

Tobacco and Alcohol Coalition Meeting

Frederick County Health Department

March 7, 2019

3:00 pm to 5:00 pm

MINUTES:

Members present: Bob Lind (FCLB); Marge Rosensweig (RMA, Inc.); Todd Crum (FCHD); Brian Donovan (TPD), Nancy Boyd (AACF), Stephanie Kimble (FCHD), Brian Stocks (FCSO), Teresa Cevallos (Hood College-Wellness), Vicki Scofield (Stepping Stones), Jeremy Tindal (MSP), Julinda Massey (MDH), Brooke Torton (Legal Resource Center), Peter Brehm (The Frederick Center), PJ Miller (FCHD), Laura LaMotte (FCHD); Hougwei Xu (AACF), Tessie Peifer (AACF), Shanna Cline (FMH), Andrew Klein (Frederick Keys), Danielle Haskin (Community member), Thurmond Maynard (Hood), Marcus Holder (FCH).

Approval of Minutes:

- The minutes from the January 3, 2019 were approved.

Coalition Member Recruitment/Youth Recruitment:

- Looking for high school age (14-18) and college age (18-25) to provide input on social media messaging and work with Law Enforcement for Tobacco and Alcohol compliance checks.
- Frederick County Public High Schools let out around 2:15 pm.
- Stephanie Kimble (FCHD) verified with Brian Griffith (FCPS) that High School students could receive community service hours for participation in coalition.

Alcohol:

- Brief Overview
 - The focus of the alcohol initiative is to reduce underage drinking and binge drinking in Frederick for youth ages 18 to 25.
 - The selected strategies to address this issue includes supporting law enforcement to conduct compliance checks, collaborating with the Frederick County Liquor Board (FCLB) to provide training to alcohol merchants, binge drinking media campaign and to work on alcohol policy on a local level.
- Alcohol Enforcement Update
 - Compliance Checks
 - Alcohol compliance checks are occurring to check alcohol merchant compliance with checking IDs and not selling alcohol to youth under 21 years old.
 - This fall it was agreed upon by Law Enforcement and the FCLB to have the sales to minor violations addressed on an administrative basis.

- It is now left to the officer's discretion to issue a criminal citation to the employee who made the sale to the underage volunteer.
- Compliance checks were conducted by Maryland State Police (MSP) on 2/1/2019, 14 businesses were checked, and there were 3 sales to minor violations. Of the 13 businesses checked, 9 were Class A (retail) and 5 were Class B (restaurants) licenses.
- ID training at FCLB for alcohol merchants with Marty Johnson was held on 3/4/2019. This training provides information for merchants on how to spot fake IDs, ID scanner technology, and the effects of alcohol and reducing over-service. The next training is scheduled for May 17th.
- 2019 ID checking guides are being provided to merchants upon their yearly renewal of their liquor license.
- The results of the last quarter alcohol and tobacco compliance checks that occurred will be issued in a press release.
- Binge Drinking Media Campaign
 - Think Before You Drink College Sponsorships
 - Think Before You Drink (TBYD) is a harm reduction campaign to promote responsible drinking behaviors for young adults ages 18-25.
 - Contract signed for a new sponsorship for Alive at Five which is a happy hour event held from May to October in downtown Frederick.
 - Social media messages are currently being promoted on Facebook, Twitter and Instagram.
 - Geo-fencing of TBYD tips within 3 mile radius of downtown Frederick are running until after St. Patrick's Day.
- Policy Update
 - In the current legislation session, there is a State bill (**SB 703/HB 1052**) that has several public health-oriented, alcohol components of interest to alcohol policy in Maryland. This bill does several things: It strips the Comptroller of his responsibility of alcohol regulatory oversight and establishes a Governor- appointed, Senate confirmed, five-person Commission with an Executive Director. The ED and Commission will be responsible for several things, including setting best practices for responsible beverage service training, liquor inspector minimum training requirements, budgets for liquor boards dedicated to enforcement efforts, protocol for how inspections must be done based on data and that at least once a year underage alcohol compliance checks be done for every license, and reporting requirements between police and liquor boards to name a few. The last hearing of this bill was held on February 22 and we are awaiting further updates.
 - Brooke Torton with the Legal Resource Center invited the Coalition to participate in the bi-weekly legislative update calls that track several public health policies. Any Coalition member interested in being placed on the distribution list was asked to see Brooke after the meeting.
 - 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.
- A policy brief in support of RBS training was created by the Leadership team and distributed to the Coalition for feedback.
- Coalition members were encouraged to review the brief and provide any feedback.
- Some of the feedback received included using current data regarding Law Enforcement calls to service around alcohol establishments, the suggestion to provide this document to one-day license holder or new licenses was also recommended.
- 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.

Tobacco:

- Tobacco 21 (**HB1169/SB895**) (Update provided Brooke Torton from UMD Legal Resource Center)
 - This bill increases the minimum age to purchase tobacco products including electronic nicotine delivery systems (ENDS) from 18 to 21.
 - This bill also increases license fees for tobacco products and ENDS.
 - Currently 8 states, including Washington D.C., and 420+ cities and counties have raised their tobacco sales age to 21.
 - Brooke testified at the house hearing on 2/27 and Senate hearing on 2/28.
 - Voting should happen soon, as the 2019 legislative session ends in April.
- MDQuit Best Practice Conference Recap
 - Jamie S. Ostroff, PhD presented at the conference about reaching and engaging smokers in tobacco treatment from cancer prevention, screening, and survivorship. Talked about addressing challenges associated with delivery of tobacco treatment in routine cancer care, not just focusing on lung cancer but how tobacco use affects all organs and can cause many types of cancer.
 - FDA presented their “Real Cost” campaign, focusing on how electronic cigarettes is an epidemic and its effects on youth.
 - FDA’s “Real Cost” Campaign can be found at:
<https://therealcost.betobaccofree.hhs.gov/>
 - Howard County Health Department presented on their tobacco awareness program for teens, utilizing the Stanford Tobacco Education Toolkit.
 - FCHD currently utilizes this tool to provide tobacco and ENDS education to youth.
 - Quit Journeys: Stories of Success was another breakout session where past smokers/tobacco users told their quit stories.

- Tobacco Merchant Enforcement Update
 - The FCHD completed a tobacco merchant compliance check on 1/10/2019 with 8 tobacco merchants checked for properly carding and not selling to an underage youth and resulted in zero (0) violations.
 - Thurmont Police Department (TPD) completed a tobacco merchant compliance check on 1/26/2019 with 10 tobacco merchants checked and 1 violation/citation issued, to Food Lion, for selling a tobacco product to a minor.
 - All together 9 tobacco merchant compliance operations have been completed so far for FY2019 with 62 tobacco merchants being checked for compliance and 1 violation/citation issued.
- Tobacco Merchant Education Update
 - FCHD has partnered with the Frederick County Sheriff's Office Explorer's Program to involve youth in educating 149 tobacco merchants of tobacco sales laws utilizing Maryland's "No Tobacco to Minors" resources.
 - FCSO has begun these face-to-face educational visits.
- Upcoming CRF Grant Instructions
 - Strategies/Action Plan planning
 - In anticipation of the upcoming grant application for the Cigarettes Restitution Fund (CRF) grant, which funds our tobacco prevention and cessation efforts, coalition members will be asked for feedback and input on strategies and action plans to address our target populations
 - Current FY2019 strategies include:
 - Goal Area: Preventing initiation among youth and young adults**

Intervention Area/Element	Strategies/Activities	Who will conduct	Target Population(s)	Performance Metrics
Community	Implement mass-reach health communication interventions to prevent initiation	LHD & Contractor	Youth	# of health communication conducted
Community / School	Conduct prevention outreach and education through attending community events, speaking engagements, and educational lessons.	LHD	Youth, Young Adults, and general public	# of individuals engaged in community engagement activities
Community / School	Educate the public and stakeholders about ESD's, including the addictiveness of nicotine and the maintenance of tobacco use as the reality as opposed to the myth of overcoming nicotine addiction	LHD	General Public	# of youth educated in prevention/awareness
Community / School	Engage youth-focused organizations to incorporate youth prevention messaging, especially related to ESD's / Juuls	LHD	Youth	# of Schools Funded for Prevention Activities

Goal Area: Promoting quitting among adults and youth

Intervention Area/Element	Strategies/Activities	Who will conduct	Target Population(s)	Performance Measures
Cessation	<p>Provide direct cessation services to residents only as demand exists.</p> <p>Provide direct cessation services (i.e. classes, one-on-one counseling, group counseling, NRT, and/or medications) through LHD and/or funded partners.</p>	LHD	Adults, medically underserved, individuals suffering from mental illness, individuals struggling with substance use disorders	# of participants in cessation # of participants in cessation and health/suicide prevention
Cessation	<p>Reduce tobacco use among targeted populations (pregnant & women of child-bearing age, behavioral health populations).</p> <p>Promote and provide referrals to the Maryland State Quitline</p>	LHD		# of referrals to Maryland State Quitline
Cessation	<p>Promote health system changes to increase attempts and assist tobacco users to quit.</p> <p>Support provision of tobacco cessation services directly within health systems.</p> <p>Host local cessation trainings for providers through MDQuit</p>	LHD Hospital		# of organizations that provide cessation services # of participants in cessation and health/suicide prevention # of health systems that implement evidence-based cessation practices

Goal Area: Eliminating exposure to secondhand smoke

Intervention Area/Element	Strategies/Activities	Who will conduct	Target Population(s)	Performance
Community	<p>Reduce tobacco use in community settings.</p> <p>Implement health communication activities to educate residents on the dangers of secondhand smoke, tobacco litter and benefits of strong smoke/tobacco free policies</p> <p>Support community engagement opportunities, such as butt clean-ups, beautification projects and smoke-free policy efforts.</p>	LHD CBO's / GOV	General Population	<p># of health communication conducted</p> <p># of individuals educated on smoke prevention</p>

Goal Area: Identifying and eliminating tobacco-related disparities

Intervention Area/Element	Strategies/Activities	Who will conduct	Target Population(s)	Performance
Community	<p>Identify and develop culturally relevant interventions and materials (Hispanic / Latino, African American, Asian)</p> <p>Engage community partners on message development to reach populations with greatest disparities of tobacco use</p>	LHD	Disparate Populations	<p># of health communication conducted</p> <p># of individuals engaged in community engagement activities</p>

- Addressing Youth ENDS Use
 - Discussion at the last School Health Council meeting regarding the increase in youth who are vaping/JUULing within schools led to a bigger discussion about what can be done to help reduce youth ENDS use.
 - Coalition members were asked for ideas on what can be done to support Frederick County Public Schools (FCPS) students and administrators.
 - FCPS currently reviewing Discipline policy and regulation (Regulation Number 400-08, found at: <https://apps.fcps.org/legal/doc.php?number=400-08>).
 - FCHD offers a tobacco education group (TEG) information session to youth who are caught using tobacco products on school grounds.
 - Suggestion made to distribute educational materials to parents about vaping and concerns.

- Reach parents at PTA meetings, Meet the Coach's Night.
- Comment made that youth using ENDS products is a public health concern and should limit school suspension when caught with product, instead keep youth in school and offer alternate options.
- Upcoming Community/Outreach Events
 - Kicks Butt Day – March 20, 2019
 - The Asian American Center of Frederick (AACF) is holding “memorials” for those that have died due to tobacco related diseases at 3 locations:
 - West Frederick Middle School (tentatively at their lunch from 11:30-1:30)
 - YMCA from 4:00-6:00 pm
 - At the Asian American Center of Frederick from 4:00-6:00 pm
 - Bring a Broom – April 27, 2019 (rain date is May 4, 2019)
 - Annual event held downtown Frederick to clean up the streets/sidewalks and put mulch down and plant flowers
 - FCHD to host a table and provide Tobacco Free Frederick (TFF) cloth gloves during event
 - If you are interested in forming a group and helping the clean-up effort please let Stephanie Kimble know at SKimble@FrederickCountyMD.gov or by calling 301-600-3357
 - World No Tobacco Day – May 31, 2019

Round Robin/Updates from Coalition Members:

Update from Brooke Torton – UMD Legal Resource Center

- Annual Tobacco Control Conference being held May 14, 2019.

Update from Marge Rosensweig- Program Evaluator

- Ask Coalition members to complete the Maryland Public Opinion Survey (MPOS) conducted by the State to assist with data collection for program development.
- Laura will send a copy of the link to the survey to Coalition members.

MPOS link: https://umaryland.az1.qualtrics.com/jfe/form/SV_dnZlxq0t7jZ1jQF

Update from Teresa Cevallos and Thurmond Maynard– Hood College

- Alcohol Survey through MD Collaborative to all Hood undergraduates ended last week.
- This survey collects data on Hood student's alcohol use and perceptions of alcohol.
- Spring Break Safety Event was held on February 27th. This event focuses on the students making safe choices over Spring Break. Several community organizations provided information and activities for students.

Update from Inspector Bob Lind- Frederick County Liquor Board

- Liquor Board has approved alcohol sales to begin at 6 am on Sunday, March 17, 2019 for St. Patrick's Day.

Update from Peter Brehm- Frederick Center

- Frederick Pride is June 22, 2019 (11:00 am – 5:00 pm) at Carroll Creek. He encouraged Coalition members to attend.

Update from Asian American Center

- Received grant for “Across the Ages” mentoring program, 15 students from WFMS are participating.
- Asian American Heritage Month Festival being held May 4, 2019 from 11:00 am – 4:00 pm at FSK Mall <https://aacfmd.org/asian-heritage-month>

Next Coalition Meeting:

Thursday, May 2, 2019

Time: 3:00pm

Location- TBD