

Summit Tobacco Coalition
October 12, 2021
12:00-1:00p.m.
Meeting Minutes

Attendees: Robin Albert, Becky Peltier, Mandi Kennedy, Don Parson, Susan Robertson, Misty Shell, Elizabeth Edgar, Shannon Haynes, Liz Luna, Molly Sughroue, Nick Brown, Miles Iten, Diane McBride, Carri McDonnell, Wanda Wilkerson, Kellyn Ender

- *Introductions*-New Health Promotion and Prevention Specialist Becky Peltier!
- *Budget Requests 2022*-How presentations went. Questions on presentation?
 - Dillon-Adopts December 7
 - Frisco-will be approved by end of this month
 - Breck-budget meeting today 10/12
 - Part 1 funding should know by end of October
- *UpRISE Update-Mandi*
 - Combined UpRISE and YESS this summer
 - Free youth events at Dillon amphitheater
 - 60 youth at movie night in June
 - 50 youth at concert in end of August
 - Want to make them an annual occurrence every summer
 - Planning for mid summer/July 2022
 - Collected 6 vaping devices
 - Planning on a local art expression/talent show November 15th at Silverthorne pavilion in the evening
 - Vaping materials- the boxes can be mailed right back to teracycle
 - Take the battery off first before mailing (battery can be recycled as well)
 - Movie nights with HYPE- In September, had 75 youth at movie theater
 - Events are advertised through posts on Facebook group: Summit County Parents, and at the middle school
 - Another movie night next Friday 10/22 at 1:30pm
- *Vape take back-Lauren TOS*
 - Safe Collection sites
 - Boxes in all towns
 - Breck Rec Center
 - Frisco Community Care Clinic
 - Dillon Town Hall
 - Silverthorne Town Hall
 - County is currently doing ads in the paper 2x/week until thanksgiving
 - What are towns doing for advertising?
 - Dillon- currently has 22 vapes in their box
 - Breck-box is heavy and stinky-ready to get it shipped off :)
- *Tobacco retailer license compliance Update*
 - Becky needs compliance check numbers from each community.
- *Effct-Presentation-Nick*

- Surveyed 50 young people-what types of media and platforms they use, what their opinions are on vaping
- 2 campaigns: Youth and adult
- Completed Focus groups with UpRISE and YESS
 - Snowy peaks and summit high-included youth that had been cited for substance uses
 - Got their opinions of ads-they liked real stories
 - Real stories of summit county
- Youth-snapchat and Instagram
- Adults-facebook and website
- Youth representatives
 - Little experience and know people who have done it and ruined athletic careers
 - Mia and zach-started and addicted-trying to quit
 - Ben-addicted and struggling to quit
 - Vapingsucks.org
 - Challenging to get approved by platforms if advertising to young people
 - It took 6 weeks to talk with those platforms before it was finally approved
 - Launched in June
- 2022 Youth goal-minimum of 275,000 impressions monthly, for the months they are running ads
- Adult-generate calls to the quitline
- 2021: 1,649,117 total youth impressions (Facebook, Instagram, google, snapchat)
 - 34,269 different people on Facebook
 - Impressions are 2-3x a person has seen it
- 2021: 533,816 total adult impressions (Facebook, Instagram, google, summit daily)
- Tracking calls to quitline-getting info from Erin
- 2022 Would like to survey adults-focus groups in summit county and gather more youth stories
- *Evaluation Plan 2022-Becky*
 - See attached document
- *Summit County Marijuana and Substance Use Survey-update*
 - Survey was put out 5/6 years ago after decriminalization of marijuana
 - Same survey will be sent out December 4th
 - Name it a “lifestyle survey”?
 - Maybe include internet and phone interviews so there are representatives across all populations and ages
 - Direct email to parents in summit school district and general community link on website and paper
 - Should we incentivize people to get a good response
 - \$5 Starbucks GC, can we incorporate local businesses instead?
 - Total cost would be ~\$4,000-5,000
- *Next Meeting*
 - Every other month 4 will be general, 1 budget, and 1 data meeting
 - Next meeting in January with calendar for 2022

Action Items

- Coalition Members
 - Vape Take Back Boxes
 - Are the towns doing anything specific to advertise these?
 - Effct
 - Where would we like Effct to advertise?
 - What else would we like Effct to advertise? Events? Vape take back boxes?
 - Showcase current full Vape Take Back Boxes and send to Effct (video, pictures, etc)
 - Do you know of anyone in Summit County that would be good to have part of an adult focus group or part of the youth stories
 - Evaluation
 - Please read through current data we are collecting from each partner and respond to Becky by 11/12 with the following
 - Are we missing any data that needs to be collected?
 - Is there anything additional that should be included?
 - Is there any type of equity type data we should include?
- Becky
 - Will be reaching out to all communities for Compliance Check Data
 - Stopping by all Vape Take Back Boxes to check in
 - 2022 Calendar of meetings
- Becky/Robin
 - Determine how to incorporate incentivizing the marijuana survey – local gift cards?