



### Steering Committee Meeting

Tuesday, July 17, 2018

2:30 - 4:00 PM

*American Lung Association – Conference*

## MEETING DEBRIEF

**Attendance:** Dan Fitzgerald (TFRI), Carolyn James (CODAC), Astrid Meijer (UIH), Kristen Westmoreland (EBRC & BAY Team), Megan Tucker (AHA), Maureen Mulligan (BHDDH), Shannon Spurlock (JSI/RIPRC), Pat Nolan (Brown University), and Zoe Moreau (TFRI YAB).

### **Tobacco Free Rhode Island General Updates:** *Dan Fitzgerald*

- ☐ Built partnership w/ CVS Health and obtained funding for:
  - ☐ Host school administration training
  - ☐ Printing of durable smoke-free schools signage for all RI schools
  - ☐ Creation of a youth focused social marketing campaign on ENDS products
  - ☐ Research and creation of a best practice (recommendation for enforcing the smoke-free schools policy)
- ☐ TFRI at a national level this year:
  - ☐ ASTHO – national webinar presentation with Director of DOH & Eileen Boone of CVS
  - ☐ SADD National Conference in DC
- ☐ Currently in year 5 of 5 of our grant with the DOH; we've had this grant for 3 cycles (15 years)
- ☐ Professional development
  - ☐ Modeling Youth Advisory Board to not only develop tobacco advocates but also to develop transferable skills that they can use in the workforce and beyond
  - ☐ Hired paid intern for 28 hours per week this summer and hope to keep on board throughout the school year
- ☐ Presentations/Conference:
  - ☐ Addressing E-Cigarette Use in Schools – 368 people
    - ☐ High school students, college students (at RIC, Bryant, Roger Williams, and Brown), student assistance counselors, school administrators, etc.
    - ☐ YAB Advocacy 101 at the State House – 8 students
  - ☐ This is Our Year Conference – 152 students and 65 adults
  - ☐ Overview of TFRI and Advocacy Opportunity – 269 people

- ☐ CASS Rounds at Brown University – 60 people
- ☐ 81 current TFRI Network Partner Organizations
- ☐ Average of 467.5 people on our website each month
  - ☐ On average 191 people are first time users each month
- ☐ 691 people on the E-newsletter distribution list and receive two E-newsletters each month
  - ☐ On average 748 people each month read one of both newsletters

### **Policy Workgroup:** *Megan Tucker & Kristen Westmoreland*

- ☐ Overview of progress:
  - ☐ The workgroup crafted elevator pitches for each of the three policy priority areas
  - ☐ Provided feedback for the creation of 5 Factsheets
    - ☐ Need to be edited
    - ☐ Possibly hold some back due to recent affairs
  - ☐ Provided feedback for the creation of Letter to the Editor templates
  - ☐ Challenges:
    - ☐ TFRI does not have a policy agenda and needs to remain neutral and only present the facts and create tools to assist network partners
    - ☐ With current local policy landscape, some of the factsheet topic areas needed to be halted.
    - ☐ Technical difficulty with access to the fact sheet editable files
- ☐ Next steps
  - ☐ Next meeting:
    - ☐ August 2<sup>nd</sup> from 1-2:30 @American Heart Association
  - ☐ Virtually, the group has created a list of priority areas they would like to focus on for the year to come
  - ☐ At the 8/2/18 meeting the group will discuss readiness and capacity to impact change around each potential priority topic area

### **Cessation workgroup:** *Carolyn James*

- ☐ Overview of progress:
  - ☐ Workgroup membership worked to pull together list of cessation resources
    - ☐ Smaller group of members met virtually to put the resources together into a one-page document
    - ☐ The group voted and tweaked the resource virtually
    - ☐ Iteration 1 of this resources and distribution has started
  - ☐ Workgroup provided input into dissemination plan for the DOH / BHDDH SIM project's tobacco treatment coverage documents
- ☐ Next steps
  - ☐ Next meeting:
    - ☐ Tuesday, August 21, 2018 from 2:30 – 4:00 @Warwick Public Library
  - ☐ The workgroup has discussed the need for more population specific cessation resources
    - ☐ For example – for the homeless population
- ☐ The workgroup discussed the need for a cessation basics presentation so that people who are not treatment specialists can build a better understanding of how cessation

works and the resources available

**Strategic Development workgroup:** *Astrid Meijer & Shannon Spurlock*

- ☐ Overview of progress:
  - ☐ The workgroup transitioned from the “Structure and Purpose Workgroup” to their focus on Strategic Development after the creation of the steering committee.
  - ☐ Discussed the importance of developing the network through networking, trainings, funding, etc.
  - ☐ Began working on a “spheres of influence” exercise to map out relationships and the influence people in our network have on others to forward the mission of partners and of TFRI.
  - ☐ Worked with ALA (TFRI fiduciary) to get concrete answers around ability to fundraise, text exempt status, etc.
- ☐ Next steps:
  - ☐ Next Meeting:
    - ☐ Wednesday, September 19, 2018 from 1:30 – 3:00 @JSI Office at 235 Promenade Street
  - ☐ Continue Spheres of Influence mapping and expand to the network
  - ☐ Determine details of the Network Meeting
  - ☐ Continue to discuss financial sustainability planning
    - ☐ For example – fundraising, donations, network partner fees, etc.

**Youth Advisory Board:** *Zoe Moreau*

- ☐ Held conference
  - ☐ Feb 2nd @RIC with 150 teens and 50 adults in attendance
  - ☐ Workshop/exercises included:
    - ☐ energizers
    - ☐ teambuilding with cameras
    - ☐ tobacco education
    - ☐ activism 101
- ☐ Zombie Walk:
  - ☐ April 3rd in Providence
  - ☐ Hosted 100+ students
  - ☐ Zoe & Kennedy led the walk
  - ☐ Mission:
    - ☐ T21 , ecigs added to smoke free policies, banning flavors
  - ☐ End of the walk was at the State House
- ☐ ACS Day at the State House:
  - ☐ YAB members spoke on behalf of ACS
    - ☐ addressed more funding for tobacco control
    - ☐ helped pass a bill on teen tanning
    - ☐ spoke about prevention work at the town level
- ☐ 21 Reasons Day at the State House
  - ☐ 21 students from around RI wrote reason why they think the tobacco sale age should be raised from 18 to 21

- ☐ Gathered at State House to read off reasons on May 8th
- ☐ Spoke w/ legislators about T21
- ☐ SADD National – fully funded by SADD National to attend
  - ☐ Traveled to Washington DC at the end of June
  - ☐ Attended workshops, Met with legislators
  - ☐ Dan, Hanna & Zoe presented workshop about the dangers of e-cigs and what RI is doing to prevent them
- ☐ Next steps:
  - ☐ Youth to Youth w/ 22 students
  - ☐ Y2Y participants will become part of Youth Advisory Board
  - ☐ Working w/ CVS Health to develop an ENDS focused social media campaign
  - ☐ Plan statewide event or conference for the year to come
    - ☐ discussion on a “thank you” event in honor of our partners and individuals who’ve made so much possible for our work to be done

### **Action Items:**

- ☐ Contact Dan with your preference on the following
  - ☐ Two in person meetings per year (January and June) and two conference calls per year (March and September)
  - ☐ Four in person meetings per year (Ex: Jan, Mar, Jun, Sep)
  - ☐ Three in-person meetings per year (Ex: Nov, Feb/Mar, Jul)
- ☐ Next meeting: TBD
- ☐ Annual Network Meeting – details to come