

Tobacco and Alcohol Coalition Meeting

Frederick County Health Department

January 3, 2019

3:00 pm to 5:00 pm

MINUTES:

Members present: Laura LaMotte (FCHD); Bob Lind (FCLB); Marge Rosensweig (RMA, Inc.); Todd Crum (FCHD); Brian Donovan (TPD), Nancy Boyd (AACF), Stephanie Kimble (FCHD), Avani Shah (FCHD-CHS), Danielle Lane (FCHD-WIC), Brian Stocks (FCSO), Wayne Dorsey (SOS Safe Ride), Bryan Brown (BPD), Elizabeth Chung (AACF), Dr. Nimpson (AACF), and Teresa Cevallos (Hood College-Wellness).

Approval of Minutes:

- Tobacco Coalition November 1, 2018 meeting minutes were approved
- Alcohol Coalition November 1, 2018 meeting minutes were approved

Tobacco and Alcohol Coalition Overview:

- Purpose of Coalition
 - To join resources from two coalitions working on similar, yet different, prevention efforts into one
 - To more effectively utilize the resources of our community partners
 - To increase the knowledge of alcohol and tobacco prevention efforts in Frederick County among our community partners
 - To support and further the efforts of both projects
- Name of Coalition
 - Asked members to come up with name options for new merged tobacco and alcohol coalition
 - One suggestion was TAC (Tobacco Alcohol Coalition)
 - Members encouraged to submit name suggestions via email following meeting minutes
- Coalition Member Recruitment
 - Youth membership opportunities/needs
 - Looking for high school age (14-18) and college age (18-25)
 - Frederick County Public High Schools let out around 2:15pm
 - Members asked if high school students could receive community service hours for participation in coalition.
 - Stephanie Kimble (FCHD) will reach out to Brian Griffith (FCPS) to clarify.
 - Asian American Center of Frederick (AACF) “Across Ages” Mentoring Program works with youth. The program requires youth to complete community

service once a month. Coalition meeting could be potential source for youth in AACF "Across Ages" program to participate.

Tobacco:

- Tobacco Mid-Year Report to State, Performance Measure Updates
 - FY2019 community and school based activities (include community outreach events, health fairs, community and/or school presentations) performance measure progress
 - 22 of 25 community health communication campaigns
 - 1356 of 2000 individuals educated at community events
 - 0 of 250 individuals educated on second hand smoke
 - 60 of 6000 youth educated on electronic cigarettes
 - Frederick County Health Department (FCHD) tobacco program has partnered with Frederick County Public Schools (FCPS) to provide support in their TNT education efforts to include e-cig education
 - 1 of 1 schools funded for tobacco control activities (partnership with FCPS)
 - FY2019 cessation activities performance measure progress
 - 212 of 185 participants in smoking cessation
 - 184 of 85 participants in smoking cessation in mental health/substance abuse
 - Cessation services are provided at FCHD as one-on-one sessions, FMH group classes, Frederick County Adult Detention Center, The Ranch, and Rescue Mission
 - 417 of 250 individuals referred to the Maryland Tobacco Quitline (MDQuit)
 - 0 of 25 healthcare providers trained on evidence based cessation practices
 - 1 of 1 organizations funded to provide cessation services (FMH)
- Merchant Enforcement/Education Update
 - 7 tobacco compliance operations have been completed with 44 tobacco merchants checked for compliance (IDing youth and not selling tobacco product to minor)
 - Of the 44 tobacco merchants checked for compliance, no citations were issued, all merchants found to be in compliance
 - Partnered with Thurmont Police Department and Brunswick Police Department to complete tobacco merchant compliance checks, along with our FCHD compliance officer
 - Partnered with Frederick County Sheriff's Office (FCSO) Explorers program to conduct tobacco merchant face-to-face educational visits
 - 1 law enforcement leadership meeting was held with 11 attendees
 - 1 Tobacco education group (TEG) class was held with 2 participants, although there has been many referrals. Youth who are found to be using tobacco products in schools are referred to the TEG class to learn about the harms and effects of tobacco use
- MDQuit Updates
 - Healthcare Provider Training
 - Training has been set for February 12, 2019 at FMH Cancer Institute for Medical Providers.

- MDQuit will be providing a 60 minute training focusing on the stages of change and motivational interviewing techniques for providers to address smoking cessation with their clients/patients.
 - The Frederick Center will be providing a 30 minute LGBTQ sensitivity and awareness presentation. Data shows that the LGBTQ community use tobacco products at higher rates than other populations.
 - Coalition members asked if this MDQuit training is open to all healthcare professionals. Discussion about potential to provide another training in the future for health care professionals since many trained health care workers are visiting and providing other healthcare services to individuals who smoke or are exposed to second hand smoke.
- MDQuit Best Practices Conference
 - 13th MDQuit Best Practices Conference is held January 31, 2019
 - Email was sent to Tobacco Coalition members in December for interested members to register to attend. Todd, Stephanie, PJ, Brian Stocks, Teresa C., and Avani S. have registered to attend event.
 - Topics to be covered are: Tobacco Cessation in Cancer Treatment and the FDA's Center for Tobacco Products "The Real Cost" youth e-cig prevention campaign
- Kick Butts Day
 - Kick Butts day is Wednesday March 20, 2019 (third Wednesday of March) a national day of activism that empowers youth to stand out, speak up, and seize control against Big Tobacco
 - Ideas and opportunities for this event were discussed:
 - AACF Across Ages program proposed a tribute to veterans with a focus on veterans and tobacco use
 - Urbana has in the past done a dance and/or video
 - FCHD in past has done a photo contest
 - Cups in a fence displaying a message
 - Park cigarette butt clean up
- JUUL Cards
 - After November's coalition feedback on the JUUL information cards for adults/parent, a final card has been developed.
 - The adult/parent JUUL information card focuses on providing images to help parents identify a JUUL, while also providing information on its components and flavors making it attractive to youth.
 - Another JUUL information card was developed for youth focusing on the harmful effects of vaping as a youth.
- Policy Update on Smoke-free Campus/Parks
 - Teresa C. from Hood College mentioned Hood College is going Tobacco Free starting 2019 Fall Semester.
 - One concern being taken into consideration is with Hood becoming Tobacco Free, those who smoke will move to smoking on the perimeter of Hood College which is near community residences.

Alcohol:

- Brief Overview
 - The Maryland Strategic Prevention Framework (MSPF) grant, also as known as, the Frederick County Alcohol Prevention Initiative, the focus is to reduce underage and binge drinking among young adults ages 18-25 within Frederick County.
 - This initiative is supported by the Maryland Department of Health, Behavioral Health Administration. Currently, 10 jurisdictions in Maryland have this funding.
 - A plan was created using the Strategic Prevention Framework to implement evidence-based alcohol misuse prevention strategies. These strategies include:
 - collaboration with the Frederick County Liquor Board to provide educational opportunities and materials to alcohol merchants about alcohol laws, reducing over service to intoxicated individuals and reducing retail access to youth under 21
 - enhancing law enforcement capacity by funding alcohol merchant compliance checks
 - focus on effecting policies and practices associated with underage and high-risk drinking and related consequences
 - “Think Before You Drink” harm-reduction binge drinking prevention campaign targeted to youth and young adults which focuses on promoting responsible drinking tips and behaviors
 - community coalition

- Alcohol Enforcement Update
 - Compliance Checks
 - Brunswick PD conducted an alcohol compliance check on 6 merchants, 1 sale to minor violation occurred. All 5 businesses who checked IDs passed, the one business who failed did not ask for the minor’s ID.
 - Thurmont PD conducted an alcohol compliance check on 8 merchants with no sales to minor violations.
 - The results of the last quarter alcohol and tobacco compliance checks that occurred will be issued in a press release.

 - Merchant Education/Training
 - ID training at FCLB for alcohol merchants with Marty Johnson was held on 11/9/2018. The training provides information for merchants on how to spot fake IDs, ID scanner technology, and effects of alcohol and reducing over-service. Next training is scheduled for March 4th.
 - A recommendation was made to promote this to law enforcement as well.
 - Funds will be used to purchase 350 2019 ID checking guides for the FCLB to distribute to alcohol merchants during their license renewal period in March/April.

- Policy Update
 - As part of this initiative, the State recommends policy change at the local level for sustainability.
 - Our policy focus is to expand the responsible beverage service (RBS) training for bartenders, managers and any employee who serves alcohol.
 - Statewide Alcohol Regulation Taskforce was formed and includes members of the Public Health community.
 - Awaiting recommendations by the taskforce, including any recommendations about expanding RBS training. Next meeting is scheduled for January 7th.
 - Inspector Lind shared that FCLB is currently offering ABLE (Alcohol Beverage License Education) training to all licensees for staff and managers. This training is mandatory for all new licensees. Inspectors will go to the place of business to train staff on-site. Training has received positive feedback.

- Binge Drinking Media Campaign
 - Think Before You Drink College Sponsorships
 - Think Before You Drink banner was created.
 - Contract signed with Hood to have 3 banners displayed on the fence of the turf field, softball field, and BB&T arena.
 - Contract signed with Frederick Community College for banners to be displayed on baseball field and gymnasium.
 - Contract signed with Mount St. Mary's University for a banner to be displayed in the gymnasium.

 - Focus Groups
 - As part of the Substance Abuse Block Grant (SABG), the health department conducted two separate Focus Groups by our communications company on 11/14. One group consisted of parents of middle school and high school students and the other group consisted of teens ages 13-18 for feedback on substance abuse prevention messages.
 - Feedback received included:
 - Most participants had not heard about the Stay In the Know or Think Before You Drink campaign
 - Youth stated they wanted to know the truth and facts, want local stats, short stories
 - Mediums used by these groups were Snapchat, Instagram and Twitter
 - Youth stated they get health messages from parents and health care providers
 - Both groups stated shocking images were effective

Round Robin/Updates from Coalition Members:

Update from Danielle Lane- Frederick County Health Department (FCHD) Women, Infant & Children (WIC)

- WIC completes client intake assessment, assessing beverage intake and smoking and secondhand smoke exposure of all WIC participants
- New pregnant clients receive information packets including substance use information and referral information to the MD tobacco quitline (<https://smokingstopshere.com/>)

Update from Marge Rosensweig- Program Evaluator

- The Alcohol Prevention Initiative received permission from state to conduct opportunistic surveys consisting of about 6 questions to adults (18 and older)
- If anyone has opportunities/events where surveys can be distributed, contact Marge

Update from Teresa Cevallos– Hood College

- Will be providing Alcohol Survey through MD Collaborative in February to all Hood undergraduates

Update from Ofc. Brian Donovan- Thurmont Police Department

- Completed alcohol compliance check in December 2018, no violations
- Planning to do tobacco compliance check in January or February 2019
- TPD is currently short staffed so finding time and staff to complete compliance checks has been a challenge
- Minors who volunteer for compliance checks are not using movie theater gift card. Coalition discussed other gift card options to include Sheetz, Starbucks, Walmart, Amazon, Chick-fil-A, McDonalds
- Disposal of medicine drop box contents in WV

Update from Inspector Bob Lind- Frederick County Liquor Board

- Few bills being pushed up during upcoming legislative hearing dates
 - Supermarket bill – smaller markets to be able to sell alcohol products
 - Signature requirements- possible legislation to eliminate requirement for 10 signatures of individuals who are property owners and registered voters within a one mile radius of the license location

Update from Wayne Dorsey– SOS Safe Ride Frederick County

- Host booths every other Friday in downtown Frederick on Market Street
 - Booth provides free alcohol breathalyzer testing
- Ride service has provided over 4,000 rides for the year (2018) with about 8,500 in 2.5 years of service
- Currently at capacity for available drivers
- Upcoming “Over the Limit” Comedy Fest – August 2019

Next Coalition Meeting: Thursday, March 7, 2019 Time: 3:00pm