



**Cigarette Restitution Fund Program (CRFP) Task Force Meeting
Pregnancy and Tobacco Cessation Help (PATCH) Committee Meeting
Youth Access Tobacco Sales (Synar) Coalition Meeting
October 21, 2016 from 12:00 p.m. to 1:30 p.m. Minutes**

In Attendance: Denise Albright, Carolyn Allen, Kim Anders, Cameron Billings, Robin Billings, Gregg Bortz, Rita Bowers, Nancy Crawford, Beth Creek, H. Todd Creek, Jack Foreacker, Darrell Hamilton, Jackie Hartman, Jean Marie Kelly, Tyra Kenly, Jennifer Padgett, Matt Roberts, Debra Smith, Ryann Smith, and Sabrina 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.

Community Members Update

- The next Tobacco Retailer Training will be December 8, 2016 at 1:00 pm to 5:00 pm at the Administration. Bldg. Elk room, 200 Chesapeake Blvd., Elkton, MD 21921. .
- Jennifer Padgett presented the Community Health Improvement Plan to the group.

Electronic Nicotine Delivery System (ENDS)

ENDS Powerpoint was presented by Denise Albright, M.A. CRFP Coordinator Center for Tobacco Prevention and Control. Powerpoint is attached in the email with the minutes as requested by task force members.

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The above link is the packet Denise educated the taskforce on with the newly released facts on ENDS and the rapid rising usage rates among the youth in Cecil County.

Highlighted below is Cecil County data on ENDS use:

- Percent current underage middle school use of products-Fall 2014 – MD 7.6, Cecil 10.3 (5th highest in state))
- Percent current underage high school use of products-Fall 2014 – MD 19.7, Cecil 29.7 (2nd highest in state)

Guest speakers, Cameron and Robin Billings spoke about their personal experience with vaping and the harmful effects.

Jennifer Padgett discussed the Maryland and Cecil County Synar Non-compliance rates and the importance of making a difference.

Community Engagement Activity – The members divided into two groups to discuss the objectives of how to reduce prevalence of tobacco use among adolescents by 5% and how to reduce the prevalence of cigarette smoking among adults by 5%. The groups brainstormed ideas and met back together to discuss the ideas and options. Attached are the results of the Community Engagement Activity.

Jennifer thanked everyone and expressed the importance of attending the meetings.

The next Tobacco Task Force Meeting will be January 5, 2017.

Thank you for your time and dedication to tobacco control issues in Cecil County.



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**Community Engagement Activity
October 21, 2016**

The Tobacco Task Force members used Strengths, Weakness, Opportunities and Threats (SWOT) to brainstorm ideas to address 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). Below is summary of suggestions provided to achieve 2.2.2.

Youth Strategy Group to address reducing the prevalence of tobacco use among adolescents

Strengths

Cecil County Public Schools (CCPS) has adopted the Life Skill Training (LST) curriculum in elementary, middle and high schools. The LST developer is hosting a workshop for facilitators and updating curriculum to address the dangers of ENDS.

CCPS has already established a tobacco free policy for campuses and CCPS sporting events. Signs are being changed to include ENDS.

Suggested partnering with other community sites due to their large outreach into the community:

- 4-H- 2000 children and families members
- Boys and Girls Club of Cecil County -2000 youths
- North Bay (all sixth grades students in Cecil County Public Schools)
- YMCA- 200 youths

Opportunities

- Recent legislation changes to ensure compliance and monitoring of internet sites regarding ENDS purchases and other non-monitor sites are being addressed by Food Drug Administration (FDA).
- Additional data/research is needed to compare non-users to users to see what short term and long term consequences are.
- Media campaigns are needed such as billboards and social media.
- Implement a “Drug Information Night” to notify parents of dangers of ENDS use.
- Physicians should be educated and information given to healthcare providers for patients in their offices.
- Pharmacists could provide the ENDS information to clients.
- Provide ENDS information at sport team promotions, preseason sport meetings and youth leagues.
- Work with Smoke Free Holy Grounds contact to encourage participation of churches and other faith based organizations’ youth groups.
- Provide ENDS educational pamphlets to accompany school violations/youth citations for parents of the youth.
- More environmental strategies are needed to move the needle on social norms.
- Partner with libraries and bookmobile to give information to patrons.
- CCPS can include information in the health unit/ classes in the school system
- Partner with community events such as a “Drug Take Back Day”.
- Continue mini-grants through PATCH grant funding to encourage tobacco free policy changes.
- Use county-wide outreach such as radio stations like 104.7 that conducts free Public Service Announcements. Try other radio stations that youth listen to such as: Z104.3, 98 Rock, 93.7 WSTW, and WSBY-FM Magic 98.9.

- Provide information on the newscasts on Baltimore news station to speak about the issues.

Threats

- Limit availability of LST. The information is only available in school. Currently, LST does not address ENDS, only traditional tobacco use.
- Easy access exists to ENDS through the internet, flea markets and other sites have not been monitored.
- There is a lack of community knowledge about the overall dangers of ENDS.

Weakness

- Peer pressure
- Status symbol
- ENDS dangers
- Poor adult role modeling

Parents/Adults Strategy Group to address reducing the prevalence of cigarette smoking among adults

Parents/Families

Strengths

- My Family Matters is a resource to discuss and provide information on ENDS with parents.
- Cecil County has strong collaboration/partnerships among agencies and organizations.
- Retailers are already experiencing a strong presence through compliance checks and educational visits.
- Youth leaders and Drug Free Coalition could be potential partners.

Opportunities

- Family Education Programs could be provided.
- Media campaign and social media can be increased.
- Attend community events with information.
- PSAs are needed. It is a new issue, not a generation problem.
- Partner with health care providers.

Weakness

- Lack of knowledge and outreach
- Lack of strong environmental strategies
- Weak laws

Threats

- There is a misperception and misinformation that parents think it is better than traditional cigarettes or other drugs (heroin).
- There is easy access and availability.

Common factors identified in both groups

- Lack of knowledge and need for information in the community
- Outreach, social media and media campaigns are needed.
- Youth groups, schools and physicians were key places to start educating families, youth and health care providers in the community.