

MEETING NOTES

Local Health Improvement Coalition TOBACCO WORKGROUP

Monday, January 28, 2013, 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)
Sarah Mohan (UCH, Intern)
Dr. Russell Moy (HCHD, Deputy Health Officer)
Jackie Reuben (HCHD, Health Policy Consultant)
Richard Slutzky (Harford County Council)
Bill Wiseman (HCHD, Public Health Education)

1. General Business:

- Chairperson, Ms. Bands opened the meeting, welcoming members and sharing information about several informational pieces, including:
 - An MD Quit article
 - An article about e-cigarettes
 - An article indicating that President Obama will be taking on the issues of obesity and tobacco among his second term priorities.
- The article on e-cigarettes prompted discussion regarding claims about its potential merit as a cessation device. Dr. Moy made it clear that currently there is no health research that supports such claims. Other concerns revolve around what is not known, the potential long-term damage of nicotine vapor, concerns over the continued negative impact on cardiovascular health and heart disease caused by nicotine, and the ongoing addiction to nicotine that e-cigarette users (and users of other smokeless tobacco products) that is likely to result.
- Ms. Bands discussed a meeting between Tobacco workgroup (TW) representatives and Health Department administrators to discuss the availability of any monies from Health Department grants that might be used to pay for an advertising campaign that would incorporate the graphics and slogans generated by the TW. It is possible that as much as \$9,000 might be available in this regard. Members were assigned the task of investigating costs for the following:
 - Outdoor (roadside billboard) advertising
 - Advertising inside or outside Harford Transit buses
 - Cinematic advertising (before main events) at local movie theater metroplexes (such as at Regal in Abingdon or at the Campus Hills)
- There was continued discussion concerning other means of no-cost and low cost use of our tobacco use awareness campaign messages. Ideas that were mentioned or that re-surfaced included, but were not limited to:
 - Poster distribution in veterinarian, pediatric, OB/GYN, general practice and dental care offices/reception areas as well as in area fitness centers, libraries, retail establishments

such as business or restaurant store fronts, cashier or waiting areas. This will require some “leg-work” on the part of TW members and partners, that all were supportive of.

- Car magnets for TW members’ vehicles and or small magnets with the slogans that could be used as give-aways at large community venues such as Farm Fair.
- Councilman Slutzky proposed working with Harford County Public School transportation providers to place posters inside all the student buses.
- Identifying those in the community with electronic outdoor signage and requesting their support in incorporating tobacco awareness messages for their respective venues.
- Identifying viable locations and means by which to promote our messages on APG.
- Contacting the Harford Mall to see if kiosks there could be used.
- Mallory McCloskey reported on a meeting between TW representatives and the Director of Harford County Community Services, Beth Hendrix, regarding any potential for creating policy changes prohibiting tobacco use in multi-unit housing developments. Additional meetings are being arranged for purposes of determining possibilities.

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:

- Getting cost estimates for paid advertising using a variety of modalities and venues.
- 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.

4. Next Meeting:

- Monday, February 11, 2013, 8:30 – 10:00am, Havre de Grace Municipal Building, 711 Pennington Avenue, Havre de Grace

5. Adjournment

- 10:00am