

## MEETING NOTES

### Local Health Improvement Coalition TOBACCO WORKGROUP

Monday, September 16, 2013, 8:30 am  
Historic Colored High School, 205 S. Hays Street, Bel Air, MD, 21014

Attendees: Vickie Bands, Chair (Upper Chesapeake Health System)  
Sylvia Bryant (Harford County, Director of Human Relations)  
Karen Goodison (Upper Chesapeake Health System)  
Mary Kate Herbig (Harford County Law Department)  
Chuck Johnson (City of Havre de Grace)  
Susan Kelly (HCHD, Health Officer)  
Bari Klein (UCHS / HCHD Grants Coordinator)  
Roland Leone  
Mark Lewis (Upper Chesapeake Health System)  
Karen McElwain (Upper Chesapeake Health System)  
Mallory McCloskey (HCHD, Health Policy Analyst)  
Laura McIntosh (HCHD, Health Policy Analyst)  
Linda Pegram (HCHD Public Health Education)  
Ray Sydnor (Fellowship of Christian Athletes)  
Patrick Sypolt (City of Havre de Grace)  
Bill Wiseman (HCHD, Public Health Education)

#### 1. General Business:

- Chairperson, Ms. Bands opened the meeting, welcoming the membership. Since several newcomers were in attendance, all attendees were asked to introduce themselves.
- Ms. Bands reviewed all elements of the Tobacco Workgroup summertime advertising campaign on area billboards, inside a fleet of Harford transit "Link" buses, on placards that were posted at HCHD rabies clinics, the 30-second advertisement that appeared in Regal Cinema theatres before feature films, the car magnets that were distributed at the Harford County Farm Fair, and laminated posters that are being generally disseminated. Copies of all ad designs were posted for all the membership to see.
- Ms. Bands announced she was informed by HCHD Health Policy staff that another \$1,500, which had to be spent by the end of the federal fiscal year (September 30<sup>th</sup>) was being made available to the Tobacco Workgroup from the Community Transformation Grant. She opened the floor for discussion as to how it might be used. Suggestions included:
  - An additional outdoor advertising sign
  - Additional internal or external advertising on Harford Transit busses
  - Website banners or other website advertising
  - Promotional tee-shirts
- The workgroup welcomed Mr. Roland Leone and former National Football League player, Mr. Ray Sydnor, now a spokesperson and representative of the Fellowship of Christian Athletes (FCA). Mr Sydnor discussed the work he currently performs for FCA that is directed toward youth with an end toward their making better decisions. He indicated that "tobacco" refusal skills could easily be integrated into these presentations, where frequent, diversified messaging keeps the topic in front of the target population. An event was held recently in Havre de Grace in which 78 youth of all ages and their parents took part, the budget for which was approximately \$3,000 to \$5,000 to cover speaker's fees, tee-shirts, give-aways and food. Patrick Sypolt has details. Various components of their work include:

- School or community event presentations, sometimes employing the use of current professional athletes;
- Focus lies in integrating schools and communities.
- Related youth activities and competitions can be built around these events.
- Monies to subsidize or help defray the cost of these programs often derive from special fundraisers, business sponsorship or via donations of other sorts.
- Mark Lewis mentioned the possibility of linking events such as this to youth or school-based competitions to develop anti-tobacco designs, slogans or a “logo” to place on tee-shirts. Bari Klein who has had experience designing Healthy Harford “tees” outlined approximate costs. Ms. Pegram suggested the competition might be conducted in conjunction with the Great American Smokeout. The concept had broad workgroup support, but it was felt that development and execution of this type of initiative was not feasible within the existing time constraints for spending the currently available monies. However, this remains a viable idea for future implementation.
- Ms. Bands turned the group’s attention to our other agenda of converting underage tobacco sales enforcement efforts from criminal enforcement to civil enforcement. At Councilman Slutzky’s request, considerable work has gone into researching what other local health jurisdictions are using civil enforcement and how they’ve gone about it. Mr. Wiseman surveyed representatives of each of the ten counties identified to us by the staff at the University of Maryland Legal Resource Center (UMLRC) in this regard and identified wide differences as well as some similarities between county enforcement procedures. In addition, a meeting was held with representatives of the UMLRC to enlist their assistance in developing draft (local) legislation. They responded by forwarding copies of local legislation currently used by several jurisdictions, as well as a copy of two drafts legislation for Harford . . . one that included tobacco product placement language, and one that did not. Copies of all of these were distributed to the membership for review and consideration. The UMLRC also crafted a PowerPoint for our use in moving this agenda forward. More discussion is scheduled for subsequent Workgroup meetings.
- The last item to be reported upon was our progress toward implementing tobacco-free or smoke-free policy in multi-unit housing. Dialogue with several multi-unit managers continues. A draft of a survey developed by Mallory McCloskey to elicit attitudes about smoking and policy implementation from residents of multi-unit housing buildings was distributed for review and comment from the 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 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.
- To implement smoke-free or tobacco-free policies in multi-unit housing.
- To implement civil enforcement procedures for underage tobacco sales to minors.

## **3. Action Items:**

- Follow-up and finalization of logistics for expenditure of remaining CTG funding
- Review drafts of civil enforcement legislation

## **4. Next Meeting:**

- Monday, October 21, 2013,  
Havre de Grace Municipal Building, 711 Pennington Avenue, Havre de Grace,

## **5. Adjournment**

- 10:10am