

MEETING NOTES

Local Health Improvement Coalition TOBACCO WORKGROUP

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

Attendees: Vickie Bands, Chair (Upper Chesapeake Health System)
Greta Brand (Independent Health Promotion Trainer/Educator)
Karen Goodison (Upper Chesapeake Health System)
Mary Kate Herbig (Harford County Law Department)
Susan Kelly (HCHD, Health Officer)
Bari Klein (UCHS / HCHD Grants Coordinator)
Mark Lewis (Upper Chesapeake Health System)
Karen McElwain (Upper Chesapeake Health System)
Mallory McCloskey (HCHD, Health Policy Analyst)
Laura McIntosh (HCHD, Health Policy Analyst)
Dr. Russell Moy (HCHD, Deputy Health Officer)
Linda Pegram (HCHD, Public Health Education)
Jackie Reuben (HCHD, Health Policy Consultant)
Dottie Ruff (HCHD, Public Health Education)
Richard Slutzky (Harford County Council)
Bill Wiseman (HCHD, Public Health Education)

1. General Business:

- Chairperson, Ms. Bands opened the meeting, welcoming Councilman Richard Slutzky's participation on the Workgroup, and summarizing the results of our last meeting.
- Most of the meeting was dedicated to discussion and refinement of proposed tobacco awareness media campaign messages.
 - There was consensus to limit the number of messages and graphics we intend to produce.
 - Input regarding the specific relevance and merit of each design was discussed; very similar messages were compared and critiqued, and accepted or discarded.
 - Discussion ensued regarding the specific demographics at/for whom messages would be targeted, and whether targeting to multiple population(s) should be considered.
 - It was decided that messages needed to be developed that specifically target youth and young adults. Some ideas were discussed, including counter-marketing messages designed to affect positive peer pressure, and members were charged with providing input to the Chair prior to the next meeting so that prototypes might be developed in time for review at the next meeting.
- There was additional discussion of means by which to circulate messages without cost or inexpensively, pending availability of any funds for commercial advertising.
 - Discussion continued regarding use of schools, students, faculty and school administration utilizing Councilman Slutzky's established partnerships.
 - As part of public health curriculum and related projects
 - Through Service Learning Projects and Coordinators
 - Through "second level" health education curriculum
 - In partnership with the Board of Education
 - By holding Tobacco Workforce meetings at schools (with emphasis on urban areas, with higher populations of at-risk youth and where public health curriculum already is in place)

- More discussion regarding use of social media, with particular regard for reaching youth and young adults.
- Suggestion to approach outdoor advertising companies and Harford Transit marketing group to appeal for free or low-cost advertising space
- Reiteration of the importance of making use of the CDC “Tips From Former Smokers” PSA’s as widely as possible, for placement on the HCHD webpage and for dissemination to area public information officers (via Mr. Wiseman).
- Ms. Brand recommended that counter-marketing messaging be included in “tool boxes” designed to outreach to physicians.

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:

- 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, December 17, 2012, 8:30 – 10:00am, Havre de Grace Municipal Building, 711 Pennington Avenue, Havre de Grace

5. Adjournment

- 9:45am