

# Minutes



The Grand Forks Tobacco Free Coalition is a group of citizens working together to create and promote a healthier, tobacco-free community through education, legislation, and enforcement of policies.

**Tuesday, November 8th, 2016**  
**8:00 a.m. – 9:00 a.m.**

**Members Present:** Haley Thorson, Sarah Odegard, Kailee Dvorak, Denae Grove, Robin Landwehr and Keith Westerfield.

Guests: Atalia Lopez (UND College of Nursing).

## **I. Welcome and Introductions**

Haley welcomed everyone and they introduced themselves.

## **II. Measure 4 Update**

It's Election Day and Measure 4 is on the ballot! The opposition ([www.votenoont4nd.com](http://www.votenoont4nd.com)) has been running their campaign non-stop to keep up with the coalition messages to approve the tobacco tax. Haley stated that before heavy messaging by the opposition, support for measure 4 by ND voters had been about 70%. At this point, with all of the oppositions confusing and misleading ads it is more like 50%. Veterans groups in the state have been ramping up education efforts and the Grand Forks Herald endorsed the measure.

Raising the price of tobacco is one piece of the "three-legged stool" recommended by the CDC for tobacco prevention that ND is missing. The other two legs are a comprehensive tobacco-free program (BreatheND), and a strong smoke-free law. If the measure passes and is successful in increasing tobacco taxes, ND would be the only state with all three legs in place.

## **III. Hot Topics from APHA 2016 Annual Meeting and Expo**

The American Public Health Association Annual Meeting and Expo was held in Denver, CO on October 29<sup>th</sup>-November 2<sup>nd</sup>, 2016. Haley and Sarah attended. Recorded presentations from the convention can be reviewed at their website: [www.apha.org](http://www.apha.org).

Many areas of tobacco prevention were covered. Some highlights included tobacco industry's new products were discussed, such as heat-not-burn product like the IQOS (I Quit Ordinary Smoking). The two main tobacco companies have these products out for test marketing.

Another topic increasingly talked about is Tobacco 21 which would have a huge impact on youth use rates. Raising the age would also align it with the age to legally purchase alcohol and marijuana. Two states; California and Hawaii, along with 200 cities have already raised the age to purchase tobacco products to 21. Tobacco-Free Generation 2000 is the concept that no one born in 2000 or later would ever be able to legally purchase tobacco products as they continue to raise the minimum sales age every year. The tobacco industry opposes these policies at state and local levels.

We were also reminded that tobacco companies continue to advertise and promote their products through alternative means. They know that 90% of 18-25 year olds use social media, so they use this to get around tobacco marketing restrictions.

Stan Glanz is a well-known tobacco prevention researcher presented on marijuana control and proposes it to be modeled after tobacco prevention. Tobacco is legal, but socially unacceptable and use is declining. Marijuana is illegal, socially acceptable and use is increasing. He also noted a researcher who had done extensive research on the impact of exposure to second-hand marijuana smoke and found that it was almost exactly like second hand tobacco smoke, except instead of nicotine in the smoke it was cannabiniol.

The next APHA conference will be held in Atlanta in November 2017.

#### **IV. Member Sharing**

Haley said there will be a legislative forum on November 22nd at 7:30 a.m. at GFPHD. After today, they will send out invitations to those elected to share messages about maintaining funding for tobacco prevention, and other items.

Robin had a meeting with The Link, who provides housing to elderly with disabilities. They were discussing a possible partnership with the VCHC to provide some primary care there, but interested in behavioral health services also. One of those services would be smoking cessation groups for residents, possibly around April timeframe.

#### **V. Next Meeting – December 13, 2016**

#### **VI. Upcoming Events/Observances**

- 2016 Presidential Election, November 8th
- Great American Smoke-out, November 17th
- 65th ND Legislative Assembly – begins January 3rd, Bismarck