

MEETING NOTES

Local Health Improvement Coalition TOBACCO WORKGROUP

Monday, March 18, 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)
Anne Ceruto (Harford County Office of Aging)

Mary Kate Herbig (Harford County Law Department)
Chuck Johnson (City of Havre de Grace)
Vickie Johnson (Inner County Outreach)
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)
Marlena McKenna (Harford County Office of Sustainability)
Sarah Mohan (UCH, Intern)
Linda Pegram (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 the membership and providing a few brief announcements.
 - She and Mr. Wiseman are meeting later in the week (March 20, 2013) with representatives of the Cecil County Health Department to discuss their experiences in moving from criminal to civil enforcement of underage tobacco sale violations and in establishing smoke-free multi-unit housing policies in their jurisdiction
 - The HCHD CRF Tobacco Program will be hosting a National Kick Butts Day media event on March 20, 2013 at Woodbridge, featuring presentations by local agency representatives and elected officials. Banners with the names of thousands of Harford County fifth graders who have pledged never to smoke, will be on display in their conference room.
 - Health Department staff will be making a presentation on smoke-free multi-unit housing to a meeting of the Harford Roundtable.
- The primary focus of the meeting was to discuss and garner group consensus regarding utilization of available Community Transformation Grant and HCHD funds relative to advertising options previously identified and supported by the membership. These alternatives include outdoor, roadside (billboard) advertisement, advertisement on the “big screen” at Regal movie theaters, advertisement on the outside or inside of Harford Transit “Link” buses, and advertisement inside upcoming printings of Harford Community Services directories. All media were viewed positively except for the print advertising in the directories, which was not perceived to reach our primary target audiences.
- Preference was expressed for using a variety of medium, if possible. Based on proposals he solicited, Mr. Wiseman provided a recommendation to the group that would incorporate several modalities and that was affordable within the scope of the budget. This plan included:

- Two outdoor (roadside billboard) advertising signs through ClearChannel Outdoor Advertising, both of which would be positioned in high traffic areas in Harford County along Rt. 40/Pulaski Highway
- Three months of Inside advertising on five (5) Harford Transit “Link” buses
- Cinematic advertising (15 – 30 seconds) before main events in all Abingdon Regal Cinema theaters

There was group support for this proposal. Cost details must be finalized and will be presented at the next meeting.

- Ms. Kelly’s recommendation to develop posters incorporating graphics of pets into the “Quit smoking,; If not for you, for them” theme for use at upcoming HCHD Pet Rabies vaccination clinics was supported by the membership. Ms. Bands will follow-up.
- Final selection of graphics and slogans is scheduled for the next meeting. There was discussion of what groups to target and how they might be reached to ensure reaching economically and racially/ethnically disparate groups.

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 stimulate greater 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:

- Follow-up and finalization of logistics on multiple advertising initiatives.
- Finalization of campaign graphics and slogans for advertisement initiatives
- Follow-up regarding identification of electronic bulletin boards in the county regarding availability and possible use for tobacco awareness messages

4. Next Meeting:

- Monday, April 15, 2013, 8:30 – 10:00am, Havre de Grace Municipal Building, 711 Pennington Avenue, Havre de Grace ***(Meeting was subsequently postponed.)
- Monday, May 20, 2013, 8:30 – 10:00am in Bel Air at the Historic Colored High School.

5. Adjournment

- 9:30am