Tobacco-Free Living Workgroup  
November 20th, 2013  
Meeting Summary

Attendees: Harry Block, Mutual Assistance Network, Kimberly Bankston-Lee, SOL/STAND Projects  
Lisa Houston, Health Education Council, Twlia Laster, The Sol Project, Danielle Lawrence, Mutual  
Assistance Network, Carol Maytum, Breathe CA-STAND, Brian O’Hara, Assemblymember Richard Pan  
Dominique Ritley, UC Davis Center for Healthcare Policy and Research, Myrna Rivas, Kaiser Permanente  
Megan Sheffield, Sacramento County Public Health, Marlene Velasquez, La Familia Counseling Center

Excused: Emerald Montgomery, Drexel University Public Health, Stephanie Nguyen, Asian Resources Inc.  
Rachel Rios, La Familia Counseling Center, Jenny Wong, Sacramento Chinese Community Service Center

I. Welcome New Workgroup Members/ Introductions- Myrna Rivas, Dominique Ritley  
- New workgroup members were welcomed and introduced.

II. Review and approve October minutes  
- MSC Ritley/Sheffield approval of Oct. 23 meeting minutes. Motion carried.

III. Steering Committee & Chair/Vice-Chair meeting update, Myrna & Dominique  
- Each pilot project can spend a maximum of $50,000. Funding should be available to the  
  community to complete some of these activities. Could be members of the coalition or  
  those outside of it. Post RFP to HSC and community.
- TFL workgroup makes recommendations to the Steering Committee for review and  
  approval; coalition as a whole also approves.
- Membership directory to be updated to assess active members.
- Go back to original intent of CDC: address health disparities and a portion of funds to be  
  distributed to the community. Are we meeting CDC’s original intent?
- Steering Committee is meeting in Dec, can take our recommendation to establish a single  
  step competitive funding process to general coalition in Jan. Can see if the other workgroups  
  also want to do an RFP.
- Encourage letter of interest to make sure candidate is a good fit. Select candidates from  
  LOIs.
- We cannot try and represent all 15 zip codes with grantees – not enough tobacco control  
  organizations.
- Recommendation to do a short grant instead of an LOI and then an invitation given that we  
  have a very short timeline to work with. A mini-grant application would not be huge, and  
  there are not very many who would apply.
- It was moved and seconded (Ritley/Sheffield) to make a recommendation to the Steering  
  Committee to establish a single-step competitive funding process with a preference of  
  selected applicants no later than March 15th. The motion carried with one opposition  
  (Maytum).
- Who will be responsible for reviewing the RFP applications? Possibly the Steering  
  Committee or representatives from the workgroup (Chair and Vice Chair) would make  
  recommendations to the Steering Committee.

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Prevention and Sierra Health Foundation.
IV. 15 Zip Codes/Communities of Concern Review
- Make a GIS map of 15 zip codes: middle schools, high schools, make available at general meetings, start plotting retailers. Document where community resources are available (family resource center, CBOs, local retailers that are serving these people in these zip codes). The SHF needs assessment has some of this info, and MAN has a lot of information as well.
- Make this a part of RFP process – leave burden on applicants to describe what is in these zip codes.
- Prioritize pilot activities according to the experience in TFL workgroup.

V. Youth Organization Matrix, Lisa Houston

VI. Tobacco Retail Environment Survey Update, Megan Sheffield, Sacramento County DHHS
- CTCP Retail survey: All counties funded by state were required to do lengthy store survey, completed in Aug-Sept. Local data and statewide data for all counties not available until March 5th. Have data, but not analyzed yet. Everything currently embargoed. Allowed to do own analysis, but not allowed to release until March. First time a survey like this has been done.

VII. Review pilot project, pilot activities and suggested strategies
- Goal: identify pilot activities, identify possible strategies, identify leads/groups
- What are you most interested in and have the capacity to work on given the parameters?
- Funding and process for moving forward

VIII. Pilot Project Prioritization Approach:
Time - What specific activities are to be accomplished in 12 months that will show progress to achieving the goal(s)? What has been proven to work - Select activities that have existing, evidence-based or proven strategies to give us a jumpstart on achieving our goal(s). What is currently working - Select activities that leverage existing programs/systems or that can build on existing momentum. Connected to overarching coalition efforts – is approach/activity one that every component can participate in or adopt?*

- The previous HSC Policy workgroup laid out all of the pilot activities; these are not necessarily reflected in current suggested pilot activities. Recommendation to go back to policy workgroup, review what is there and see if any of it could be added.
- CTIP – have specific goals: prevent & reduce tobacco use among youth. 150 retailers; 50,000 kids reach. Decrease by 50% amount of tobacco marketing and sales near schools.
- Issues: in Sac, already [no tobacco advertising] 1,000 feet from schools policy. But many are grandfathered in. Enforcement- would have to get conditional use permit; $10,000. Level of marketing that occurs on windows and doors – could work on that, get some momentum.
- In Sac, have restrictions on ads outside of stores. Enforcement and compliance is an issue. Interior space still has a lot of ads. On the national level, communities looking at banning types of tobacco like menthol, cigarillos, and little cigars.
- Pilots need to stay firm as far as the overall goal is concerned, but suggested activities can be changed.

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- Activity #1: Have already accomplished this with CTCP’s survey, so lower priority. Youth may want to do something different: photo voice or something more creative. CTCP’s survey was not youth-appropriate. Megan has non-embargoed data that she can share.
- Activity #2: Dominique volunteered to work on this, so does not need to be in RFP. But should take priority because important to the community.
- Overall, the workgroup re-prioritized the pilot activities so that activities 1-4 are now prioritized as 4-3-1-2:
  - Activity #4: Engage in at least one targeted recruitment effort of youth to educate peers on how tobacco industry practices impact norms and health.
  - Activity #3: Assess viability and effectiveness of potential public education campaigns and local ordinances.
  - Activity #1: Recruit and train at least 30 youth to conduct environmental scans, interviews and retail store observation surveys to gather information to assess the retail environment (placement and pricing) around the school community – including both tobacco and healthy food.
  - Activity 2: Assemble at least three options to limit sales and placement based on an inventory of current city and county policies in effect and an environmental scan.
- Time our event close to CTCP’s March 5th release of retail survey to piggyback on media buzz.
- Involve parents as well as youth.
- Reduce smoking among youth by 5%. Keep that 5% in mind. Need youth sitting around the table. RFP would give them that opportunity.
- Have multi-unit housing issue also waiting to be moved upon.

IX. Future meeting dates
X. Review action items and next steps
- Reorganize the Pilot Project document that we operate off of so it reflects new priority order (4,3,1,2) and reserve spot for workgroup member names to be assigned to each of the areas they choose.
- Send email to workgroup to: Choose standing meeting days. Reminder: general coalition meetings are every fourth Wednesday from 9-1pm and the Steering Committee meetings are every second Wednesday from 11-1pm.
- Review the new priority list and ask for 2 or 3 subcommittees to form (what are you interested in working on for the next 10 months? You can choose more than 1).
- Forward competitive bid recommendation to Steering Committee and report decision back to workgroup.
- If bid recommendation accepted: assign workgroup members to draft a short RFP with a deadline for workgroup review, ensure recommendation is put to general meeting vote in Jan. 2014.
- Develop draft list of questions that we want answered by the tobacco survey--use for review at Dec. workgroup meeting so we can figure out what we want to ask bidders.
- Harry from the Mutual Assistance Network (MAN) invited us to hold the TFL group mtg. in Dec. at MAN.

Next Meeting Date: December 19TH, 9:00am – 11:30am, Sierra Health Foundation