

Tobacco and Alcohol Coalition Meeting

Frederick County Health Department

September 5, 2019

3:00 pm to 5:00 pm

MINUTES:

Members present: Peter Brehm (The Frederick Center), Teresa Cevallos (Hood College), Shanna Cline (FMH), Todd Crum (FCHD); Brian Donovan (TPD), Danielle Haskin (Community member), Nathan Hunt (Legal Resource Center), Laura LaMotte (FCHD); Marge Rosensweig (RMA, Inc.); Bryan Brown (BPD), Brian Stocks (FCSO), Suzanne DeVore Blair (BGCF), Brian Griffith (FCPS) and TFC. S. Morris (MSP).

Approval of Minutes:

- The minutes from the May 2, 2019 meeting were approved

Alcohol:

1. FY19 Summary

- Alcohol Merchant Enforcement
 - i. Alcohol compliance checks occurred for Class A (retail), Class B (restaurant) and Class DBR (Breweries) licenses
 - ii. In FY19 a total of 93 Class A/B/DBR licenses were checked, there were 14 sales to minor violations for a total compliance rate of 85%
 - iii. In FY18 a total of 172 Class A/B/DBR licenses were checked, 42 sales to minor violations occurred for a compliance rate of 76%
 - iv. Overall the compliance rate was better in FY19 but fewer businesses were checked
- Alcohol Merchant Education
 - i. Frederick County Health Department (FCHD) sponsored 4 “Prevention of Underage Sales” training at the Frederick County Liquor Board (FCLB) with 41 merchants/staff trained
 - ii. FCLB conducts TIPS classes and has trained 679 individuals from July 2018 to June 2019
 - iii. FCHD purchased and FCLB distributed 350 ID checking guides to merchants
- Binge Drinking Media Campaign
 - i. The “Stay In the Know” and “Think Before You Drink” (TBYD)- binge drinking prevention campaign continued on various platforms, including Facebook, Instagram, and Twitter
 - ii. FCLB distributed TBYD coasters and posters to merchants.
 - iii. Sponsorship for TBYD campaign with the 3 local colleges athletic fields at Hood College, Frederick Community College, and Mount St. Mary’s University
 - iv. Sponsorship for TBYD at Alive At Five and Frederick 4th of July

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- v. Sponsorship with SOS Safe Ride with their “Pump Your Brakes Booth”, where they are collecting data of breathalyzer results
 1. The booth is located in front of Alicia L Boutique at 149 N. Market (near Taco Daddy and across from Brewer’s Alley) and held every other Friday night from May to October
 2. They are giving away TBYD Koozies to those who participate
 3. Data collected included of the 70% of individuals who submitted to breathalyzers tests, 61% of those individuals had a Blood Alcohol Concentration (BAC) that was over the legal limit (.08)
- Policy Update
 - i. After three years of trying and discussing the policy change for required Responsible Beverage Service (RBS) training/certification for all alcohol licensees and/or their employees, the Leadership Team has concluded that a policy change will not happen in Frederick County by the time the MSPF2 Initiative comes to an end. Several constraints factor into this determination including:
 1. Two years ago, Frederick County adopted a requirement that at least 1 RBS-trained/certified person is on duty during each shift. There is no interest in adding yet another requirement that alcohol licensees must follow.
 2. The lack of interest was further addressed at the June 2019 Alcohol Forum hosted by FCLB, the local alcohol merchants expressed concern of a mandate for all staff to be RBS trained, due to high-turnover rates of staff and the total costs associated with the training.
 3. Recently passed Maryland legislation which includes a task force to examine required RBS and annual compliance checks of all alcohol establishments on a statewide level vs. local ordinance.

2. FY20 Strategies

- Alcohol Merchant Enforcement
 - i. FCHD will host a law enforcement training regarding Alcohol and Tobacco compliance checks on Oct 11th, all local law enforcement agencies and the FCLB are invited to attend
 - ii. The goal for FY20 is to conduct checks on all the merchants who have not been checked in the last 18 months

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- Binge Drinking Media Campaign
 - i. Focus on developing Snapchapp account and placing ads on Snapchat and Instagram (this is the social media platform that youth express they currently use)
 - ii. Focus on social media promotion and geofencing during heavy drinking holidays (Halloween, Night before Thanksgiving, NYE, Super Bowl, St. Patrick's Day)
 - iii. Continue sponsorships with 3 local colleges athletic fields, Alive at Five, Frederick 4th and SOS Safe Ride "Pump Your Break Booth"
 - iv. Enhance website and resources
 - v. Add information under resource page for parents about the legal consequences of providing alcohol to minors

- Policy Update
 - i. The focus will be on continuing Alcohol Merchant Education
 - FCHD will fund 2 "Prevention of Underage Sales" trainings at FCLB
 - Continue to support TIPS training efforts at FCLB and educational materials for merchants

Tobacco:

3. FY19 Summary

- i. Todd provided a summary of the Tobacco Use Prevention and Cessation accomplishments in FY2019. Some of the accomplishments include:
 - 1. Participated in 46 health communication campaigns
 - 2. Provided education to 3,730 individuals on tobacco/e-cig use
 - 3. Provided education to 7,766 youth on e-cigs
 - 4. Provided cessation services to 332 individuals
- ii. Some of the Synar accomplishments include:
 - 1. Completed 123 tobacco merchant compliance checks
 - 2. Educated 216 tobacco merchants

4. FY20 CRF/SYNAR Updates

- Tobacco 21
 - i. Nathan Hunt (Legal Resource Center) provided a brief update
 - ii. Effective October 1, 2019, the legal age to purchase Tobacco products in Maryland is 21 years of age, with an exception of active military ID
 - iii. [Tobacco 21 Fact Sheet](#) was provided
 - iv. Youth under age 21 in possession of a tobacco product will not be charged with a violation at this time
 - v. Maryland is the 13th state to implement Tobacco 21

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- Merchant Education and Compliance Checks
 - i. Todd reported that under the Synar grant, the FCHD will provide education to all tobacco merchants in Frederick County in FY2020. This will be accomplished with health department staff and a non-governmental organization.
 - ii. Todd also reported that all tobacco merchants in Frederick County will be checked for compliance with Maryland state laws related to underage tobacco sales. We will continue our law enforcement efforts with the BPD, TPD, and health department enforcement officer.

- Tobacco/E-cig Education to Youth and Adults
 - i. Frederick County Public Schools (FCPS) is trying to incorporate the message about the effects of substances on adolescent brain development into their curriculum based on the San Francisco United School District/Stanford messages
 - ii. FCPS currently refers students who violate the tobacco policy on school grounds to FCHD. However, attendance at the FCHD groups is very low
 - iii. FCPS is exploring pilot testing online education for tobacco violations to a few schools
 - iv. A coalition member suggested mandating community service hours that include having the student pick up cigarette butts around the community as part of the consequences for the violation

- Cessation
 - i. Shanna attended the National Conference on Tobacco or Health in Minneapolis, Minnesota in late August. Shanna provided a wealth of information from the conference including:
 1. 15 year anniversary of the Quitline
 2. Quitline has received over 10,000,000 calls for cessation
 3. The Quitline will be incorporating a "Text to Qui" component in 2021
 4. There is a common misperception that e-cig use has little to no harm on the individual
 5. New research suggests that one pod contains nicotine equal to 2 packs of cigarettes
 6. Michigan was the first state in the Union to regulate/ban flavored e-cig juice
 7. Attached is a copy of the notes recorded from Shanna from the conference.

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- Site Visit
 - i. A site visit will be conducted on September 12, 2019. Representatives from MDH will visit the CRF / Synar Program to review the accomplishments of FY2017 – FY2019, validate performance measures and review procurement processes. An update on the visit will be provided to the coalition when it becomes available.

5. Compliance Check Press Releases

- FCHD issues a quarterly Tobacco and Alcohol compliance check press release to inform the public of the compliance check results
- FCHD has received a few complaints/tips from the public as a result of these press releases
- The press release is distributed via the FCHD public information office and shared on the FCHD Facebook page
- The press releases can be found on the FCHD website under [Merchant Compliance Initiative](#)

6. Youth Involvement/Recruitment

- Todd, Laura, and PJ met with representatives from 3 local youth-serving organizations including the Boys and Girls Club, Living Well Youth Works and I Believe In Me to discuss the various prevention programs and possible collaboration
- Todd and Laura met with a few of the High School and Middle School Health/PE teachers over the summer to discuss the “Stay In The Know” prevention initiative, resources and possible collaboration of substance abuse prevention messaging by youth

Round Robin/Updates from Coalition Members

Update from Shana Cline (FMH)

- FMH is currently writing care pathways (a multidisciplinary healthcare tool that enables predictable, optimized workflows to support and manage programs of care and chronic conditions) for COPD; hoping to include a more specified tobacco treatment plan for those who continue to smoke in the discharge planning process.
- FMH also has an existing Care Transitions team which will help a patient transition to home and assist with follow-up care. The team includes dietitians, nurses, and pharmacists, as well as lay community health workers.

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Update from Danielle Haskin

- Provided a [flyer](#) with details about the upcoming Frederick Community Health Fair on Saturday, October 26 from 8 am to 3 pm at the Frederick Fairgrounds.

Update from Teresa Cevallos (Hood College)

- Hood College campus became a smoke-free campus effective August 1, 2019
 - This includes all tobacco and vape products
 - Majority of the response has been positive

Update from Suzanne DeVore Blair (Boys and Girls Club of Frederick County)

- New location on Madison Avenue has the capacity to serve up to 200 youth, it currently serves 5 elementary schools
- Other locations include Emmitsburg, Ballenger Creek Middle School, and the Burck Street location which is currently being remodeled, this location will host the “Teen Club” for youth ages 12-17
- Due to budget restraints in the County, there are no other afterschool programs hosted in the middle schools for middle school students beside Ballenger Creek Middle location

Update from Officer Donovan (Thurmont Police Department)

- Two new officers have joined the department
- Plan to conduct two rounds of tobacco and alcohol compliance checks in FY20

Update from Brian Griffith (FCPS)

- Re-examining the discipline policy regarding vaping and pilot testing an online course for violations of the tobacco policy

Next Coalition Meeting:

Thursday, November 7, 2019, at the Frederick County Health Department