

MEETING NOTES

Local Health Improvement Coalition TOBACCO WORKGROUP

Monday, October 15, 2012, 8:30 am
Havre de Grace Municipal Building, 711 Pennington Avenue, Havre de Grace,

Attendees: Anne Ceruto, (HC Office on Aging)
Susan Kelly (HCHD, Health Officer)
Bari Klein (Upper Chesapeake Health System and HCHD)
Mark Lewis (Upper Chesapeake Health System)
Mallory McCloskey (HCHD, Health Policy Analyst)
Karin McElwain (Upper Chesapeake Health System)
Laura McIntosh (HCHD, Health Policy Analyst)
Linda Pegram (HCHD, Public Health Education)
Dottie Ruff (HCHD, Public Health Education)
Joe Shephard, (Upper Chesapeake Health System)
Patrick Sypolt, Risk Manager (City of Havre de Grace)
Bill Wiseman (HCHD, Public Health Education)

1. General Business:

- Bill Wiseman presided over the meeting for the Chairperson, Ms. Bands, and opened the meeting with a brief summary of recent Workgroup activity and discussion items, before calling on Joe Shephard of UCHS for his presentation to the group.
- As a basis for discussion, Mr. Shephard presented a preliminary set of graphics, copies of which were distributed to the group, that his department created to reflect each of the awareness campaign slogans developed by the group, as have evolved throughout the previous two meetings. Slogans featured included:
 - *Is it Your Time to Quit?*
 - *Quit! If not for you, then for them*
 - *It's only money, right?*
 - *It's not a matter of "if", it's a matter of "when"... Tobacco use kills.*
- Although all illustrations were well received, but, as intended, they sparked a great deal of feedback and suggestions for consideration for subsequent designs. Comments reinforced the need for a diversity of "harder" and "softer" messages that would have some appeal to different audiences among a diverse population of Harford County residents.
- An additional message that was popular with the group was, *Tobacco: The only product sold that when used as directed, kills and maims.*
- Members were asked to submit their comments and reactions in writing to Ms. McElwain, who would see that Mr. Shephard's group received them for integration into subsequent renderings.
- Discussion also focused on how these messages might be used with and coordinated with minimal cost in the context of a community-wide campaign. Outreach possibilities included but were not limited to: Harford Cable Network, local business and corporations operating within the county, Aberdeen Proving Ground facilities, area senior centers, through the Harford County Public Library system, within and through local municipalities, school groups (e.g., STARS and SADD groups and drama clubs), the faith community, and the use of social networking.
- Bill Wiseman also reminded the group that if the opportunity presents itself to generate video or audio PSA's, two persons with extensive commercial "voiceover" experience have expressed their willingness to contribute.

- Linda Pegram reiterated the need to more widely distribute the most recent CDC anti-smoking advertisements that feature highly emotional and graphic clips of tobacco users who have suffered significant impairments. She also distributed to members a two-page statement from the President of the Campaign for Tobacco Free kids, citing research from the American Journal of Preventive Medicine indicating their effectiveness in motivating smokers to try to quit.
- Linda Pegram also distributed copies of the National Community Anti-Drug Coalition Institute's workbook entitled, *The Coalition Impact: Environmental Prevention Strategies* for examination and use by the group in future planning.
- Among group announcements:
 - Upper Chesapeake still is recruiting for participants in tobacco-use focus groups; dates are, as yet, undetermined.
 - The Health Department and the UCHS Cancer Lifenet Program are continuing their collaboration in providing tobacco cessation program opportunities for the public.
 - Susan Kelly provided a summary of her presentation on October 2nd to the County Council sitting as the Board of Health. She also presented a brief overview of the Harford County Local Health Improvement Coalition that took place on October 4th. She encouraged members to share information as widely as possible within their circles of influence regarding public accessibility and review of Harford County's Community Health Assessment process as well as Harford County's Community Health Improvement Plan, for which a feedback form may be completed on line at: www.harfordcountyhealth.com
 - Anne Cerruto discussed the Office of Aging's involvement in the Maryland Access Point program and its broadening commitment to the needs of the disabled in Harford County.
 - Patrick Sypolt discussed internal support of tobacco awareness issues within the municipality of Havre de Grace and His Honor, the Mayor of Havre de Grace, Wayne H. Dougherty stopped by to emphasize his continued support of the Tobacco Workgroup.
 - Mark Lewis reminded the group about the upcoming "Health-tacular" community health promotion and awareness event.
 - Dottie Ruff indicated that she has obtained more than 2,000 student signatures on banners pledging "Not to Smoke" and is seeking input from the Workgroup on how we can use this as a basis for extensive regional media coverage.
- Old Business items:
 - Noting that tobacco smokers have lowered resistance to influenza, the group advocated for using seasonal flu vaccination sites to promote tobacco awareness.
- The group previously presented the possibility of somehow using the Harford County Public School's *Public Health* curriculum as a forum for students participating in that program to provide input and feedback to the Tobacco Workgroup.

2. Project Scope:

- To facilitate community change through the development of more restrictive County, municipal and workplace tobacco policies
- To raise awareness of tobacco issues as related to personal and community health status
- To "light a fire" and ignite interest among Harford County residents, who despite educational and income levels higher than most counties, have higher rates of adult and youth tobacco use.

3. Action Items:

- In consideration of the discussion points (above), members are charged with the tasks of :
 - Continuing to identify potential public and private/business organizations with whom partnerships can be forged, to make resources available, and to develop strategies for internal communication with employees.
 - Submitting feedback regarding tobacco awareness campaign slogans for purposes of ongoing refinement.

- Determining how to strategically utilize electronic media to promote tobacco use awareness and cessation campaign messages and other information
- Providing names and contact information for other prospective invitees to Chairperson Bands for follow-up.

4. Next Meeting:

- Monday, November 19th, 2012, 8:30 – 10:00am, Historic Colored High School, 205 S. Hays Street, Bel Air, MD, 21014

5. Adjournment

- 10:00am