



## Kings County Tobacco-Free Partnership Meeting

Thursday, July 26, 2018 • 10:00am – 12:00pm • Kings County Health Dept., Bldg. 5 Auditorium

---

**Attendees:** Muriel Gobeia, Joanna Garcia, Cristhian Ibanez, Gabriel Ledesma, Julie LeFils, Oralia Vallejo, Dulce Velazquez, Melissa Wescoat, Keith Winkler

---

- I. Keith Winkler welcomed those in attendance and everyone introduce themselves.
  - Oralia shared a Fresno Bee article that stated UC Merced is establishing a center devoted to the study of nicotine and marijuana public health and regulatory policies in the San Joaquin Valley. She will ask them to present at an upcoming meeting.
- II. Minutes: The group reviewed the June meeting minutes. Motion to approve, Oralia Vallejo, second, Gabriel Ledesma, motion carried.
- III. California Health Collaborative Update:
  - Dulce shared that they are still developing their programs
  - They had 60 attend the Youth Summit in June
  - They are working to start a coalition in Tulare
  - They are training the youth in public speaking
  - They are working on a smoke free objective in Dinuba, Reedley, Corcoran, Hanford, and Tulare and a zoning objective in Sanger.
- IV. Kings County Tobacco Control Program Update
  - Oralia shared that they are currently finalizing their progress reports for the state
  - Their work is concentrated in Lemoore and Avenal. They are looking at gaps to get a clear picture of where to focus their efforts.
  - They are now fully staffed! ☺
- V. Cristhian gave the following Legislative Updates:

Five tobacco-related bills are moving through the legislature:

  - **AB 1097 (Levine – D, San Rafael) State beaches and parks, smoking ban:** This bill would make it a crime to smoke or dispose of cigar and cigarette waste on a state coastal beach or within the state park system. Anyone who violates this law could receive a fine up to \$50.
  - **SB 836 (Glazer – D, Orinda) State beaches:** smoking ban Senate Bill 836 would make it a crime to smoke or dispose of cigar and cigarette waste on a state coastal beach. Anyone who violates this law could receive a fine up to \$25. This bill would allow the Director of Parks and Recreation at any affected location to designate exempted areas where smoking would be permitted.
  - **AB 2020 (Quirk – D, Hayward) Cannabis: local jurisdiction licensees:** temporary event license: would allow the state to issue temporary event licenses to any venue that will be selling cannabis products onsite. This would not supersede any local ordinances, such as zoning, land use, or business license requirements, requirements to reduce exposure to secondhand smoke, or completely outlaw certain types of businesses. Cities and counties may deny a permit issuance if the event does not comply with local smoke free ordinances. Venues approved for this license

must have an area where access is restricted to persons 21 years of age or older, have the cannabis consumption not visible from any public place or nonage-restricted area, and must also not sell or provide for consumption alcohol or tobacco products.

- **SB 835 (Glazer – D, Orinda) Parks:** smoking ban Senate Bill 835 would make it a crime to smoke or dispose of cigar and cigarette waste within a state park. Anyone who violates this law could receive a fine up to \$25. This bill would allow the Director of Parks and Recreation at any affected location to designate exempted areas where smoking would be permitted
- **SB 1408 (Pan – D, Sacramento) Cigarettes: seizure:** Current law bans the sale, offering, or possession of cigarettes that do not meet specific manufacturing criteria, but offers an exemption for cigarettes produced outside California. Senate Bill 1408 would delete the exemption and make these cigarettes contraband which can be seized and disposed of by law enforcement or the state Department of Tax and Fee Administration. Any person who fails or refuses an inspection will be subject to a \$1,000 civil penalty.

Two tobacco-related resolutions are moving through the legislature:

- **ACR 254 (Holden – D, Pasadena) Smoke-free multiunit housing:** Assembly Concurrent Resolution 254 encourages local jurisdictions throughout California to adopt policy to reduce smoking in existing and newly constructed multiunit housing.
- **SCR 143 (Pan – D, Sacramento) Smoking:** youth: motion picture industry Senate Concurrent Resolution 143 encourages the California Department of Public Health, the Attorney General, and other state and local agencies to work with the motion picture industry to eliminate depictions of smoking in the entertainment industry.

## VI. Other New Business

- Cristhian asked for the coalitions support on a few objectives/activities that the Kings County Tobacco Program needs to accomplish and that he believes will get the coalition moving forward and active in the community. He asked for assistance with the development and participation of the following 3 subcommittees:
  - **The Recruitment Subcommittee** would consist of 2-3 members (including the chair and or co-chair whenever possible) to assist in the development of a recruitment plan for new, diverse and non-traditional partners. Those who join the subcommittee will commit to meeting a minimum of 4 times annually, for an hour each time, to develop member recruitment strategies, and refine the new member orientation process. The subcommittee will update and present the recruitment and orientation plan to the entire coalition annually and ask for assistance with potential member recruitment list for the coalition.
  - **The Multi-Unit Housing (MUH) Subcommittee** would be involved in assisting with things such as community education and as an outreach spokespersons for MUH. Those who join the MUH subcommittee will commit to meeting a minimum of (3-5) times annually for about an hour to discuss challenges and opportunities related to implementing MUH interventions.
  - **The Tobacco Retail License (TRL) Subcommittee** will hold one meeting 1-2 hours in length to complete a Communications Plan template which will identify communications objectives, target audiences, locations, messages, the communications tactics--paid advertising, earned media and social media and key metrics that utilize media. In addition, being part of the subcommittee will involve participation in community events.

The multi-unit housing (MUH) and Tobacco Retail License (TRL) subcommittees will be meeting in our target jurisdictions at least 50% of the time. Cristhian will work on finding sites that have access to conference calling; make it accessible to everyone since some of our jurisdictions are out of the way.

## VII. Goals & Objectives

- **GOAL – Reduce Percentage of Adults Who Smoke**
  - Objectives
    - Media campaign
    - E-cigarette policy – law enforcement strategy
    - Cessation promotion
    - Second hand smoke education
    - Support each other’s work
  
- **GOAL – Reduce Percentage of Youth Who Smoke**
  - Objectives
    - Media campaign
    - Support each other’s work
    - Connect with schools
    - Strategies
      - ✓ Peer to peer education training
      - ✓ Nurses support
      - ✓ Training and education for teachers, staff and parents on new products (e-cigs, etc.)

## VIII. Roundtable

- ReACT conducted 2 tobacco clean-ups in June at the Civic Park and Centennial Park in Hanford. They will do another one in Corcoran on Monday.

## IX. Adjourn

**Next Meeting – August 23, 2018 from 10:00-11:00am  
Kings County Health Department, Building 5 Auditorium**