Healthy Sacramento Coalition
Tobacco-Free Living Workgroup
December 19th, 2013
Meeting Summary

Attendees:
Julius Austin, Fathers and Families
Harry Block, Mutual Assistance Network
Lisa Houston, Health Education Council
Twlia Laster, The Sol Project
Danielle Lawrence, Mutual Assistance Network
Fatima Malik, Sierra Health Foundation
Stephanie Nguyen, Asian Resources Inc.
Brian O'Hara, Assemblymember Richard Pan
Dominique Ritley, UC Davis Center for Healthcare Policy and Research, VICE-CHAIR
Myrna Rivas, Kaiser Permanente, CHAIR
Megan Sheffield, Sacramento County Public Health
Jason Smith, Sacramento Chinese Community Service Center
Marlene Velasquez, La Familia Counseling Center, Inc
Jenny Wong, Sacramento Chinese Community Service Center

Excused:
Kimberly Bankston-Lee, SOL/STAND Projects
Carol Maytum, Breathe CA-STAND
Rachel Rios, La Familia Counseling Center, Inc.

I. Welcome New Workgroup Members

II. Review and approval of November minutes
   It was moved and seconded (Block/Ritley) to approve the minutes from the Nov. 20th, 2013 meeting. Motion carried.

III. Smoke-free outdoor dining ordinance, call to action – request from Kimberly Bankston-Lee
   Tobacco-Free Living will send information about smoke-free outdoor dining efforts to educate our HSC coalition members. If they’d like to support it, they can sign petition (the link will be included), put sample letter on their letter head and send it to all of the Law and Legislation committee members (including the Mayor). This needs to happen immediately. Consent was unanimous among TFL members to inform HSC members. For any further questions, contact Kimberly or Twlia.

The Healthy Sacramento Coalition is made possible by funding from the Centers for Disease Control and Prevention and Sierra Health Foundation.
IV. Steering Committee & Chair/Vice-Chair meeting update, Myrna & Dominique

a. Evaluation report
  - HSC survey results will be shared at next HSC meeting. There are some concerns around active vs. passive members; need to determine which is which.
  - Organizations are members of HSC and individuals represent organizations. Some TFL workgroup members thought that limiting the number of staff members from one organization allowed to attend general HSC coalition meetings was not a good policy. It’s helpful for some organizations to have staff on each committee, and if HSC coalition meetings break up into workgroups, staff members participating on those workgroups need to be there.

V. Review pilot project, re-prioritized pilot activities and suggested strategies

a. Age group for youth participants will be determined as we develop the RFP
b. Activity #3: Delete “local ordinances” from the language because it duplicates tasks in Activity #2.
c. Activity #2: Part of it we can’t do until after we get data back from retail survey.
d. Activity #1: Don’t we already have a lot of data on this? Instead, engage youth in more productive way. Retailer survey contains this data. Other ideas instead of #1 to engage youth? Do a youth-led campaign, community youth-led youth forums; could include posters, signage, messaging that’s youth-friendly. Prevention-based activities vs. intervention. Put together focus groups at some of the schools. Produce a toolkit based on success of youth-led forums?
e. Retail is popular, but right now we’re at the baseline level for retail. What’s our overall goal? Does it need to be focused on retail?
f. We need to be prescriptive with the RFA activities. Look at RFPs from 5 a Day and SNAP Ed and emulate those.
g. Jason briefly shared that Richard Pan’s office is working with his office to have community forum type of event. Could fit into environmental scan piece. Event targeted for Luther Burbank High School. Want to tie in SNAP work as well. Dovetails with what HEAL is doing – how do we integrate the HEAL team if they are interested? Brian provided further detail upon arriving to the meeting (see “I”).

In the City of Sacramento, the current policy prohibits tobacco advertising 1000 feet from schools. Should TFL work to extend distance on the ordinance beyond 1000 feet? With safe routes to schools, that would make sense.
h. Placement of marketing and signage – there is a law, just not followed (in terms of percentage of window space dedicated to marketing). Could be educational for stores (inform about the law). Get youth engaged in an activity around marketing tactics – do a letter-writing campaign, editorials, YouTube video. Youth could go to City Council meetings, say we see this, it’s not legal, what are you going to do about it? HEAL may be trying to address this as well, could leverage what they’re doing.
i. Revised Activity #1: Develop youth internship to conduct neighborhood assessment of exterior marketing practices in retail stores within 2000 feet of their stores (on the way to schools, near schools, parks, youth-serving facilities). Promote awareness, youth create peer-to-peer education campaign around marketing and adherence to current ordinances. Chinese Community Service Center has existing high school program at Hiram Johnson; Harry Block has
connections Grant HS; both serve those in the target zips. Jason and Jenny encouraged the use of "internships" as part of the activities to engage the students. Internships are more attractive.

j. Revised Activity #4: Engage youth in at least one activity to educate peers on how tobacco industry marketing practices impact norms and health. (Workshop, forums at schools TFL have identified, community forum where youth can talk about the workshops they’ve done.)

k. Group acknowledged there is a need to obtain feedback from youth on these plans. SCC is already active with a group at Hiram Johnson and offered to engage them – complete a focus group and strategy session with the youth. Earliest would be 2nd or 3rd week of Jan. Jenny agreed to look into this in January (students out for winter break till early January).

l. Brian provided additional information to the event Dr. Pan is championing. Dr. Pan is on leadership team for HSC. Event to be held on March 19th. Coincide with release of survey data and Kick Butts day (March 19th). Target areas - Meadowview, Florin, Burbank H.S. Active booths from CBO partners. Burbank is on outskirts of HEAL zone, but still potential for collaboration. Families may live in HEAL zone, attend Burbank High School. Student-led effort to create collection of photos of neighborhood retail establishments at some point in March (photo-voice kind of project). Healthy food demonstration. Could leverage Don’t Buy the Lie (Kaiser Permanente and HEC) work as well.

m. Revised Activity #3: Assess viability and effectiveness of potential public education campaigns. (Delete local ordinances, which are covered in #2.)

VI. Future meeting dates
Standing meetings beginning in January 2014, possible options:
➢ First Monday, 9-11. Next meeting on Mon, Jan. 6th.
➢ Second Wednesday, 2:30-4:30

VII. Review action items and next steps
a. Send out notes from the meeting
b. Megan can volunteer some time to putting together an RFP. SCC will help as well, Asian Resources Inc.

c. Agenda on Jan. 6th: come up with criteria for RFP.
d. Homework: look at criteria, look at questions that Fatima put together, jot down thoughts and notes.