

Portage County Tobacco Prevention Coalition
Meeting Minutes
March 11, 2008

Attending: Mary Adamson, Jan Bahle, Gabrielle Brett, Tracey Deep, Scott Dotterer, John Ferlito, Suzanne Hughes, Dr. Carrie Lafferty, Mary McCracken, Joel Mowrey, Gina Ross, Dawn Skrapiss, Eric Vailsnoras and Joe Ziarko

I. Welcome, Sign-In and Introductions

Gabrielle Brett from the National Cancer Institute's Cancer Information Center spoke to the coalition about Consumer Health Profiles. The profiles are used for marketing efforts and are based on demographics of each county in the state of Ohio. Gabrielle was asked to present this information so that the coalition can better tailor our marketing strategies for Portage County residents.

The "clusters" in the county in need of tobacco prevention/cessation programs are highlighted on the map that Gabrielle provided for the coalition. Information that is available on the profiles was obtained by using information from the following: U.S Census, Medstat's PULSE Healthcare Survey, CDC's behavioral Risk Factor Surveillance System, Clarita's Inc.'s PRIZM Lifestyle Segmentation, and Simmons Market Research Bureau's Survey of Media Markets.

If coalition members have questions or need additional information about the specific profiles and clusters in Portage County they can contact Gabrielle Brett 216-983-1113 or Gina Ross 330-677-4124 ex.28.

II. Subcommittee Updates:

Community-

Joe Ziarko stated that his cessation client numbers are remaining constant at this point. Joe explained he is not having good success with the use of Chantix for certain mentally disabled clients and will continue to provide the nicotine patches for some of his clients- while still offering information on both Chantix and other nicotine replacement therapy. The side effects of taking Chantix along with other anti depressants is proving to have negative outcomes for some of Joes's clients. Gina Ross provided a handout from the OTPF with information on Chantix and that grantees should continue to provide information on all pharmacotherapy.

Medical-

Jan Bahle from Robinson Memorial Hospital has only seen success with the use of Chantix for her clients and has no cessation clients that have

experiences negative outcomes. She stated that this drug, as all other drugs, must be used in the correct manner. Quitting smoking involves not both cognitive and biological approaches to be successful and stay quit. Jan also explained that some clients may require the use of Chantix along with other nicotine replacement therapy in order to have a successful quit rates. Most clients are in need of compassion and empathy as well when they are in the quitting process.

KSU-

Kent State is still experiencing excellent enrollment rates. Scott Dotterer updated the coalition on Sharon Brigg's cessation program. Sharon has her schedule for the remaining school year and will be offering multiple cessation classes. Scott explained that Sharon has created new flyers for the University's campus and also has ads in the Kent Stater newspaper. The cessation program is also on the Health Center's website- and is continuously being updated to reflect current class dates and times offered.

Tobacco Free Schools-

Heather Hopkins was unable to attend the meeting but provided a worksheet that included updates for both tobacco free school initiatives and stand team updates. Heather continues to strive at helping schools become tobacco free by offering her resources to them along with outdoor tobacco free school signs as incentives for schools to adopt and implement model policies. Currently Heather is focusing on the following school districts: Aurora, Crestwood, Ravenna and Windham. Heather also created and provided stand flyers that have a listing of all scheduled upcoming events and meetings. If more flyers are needed please contact Heather at hhopkins@kent.edu and she can get more copies to you. Gina Ross explained that Heather is planning a "Kick Butts Day" event for 3/30/08 and will be using the mini grant funds she received from Town Hall II for youth programming.

Ohio Tobacco Quit Line-

Eric is continuing his Quitline promotion efforts at local community locations in all of Portage County. Eric brought some information that is happening with the Ohio Tobacco Quitline – press releases by the OTPF will be next week on the nicotine replacement therapy patches that will be offered for free for 2 weeks to individuals with no insurance along with some other changes for quitline users. Eric also spoke about how the quitline program focusing on worksites due to the amount of money that employers are spending on smoking employees every year which is estimated by the CDC at \$3,400 per employee/per year. Eric will be putting together an ad to address the changes and offerings of the quitline and the ad will be placed in the Record Courier in the next couple of weeks to get the word out.

Research & Evaluation

Dr. Carrie Lafferty as Research and Evaluation Coordinator has provided a summary report of 2007 activities/numbers for all portions of the grant including Community Leader Relations, Tobacco Free Schools, Stand, Cessation Programs and Quitline promotions. Thank you Carrie! All attendees received a copy of this report to show our successes throughout grant year 2007. Great job PCTPC!!

- III. July 1, 2008 grant information. Gina Ross/Coordinator explained that the OTPF board will meet the first week of April and we should know that week what programs we will be funded for and the amount of the grant we will receive. Gina will keep the coalition posted in any new information.

- IV. Reimbursement Forms
5th Quarter Reimbursement Claim Forms (Jan08-March08) are due by April 4th.
6th Quarter Reimbursement Claim Forms (April08-June08) are due by July 4th!!! **Please plan accordingly to have those submitted to Gina Ross/Coordinator as this will be the last quarter of the 18 month grant**

- V. The next coalition meeting is scheduled for Tuesday June 10, 2008 at 10:30am at Robinson Memorial Hospital Room 150 of the Medical Arts Building.