



**Cecil County Tobacco Task Force (CCTTF) Meeting
Pregnancy and Tobacco Cessation Help (PATCH) Committee Meeting
Youth Access Tobacco Sales (Synar) Coalition Meeting
January 5, 2017 from 12:00 p.m. to 1:30 p.m. Minutes**

In Attendance:

Renee Amburn, Beth Creek, H. Todd Creek, Kim Crew, Alicia Downs, Patricia Ellison, Teresa England, Stephanie Hunt, Jean Marie Kelly, Bob Meffley, Jennifer Padgett, Debra Smith,

Introductions – Jennifer Padgett welcomed everyone.

- Members were reminded to update information on the membership list.
- New Members were asked to complete a Membership and Disclosure Form.

Tobacco Task Force Update

CCTTF and Synar Coalition may merge together, as long as enforcement issues are addressed in the meetings. Members agreed to merge.

Performance Measures

Performance Measures were reviewed for Cigarette Restitution Fund Program (CRFP) Grant, PATCH grant and Synar Grant. Performance measures are on target.

Monitoring Changes Tobacco Use Behavior 2000-2014 Report

Tobacco Task Force members received a copy of the report and the following Maryland's tobacco use trends were highlighted:

- 7,950 deaths annually and 149,600 Marylanders suffer from chronic disease due to cigarette smoking.
- Since 2000, middle and high school youth cigarette use has decreased by 60%. The new concern among youth is ENDS.
- Overall cigarettes are the most popular type of tobacco product. Cigars and ENDS are most popular alternative to cigarettes.
- Disparities exist in tobacco use indicated. Adult males (17%) more likely to use tobacco for than Females (13%). Highest rate of smoking cigarettes is reported by: Blacks (17%), Whites (16%), Hispanics (16%) and Asians (7%).
- An average of 8 -11 attempts to quit before success and the likelihood of success increased with Food and Drug Administration approved cessation aides.
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Legislation Update

Brooke Torton, Staff Attorney for the Local Resource Center at School of Law, University of Maryland presented “2017: Legislative Updates and Compliance Checks” powerpoint.

Youth Input

A Youth Summit was held at North Bay on November 10 and 11, 2016 that included representation from all the public high schools in Cecil County. Approximately 60 to 80 teens provided feedback on the following two questions:

1. How to reach out to teens about vapes, chew, cigarettes, etc?

Youth identified education, advertisements and enforcement.

Electronic Sources recommended: Internet websites, social media (Twitter and Snapchat, You Tube), Apps and Commercial/Ads. The task force members viewed and approved the truth.orange videos selected by the youth. Links included <https://youtube/tLtschJxRy8> and <https://youtube/cE6wIq6vIE4>.

Non-electronic Sources recommended: posters, signs, billboards at events/places such as opening days of sporting events, parades, schools, and parks

2. What do you know or what have you heard about tobacco products?

Youth believed more myths than facts about vapes. More education is needed for youth.

Community Engagement Activity

Common overlapping factors identified in the North Bay Youth Summit and Tobacco Task Force members included:

- Lack of knowledge indicating a need for information in the community
- Outreach, electronic sources and media campaigns are best methods to reach people.
- Youth groups, schools and health care providers are key places to educate adults and youth and in the community.

The Tobacco Task Force members used Strengths, Weakness, Opportunities and Threats to brainstorm ideas to address the below Community Health Improvement Plan's Objective 2.2.2: By June 30, 2019, reduce the prevalence of tobacco use among adolescents by 5% and cigarette smoking among adults by 5%. Also the members focus on the high use of Electronic Nicotine Delivery Systems (ENDS). Members identified strategies to be completed by June 2017, using a "Control and Knowledge Matrix" and "Nominal (Ranking) Technique". A work plan is to be developed for the selected strategies. Subcommittees are to be formed to complete the below strategies.

Strategies selected to address reducing the prevalence of tobacco use/ENDS among adolescents:

1. Media campaign and social media can be increased.
2. Attend community events with information.
3. My Family Matters is a resource to discuss and provide information on ENDS with parents
4. Partner with youth organizations to educate youth and their families.

Strategies selected to address reducing the prevalence of tobacco use/ENDS among adults/parents:

1. Promote community awareness to address a lack of community knowledge about the overall dangers of ENDS.
2. Physicians should be educated and information given to healthcare providers for patients in their offices.
3. Cecil County Public Schools (CCPS) has adopted the Life Skill Training (LST) curriculum in elementary, middle and high schools. Include information about ENDS in the LST curriculum.
4. Implement a "Drug Information Night:" to notify parents of the dangers of ENDS.

**The next Tobacco Task Force meeting will be determined by Survey Monkey.
Thank you for your time and dedication to tobacco control issues in Cecil County.**