of advertising. Power Walls are the newest advertisement. They are often not only behind the counter as required by law.</li><li>• Last year, Iowa retailers were assessed using the STARS survey, which is being utilized nationwide, with the intent to develop policies that will continue to afford appropriate protection to entities and the public.</li></ul> |

|               |   |
|---------------|---|
|               | <ul style="list-style-type: none"> <li>• In Iowa: <ol style="list-style-type: none"> <li>1. Communities can pass ordinances for Pharmacies not to sell tobacco products</li> <li>2. Communities can pass ordinances to limit the proximity of sales near schools and parks</li> <li>3. Communities can pass ordinances to limit the saturation of retailers within a community/geographic region – per square mile. (Example – Ames, IA)</li> </ol> </li> <li>• Because the STARS survey is used nation-wide, the ability to compare local data to others throughout the nation is now quick and easy.</li> <li>• Retailer Density Report – Swamps: 3+ retailers per region; Mason City has 1.2 retailers per 1,000 persons</li> </ul>  |
| SCHOOLS       | <ul style="list-style-type: none"> <li>• School Curriculum Update – No update but progress in 5-12 grade level prevention curriculums is being made at MCCSD.</li> </ul>  |
| PARKS         | <ul style="list-style-type: none"> <li>• Partner Publicity – Concession stand promotions over the summer highlighted Quitline, Smokeless Tobacco Prevention, and Tobacco Free Parks; Godfather’s box messaging (restaurant); Facebook and Partner Newsletter inserts</li> <li>• Kuhn Memorial – Suggestion to purchase a memorial for recognizing Councilman Kuhn.</li> </ul>   |
| PUBLIC POLICY | <ul style="list-style-type: none"> <li>• How can we utilize data in the Iowa Mapper to develop public policy that will lead toward completion of goals within the Strategic Plan</li> <li>• Suggestion: The partnership needs to push awareness with public/businesses/etc. before we push policy (litter, financial costs, etc.) – Maybe do an awareness project around Plaza, Central Park</li> <li>• Suggestion: Approach tobacco retailers to pay for litter clean-up (or develop a system for clean-up)</li> <li>• Suggestion from partnership that we should involve local retailers (with pharmacies) in discussion of policies regarding sales of tobacco/nicotine products (i.e. Hy-Vee)</li> <li>• Suggestion: Ordinance Proposal for store front window use – less advertising in windows (increase safety, beautification, reduce tobacco ad exposure)</li> <li>• Suggestion: Improve Enforcement of Tobacco Free Environments (Redeem Cigarette Butts for Bus Tokens)</li> </ul> |
| CESSATION     | <ul style="list-style-type: none"> <li>• Quitline Iowa Numbers for FY16 –Goal 160; Actual: 193 CGC registrants</li> <li>• Improved Quitline initiative – now includes dentists, chiropractors and ambulatory care providers, childcare providers (family focus)</li> <li>• Freedom From Smoking (FFS) – working to increase referrals &amp; utilization (may need to do QI project to identify gap between enrollments and participation – TEAM interest: Debbie Abben)</li> <li>• FFS Facilitator Requirements – 1 day training; 8 classes (over 7 weeks – sessions are 1.5 hours/week; prep time around 1 hour/wk) – <i>Hy-Vee</i></li> </ul>   |

|   |   |
|---|---|
|   | <p><i>Drug Pharmacy willing to provide pharmacist, dietitian to assist with NRT education in FFS classes.</i></p> <ul style="list-style-type: none"> <li>• Mercy will work to identify more facilitators</li> <li>• QI – when can we offer clinics at the PRIME time! <ul style="list-style-type: none"> <li>○ Suggestion: follow up with participants who don't participate on why they don't attend –</li> <li>○ Suggestion: Give Pharmacies FFS flyers for distribution to patients with NRT prescriptions (Hy-Vee, Walmart, Target, Walgreens, etc.)</li> </ul> </li> </ul>   |
| <b>WORKSITES</b>                          | <ul style="list-style-type: none"> <li>• Worksite survey &amp; policy development process update: Six local businesses updated policies to include nicotine products.</li> </ul>  |
| <b>SMOKE FREE HOMES</b>                   | <ul style="list-style-type: none"> <li>• Rental Housing survey and new policies update: Nine policies that cover 41 sites were added to the local listing of smoke free homes during FY16. This calculates to 524 more rental units (homes) that are smoke free homes in Cerro Gordo County.</li> </ul>   |
| <b>Other items:</b>                       | <ul style="list-style-type: none"> <li>• Tobacco 21 Update – Mercy doing a big push for tobacco policies (Trinity Wide – legislative push) -slide deck of initiative will be sent out to partnership</li> <li>• ACS initiatives</li> <li>• Cancer Radiothon (KIOW)– June 10, 2016: Various interviews on impacts/outcomes of cancer (with highlights of tobacco impacts) \$4600 raised for CAN; 19 hours</li> <li>• Cancer Action Network – lobbyist portion of ACS – pushing for increase in tobacco education funding (slight increase); educating legislature beyond cigarettes (smokeless tobacco, ESD, etc.); state-wide casino loopholes</li> <li>• Relay for Life – FC Middle School Relay Topic: includes tobacco/nicotine prevention education; Linda relayed information about Iowa CAN to all the area county RFL events.</li> <li>• Send along IDPH tobacco updates to partnership</li> </ul> |
| <b>Community Partnership Grant Update</b> | <p>Goal 1: Prevent initiation among youth<br/> Goal 2: Eliminate exposure to secondhand smoke<br/> Goal 3: Promote quitting among adults and youth<br/> Goal 4: Coalition Development</p> <p>Optional Objectives:</p> <ol style="list-style-type: none"> <li>1. Increase smoke free housing policies</li> <li>2. Increase number of dental clinics and chiropractors that adopt referral systems.</li> </ol>  |
| <b>Next Meeting</b>                       | <p><b>Date: November 10, 2016</b></p> <p><b>Time: 11:30AM-1:30 PM</b></p> <p><b>Location: Cerro Gordo County Department of Public Health</b></p>  |