

June 3, 2021 | 10:00 AM - 11:30 AM

Quarterly Meeting

Zoom

MINUTES

Present: Dennis Dimitri, Chair; Ellana Stinson, Vice Chair; DJ Wilson, Mass. Municipal Association; Kate Baker, MetroWest Health Foundation; Cheryl Sbarra, Mass. Assoc. of Health Boards; Chris Banthin, Public Health Advocacy Institute; Annegret Klaua, Institute for Health and Recovery; Allyson Perron Drag, American Heart and American Stroke Association; Carly Caminiti, Health Resources in Action; Ray Considine, Concord BOH; Doris Cullen, Massachusetts Tobacco Cessation and Prevention Program (MTCP); Trevor Summerfield, American Lung Association; Stephen Shestakofsky, individual member; Allie Cataldo, Mass. Health and Hospital Association; Rachel Cohen, MTCP; Caroline Cranos, MTCP vendor at UMass Medical School; Ashley Hall, Northeast Tobacco-Free Community Partnership (CP) at Greater Lawrence Family Health Center; Antonella Lisanti-Park, MDPH, Bureau of Substance Addiction Services; Maureen Buzby, Mystic Valley Regional Tobacco Program; Sarah McColgan, Mass Health Officers Association; Marc Hymovitz, American Cancer Society Cancer Action Network (ACS CAN); Kathleen Mahoney, South Shore Tobacco Collaborative; Joyce Brewer, TFCP Berkshires, Berkshire Area Health Education Center; Joan Rubel, MORE Advertising TA provider to TFCPs; Melissa Stacy, American Cancer Society Cancer Action Network (ACS CAN) Grassroots; Paul Jones, Blue Cross Blue Shield of Massachusetts; Brian Monteiro, Mass Dental Society; Patti Henley, MTCP; Melody Kingsley, MTCP; Mary Cole; Kathleen McCabe, HRiA; Melinda Calianos; Gwen Stewart, Tobacco Free Mass.

Dr. Dimitri welcomed everyone and opened the meeting at 10:00.

**MTCP Communications shared communications campaigns**

Rachel Cohen from MTCP talked about the upcoming communications campaigns.

Cessation Campaign—Take the first step. Goal is to educate adults 25-55 who use nicotine products about free resources and support available to them. BIPOC. Currently under review. Mix of media. Digital ads, radio, posters, webpages, etc. Based on research about current attitudes, knowledge of help to quit. In focus group, people stated that they wanted to feel understood and wanted an encouraging, uplifting campaign. Didn’t know what resources were out there. Different concepts with English and Spanish speakers. Remixed, then formed a final concept, which tested better than the first. Using real people. Not yet approved.

Youth vaping campaign—Real facts. No filters. Educates youth 12-18 about dangers of vaping, empower youth to talk to family and friends, encourage youth to quit. Tentative launch end of June. Two concepts will be used: Zombies and Don’t Give up!

Youth campaign is launching first, followed by the parent campaign, Cover Up. Educate parents, encourage parents to talk, inform about quit resources. Digital only. Confusion ad; “not my kid” syndrome.

**Legislative update**

Marc Hymovitz said the House’s proposed budget increased MTCP’s line over $500 to 5.6 million. Senate matched the Governor’s number, cutting by $500k. Sen. Keenan filed an amendment and it passed; House and Senate now match! 51% increase from 2018 until now. New Fiscal year starts July 1, but almost never happens on time. Going to conference committee today; a couple of big items that may take a while. Looking at the past, it will likely be finished sometime in July or early August, then the Governor has 10 days for any vetoes. But who really knows!

Bills have been sent to committees; our priority bills haven’t had hearings yet. Bad bill on preemption had a hearing, but it didn’t go anywhere and hasn’t in the past.

Allyson and Marc had a great meeting with the GIC (Group Insurance Commission, which provides insurance to state and many municipal workers); trying to get the GIC to promote cessation benefit to its members. They seemed open to doing outreach and education.

State House is still virtual. Legislators’ offices haven’t been moved yet. May be back open by September.

**Local update**

Enforcement of state law. Looking at how to handle “trunk sales” where people sell cigarettes out of the trunk of their cars. Figuring out how to respond.

Attorney General’s office is trying to figure out how to respond to Brookline’s Tobacco Free Generation regulation.

DOR is enforcing the law; going after retailers selling menthol and other flavored products because they don’t have tax stamps.

Flavor determination—Sarah McColgan said that on Monday a small group is meeting to go over products that manufacturers are saying are not flavored--but online descriptors say are, or they smell flavored. Doing a blind sniff test. About 18 inspectors from throughout the state are coming. Will have a scorecard and will see if there’s agreement on which products are flavored. This will give a consensus, with some backing, for going to local boards of health.

**Federal**

Allyson Perron gave an overview of menthol regulation on the federal level. Menthol was not included in the Federal 2009 Tobacco Control Act but was deemed harmful. Groups sued because of inaction.

April 29, 2021, FDA responded to the petition. Added cigars. Did not include e-cigarettes because this was a response to the citizens’ petition, which was filed in 2013, before ecigs were big.

FDA will release proposed rules within 12 months, must accept public comments for at least 60 days; FDA will decide if it will issue a rule, then there’s a year’s wait. Lawsuits will add more time.

What we can do: Call on FDA to quickly proposed release rule, submit comments on proposed rule, generate comments from grassroots, generate support from congress, defend our law.

Menthol ban is a health equity issue. Talk about why menthol was left out in 2009.

Remind people that the ban will not increase policing in Black communities; it is not a possession law.

On state/local level, continue to advance comprehensive bans. The FDA announcement doesn’t solve the problem… and could take YEARS.

The FDA rules will not preempt state/local action, but it’s always good to make sure we fight against preemption.

We need to continue to push for federal legislation – faster and could be more comprehensive.

**Tobacco Control Epidemiology through a Racial Equity Lens—Melody Kingsley**

Be explicit. Conduct new analyses and disaggregate data. Contextualize data.

Name it and frame it. Be explicit.

Conduct new analyses—expand data analyses

Contextualize data. What are upstream factors, like economics, social, environmental, and stressors? What is the medical system like—discrimination/racism there?

Putting it together—fact sheet example. Old—just provides numbers but doesn’t give context, so people make assumptions. New frame—explicit about the role of racism and provides information about the ways that impacts. New fact sheets are in approvals. Used to be “Who Quits” so now changed to “Who Quits and Why.”

Putting it together—an evaluation of An Act Modernizing Tobacco Control. Looking at the retail environment, awareness/perceptions, tobacco use, cessation. Underlying it all is a lens of racial equity.

MTCP is conducting a pilot Community Based Participatory Research project on top of the traditional methods. This allows them to incorporate community voice into state law evaluation and build relationships with communities. It also helps inform programming and build community capacity around evaluation techniques for their own purposes.

There’s also external evaluation going on, and MTCP is working to provide TA/content expertise.

Evaluation Webinar June 30, from 3:00-4:30; more info and link will be shared with the coalition when it’s available.

Key takeaways:

* Take an upstream approach. Name it and frame it.
* Look at data sets in new ways.
* Provide context when presenting.

Changing the way we collect, analyze, interpret, and communicate data leads to Programmatic shift.

**Cessation Implementation Group**

Annegret Klaua gave an overview. They’re working to grow the group and are focusing on behavioral health. Explicitly leading with race. The group is deciding on a name change and is working to finalize its vision statement. It’s a provider group but wants to move to including people who are affected. One focus is creating a former tobacco users speakers’ bureau of former tobacco users in Massachusetts who would be willing to speak out on their experiences. The next meeting is set for July 15. Reach out to Annegret at annegretklaua@healthrecovery.org if you would like to get on the meeting mailing list.

**Membership Committee**

Gwen Stewart welcomed our first batch of individual members and explained that the first task of the new Membership Committee would be to reach out to potential individual members. The focus will them be on recruiting new groups that are essential to our mission, including groups representing people disproportionately affected by tobacco. Reach out to Gwen at gwendolyn.stewart@cancer.org if you’re interested in getting involved in the membership committee or one of the initiatives.

**Other Business**

Gwen thanked people who had already paid their membership dues. She also thanked people for their patience—due to office closures and processes at TFM’s fiscal agent, it may take several weeks for dues payments to be acknowledged. In addition, we’re using a new software program to create invoices and send reminders. Please contact Gwen with any concerns or suggestions.

Meeting adjourned at 11:30 am.

Agenda: <https://tobaccofreemass.wildapricot.org/resources/Coalition%20Agenda%206-3-2021.docx>

List of current dues-paying TFM members: <https://tobaccofreemass.wildapricot.org/resources/Tobacco%20Free%20Mass%20Members.docx>