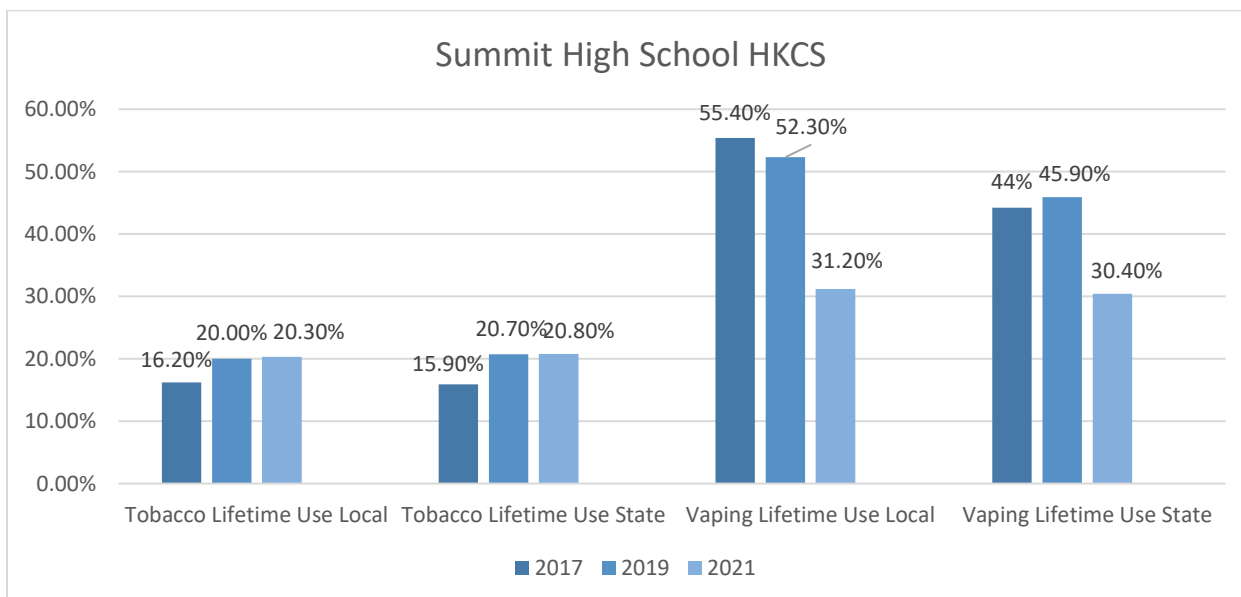
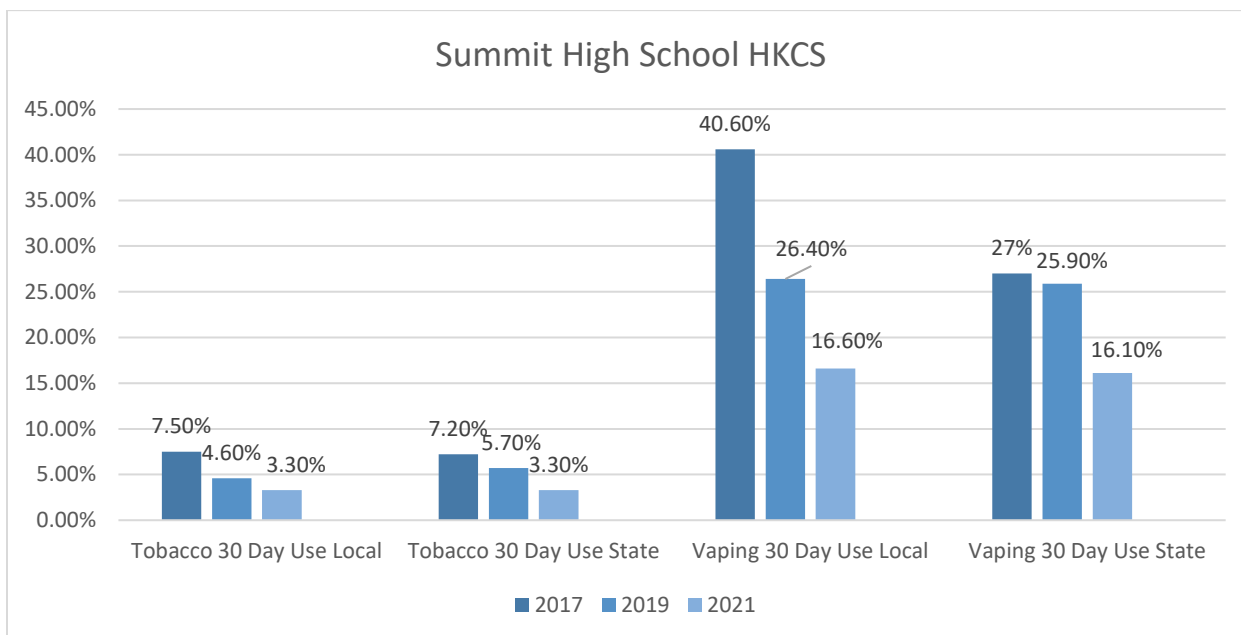


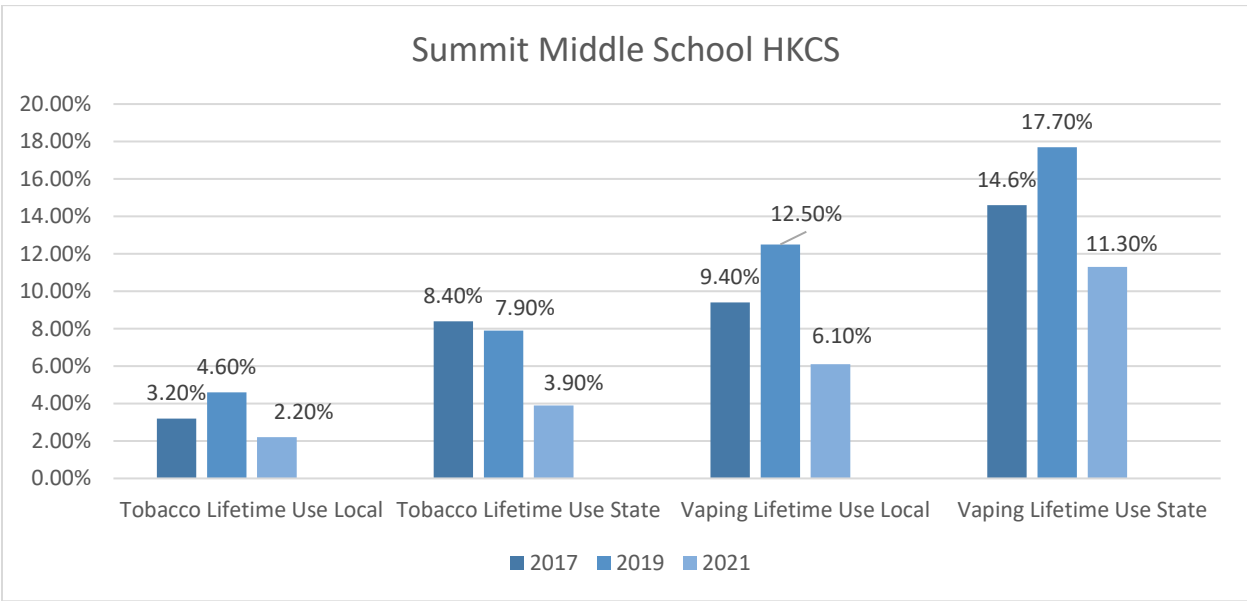
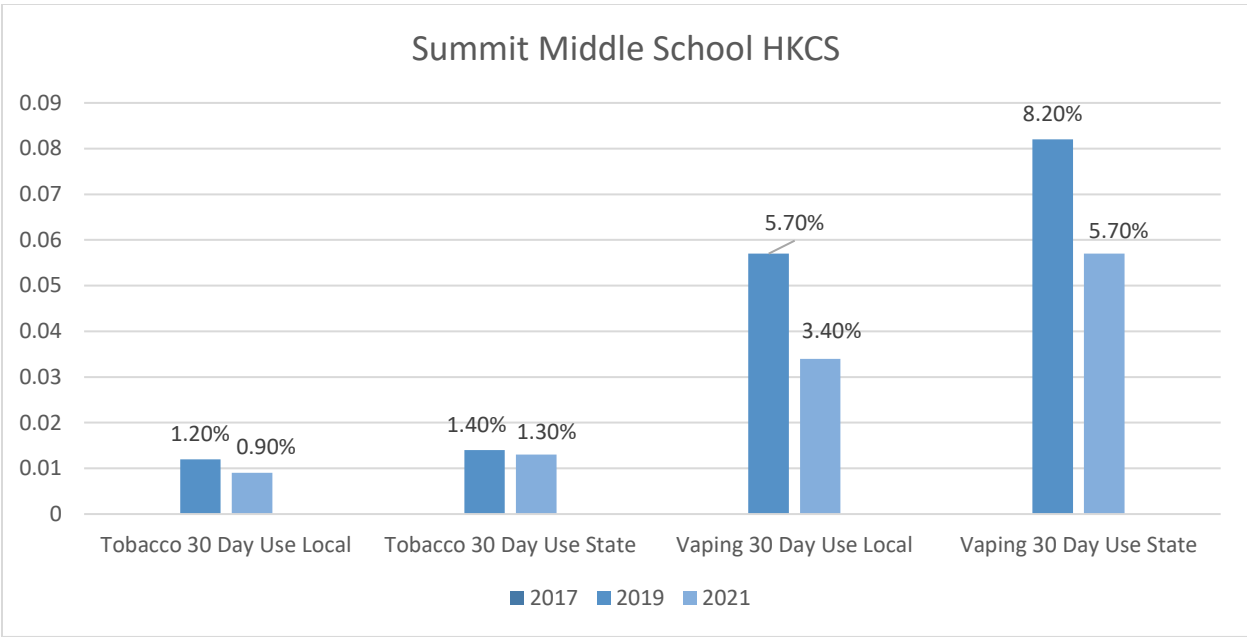
Summit Tobacco Coalition Agenda

Tuesday, July 13, 2022

Attendees: Becky Peltier, Elizabeth Edgar, Susan Robertson, Nick Brown, Kellyn Ender, Jen McAtamney, Eric Brodell, Liz Luna, Don Parson, Priscilla Broomall, Carri McDonnell, Mackenzie Russo, Kara Drake, Shannon Haynes, Misty Shell

- June 23rd - FDA Denies Authorization to Market JUUL Products
 - Currently marketed JUUL products must be removed from the US Market
 - On July 5th, the FDA administratively “stayed” the marketing denial order temporarily suspending the marketing denial order
 - Pro: Making effort to notice how bad these products are
 - Con: Due to the stay, JUUL can still market and sell/legal battles could go on for years
 - Con: JUUL is only 1 of many products
- Healthy Kids Colorado Survey update





- Effect Updates

- **YOUTH (APR 1 - Today)**

- Qualitative notes:

- Collaborating with local orgs such as HYPE/Building Hope
 - Placed Bus Wrap Ads ([Click here to view](#))
 - Started TikTok Account
 - Won the Communicator Award!

- Total for youth:

- 1.6 million impressions to date

- Facebook/IG Data

- **425,743 Impressions:**
 - 207,964 for Toolkit
 - 217,779 for vapingsucks.org
 - **26,025 Reach:**
 - 13,284 for Toolkit

- Pages
 - Real Stories of Vaping (FB) - **16 likes to date**
 - @realstoriesofvaping (IG) - **560 followers to date**
 - Snapchat Data
 - **318,272 Impression**
 - Google Data (Toolkit only)
 - **681,236 impressions**
 - 590,697 for English page
 - 90,539 for Spanish page
 - Website Data
 - **2,285 Site sessions** (up 312% from Mid DEC-March 2022)
 - **1,982 Unique visitors** (up 372% from Mid DEC-March 2022)
 - 3m 44s Average site visit duration
 - Summit Daily Data
 - April
 - 40,220 Impressions (Youth)
 - 30,300 Impressions (Toolkit)
 - May
 - 30,302 Impressions (Youth)
 - 30,302 Impressions (Toolkit)
 - TikTok Data
 - **126 Followers**
 - 12,223 paid impressions
- **ADULTS (APR 1 - Today)**
 - Qualitative Notes
 - Summit Daily ads started this Quarter
 - Spanish Site launched this Quarter
 - Facebook/IG Data
 - **379,393 Impressions**
 - **46,020 Reach**
 - Pages
 - Real Stories of Summit County (FB) - 20 Likes to date
 - @realstoriesofsummit (IG) - 375 followers to date
 - Google Data
 - **177,570 Impressions** (YouTube ads)
 - Website Data
 - **1,961 Site sessions** (up 3,402% from Mid DEC-March 2022)
 - **1,730 Unique visitors** (up 3,227% from Mid DEC-March 2022)
 - 4m 6s Average site visit duration
- Bus Wraps and Interior Cards are in the Summit Stage buses – be on the look out and take a picture if you see it 😊
- Communicator Award
 - The leading international awards program recognizing excellence in communication across a spectrum of industries, championing effective and meaningful work.
 - The Communicator Awards is dedicated to recognizing excellence, effectiveness, and innovation across all areas of communication. We are the leading international awards program honoring talent in this highly competitive field. Founded nearly three decades ago, The Communicator

Awards receives almost 5,000 entries from companies, agencies, studios, and boutique shops of all sizes, making it, globally, one of the largest award shows of its kind.



- Grant Certification update
 - 4 applicants
 - 2 LAC
 - 1 CAS
 - 1 CAT
 - 3 got approved, 1 was applying for multiple people in her organization so we asked her to have each individual apply on their own
- Tobacco Compliance LICENSE Check Update
 - 10 of the 11 Summit County Unincorporated retailers were checked on 5/27/22 and 6/7/22
 - Of the 10 retailers checked:
 - 1 fully passed the check
 - 9 failed the checks
 - 7 out of the 10 retailers did not have a state license
 - The main things retailers were noncompliant on were: State license, price display, and self-service
 - Towns plan for license compliance checks
- Tobacco Compliance UP Check update
 - DOR completed Silverthorne in May
 - 10 of the 11 retailers passed the underage purchase check
 - 7-eleven 201 blue river parkway failed
 - State issued a stipulation on 6/15 with a due date of 7/15
 - SO planning on Unincorporated
- Mayors/Managers Meeting July 28th
 - Presentation of Nicotine Tax Partner Programs and Accomplishments January 2021-June 2022
 - 2023 Budget request included in presentation
 - Our plan is to have at least 1 youth to help present
- Community Trainings:
 - Positive Youth Development (PYD): Skills, Opportunities, and Relationships are the core competencies and how we do these things are based upon 5 principles: strengths based, inclusive, youth as partners, collaborate, sustainable

- go through some adolescent development and the brain, life event timeline-variety of perceptions, perceptions of risk, building authentic relationships, providing skills and opportunities for youth
- Lots of interactive activities
- Youth and adult trainers to get both perspectives
- About a 3 hour course
- Askable Adult: is a parent, guardian or caregiver who is approachable and open to answering questions
 - Building a strong foundation for conversation
 - Managing vs consulting
 - Motivational interviewing
 - Role play and interactive activities
 - 1-2 hour course
- MHFA - Mental Health First Aid: For Adults Assisting Children and Youth: is a skills-based training course that teaches participants about mental health and substance-use issues
 - Teaches you how to identify, understand, and respond to sign of mental illnesses and substance use disorders
 - Gives you the skills you need to reach out and provide initial help and support to someone who may be developing a mental health or substance use problem or experiencing a crisis
 - MHFA takes the fear and hesitation out of starting conversations about mental health and substance use problems by improving understanding and providing an action plan that teaches people to safely and responsibly identify and address a potential mental illness or substance use disorder
 - 5-6 hour course