

Healthy St. Mary's Partnership  
Tobacco Free Living Action Team  
January 17, 2017 at 10:00 AM  
St. Mary's County Health Department

**Minutes**

1. **Introductions:** Jenna Mulliken – St. Mary's County Health Department (SMCHD), Lauren Abell – MedStar St. Mary's Hospital (MSMH), Angela Cochran – SMCHD, Bill LeWarne – Black Cat Design, Nat Scroggins – Minority Outreach Coalition (MOC), Beth Slick - SMCHD, Ashley Lagana – SMCHD, Rebecca Jackson – SMCHD, Stephanie Hall - Housing Authority of St. Mary's County (HASM), Meena Brewster – SMCHD
2. **Discussion**
  - a. Local Vaping Campaign: SMCHD and Black Cat Design presented information to the team members on a new communications campaign that will be implemented locally to raise awareness on the emerging issue of vaping, especially among youth. According to the most recent Youth Risk Behavior Survey, 42% of high school students in St. Mary's have tried electronic vapor products and 26% are currently using them. These numbers are higher than the averages across the state of Maryland. The campaign, *VapeAware* will utilize eye catching graphics and messages that focus on the unintended consequences of using electronic nicotine delivery systems like e-cigarettes, e-pens, e-pipes, e-hookah and e-cigars. The campaign will also encourage the community to seek more information on these products and the Health Department will continue to share new data as it becomes available. The TFL partners will continue to provide feedback and support for the campaign as it moves further into the design and implementation process.
  - b. The team reviewed and provided feedback on the VapeAware logo and two initial design comps. There was some discussion on current slang being used by youth to describe vaping such as “clouding”, “cloud parties” & “smoke selfies”. Mixing up the language may help to reach the target audience. The group also suggested hosting some youth focus groups with these designs to get feedback prior to the next round of designs. Overall the feedback for the two designs was very positive.

LOGO AND TWO DESIGN COMPS PRESENTED:



- c. **Cigarette Restitution Fund (CRF) Updates:** SMCHD and contracted partners are providing health education for youth on E-Cigarettes. The MOC will be providing education at the Youth Center on base at the end of January.
  
- d. **Smoking Cessation:** Three class options are currently being offered (Health Department in Leonardtown, Lexington Park & CSM Leonardtown campus). Visit <http://www.smchd.org/tobacco/> for more information or to register for classes starting in February. An [employment opportunity](#) for a FT Coordinator for tobacco programs at the Health Department has been posted. Classes for inmates in the Detention Center are expected to resume soon. The MOC is also seeking a community instructor.
  - i. CSM went smoke/vape free in January and are hosting a smoking cessation class from 11–12 on Thursdays in Leonardtown. This class is open to employees, students and the general public. This is a good opportunity for communications/press about the class (which may work well for other Leonardtown businesses/employees on their lunch break) and policy to increase tobacco free environments.
  - ii. 1-800-Quit-Now and the Fax to Assist Program are still available. Ashley Lagana and Angela Cochran will coordinate smoking cessation program referrals for pregnant women.
  
- e. **Policy/Advocacy Initiatives**
  - i. Dr. Brewster provided information to the team on two relevant bills being brought to the state legislature that the Health Officers in in support of. One seeks to raise the minimum age to purchase tobacco products from 18-21 (low probability of success). The other seeks to regulate the licensing of vape shops in the same manner as tobacco retailers (higher probability). SMCHD will be hosting two student interns this spring that will be tracking these (and other public health bills) to provide legislative updates to the health department and its partners. The team would like more information presented on these bills at the next meeting to see if a letter of support could be written from TFL/HSMP.
  - ii. *Reducing the retail availability of tobacco products to minors by establishing a local regulatory body/retail education:* This objective will be re-evaluated by the team at a later date. Corporal Stone has been reassigned from the Alcohol/Tobacco Coordinator position to Patrol, which could impact the work on this objective. Also, this goal was originally selected based on information that Montgomery County was a current example, however follow up with Montgomery proved that this information was inaccurate. More information on this will be brought to



the next meeting. Another possible option: This could be recommended at the Board of Health meeting.

- iii. *Increasing the number of tobacco free environments:* The team needs to collect more information on local businesses that are not currently tobacco free. County Government will be a challenge but is a good place to start.

- 3. **Community Wellness Day:** The Minority Outreach Coalition will host a Community Wellness Day on Saturday, February 11, 2017 at the Loffler Senior Activity Center at Chancellors Run Park. Exhibitors are needed to provide health demonstrations, activities, screenings and more – [Complete this application](#) by January 31, 2017! Prize donations, sponsors and volunteers are also needed. Contact Nat Scroggins for more information at: [mocstmarys@gmail.com](mailto:mocstmarys@gmail.com).
- 4. **Meeting Schedule for 2017:** The team will meet monthly on the third Tuesday at 10:00 AM at the Health Department. **The next meeting will be held on February 21, 2017.**

