

# TOBACCO CONTROL COALITION

Minutes  
May 15, 2012



**Address**  
2180 Johnson Avenue  
Annex - Red Room  
San Luis Obispo, CA 93401

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## **Members Attending: (13)**

Art Apruzzese, Housing Authority  
David Clous, SLO Health Commission  
Christine Enyart-Elfers, Co Office of Ed  
Meghan Field, County Air Pollution Control  
Stephen Hansen, SLO Medical Association  
Susan Hughes, First 5 SLO

Kathleen Karle, PH, Health Promotion  
Marsha Mann, County Sheriff's Dept  
Melissa Peters, PH, TCP  
Pamela Ray, PH TCP  
Keely Sanchez, Keely & Company Advertising  
Patricia Souza, Housing Authority  
Clint Weirick, COUGH

## **Welcome & Introductions ~ Client Weirick, Coalition Co-Chair**

### **Presentation- Second and Third hand Smoke ~ Melissa Peters (TCP Staff)**

Melissa presented an attention-getting power point. It gave clarifying descriptions, effects and repercussions of second and third hand smoke. It showed which population groups are most affected and what is being done to counter the problem.

### **Key Messages of I & E Days ~ Melissa Peters (TCP Staff)**

The Center for Tobacco Policy and Organizing, a section of the American Lung Association, sponsors Capital Information and Education (I&E) Days in Sacramento. Representatives from Prop.99 (tobacco tax) funded programs, Local Lead Agencies, statewide projects, competitive grantees and local tobacco control coalitions are invited to participate in educational visits with state legislators to share their successes and challenges of tobacco control programs locally and statewide.

During her visit to the Capital, Melissa held two successful meetings with staffers from Senator Sam Blakeslee's office and Assemblymen Katcho Achadjian. During the meetings, they discussed some of the successes San Luis Obispo has seen in tobacco control efforts with the recent adoption of an outdoor smoking ordinance in Morro Bay. Overall the meetings were positive and contained educational discussions about local tobacco control efforts.

### **Prop 29 Update ~ Dr. Steve Hansen (SLO County Medical Association)**

Dr. Hansen reported that the health community in California is strongly in support of Prop 29. He says it has been a tough fight against the big tobacco funds that are supporting No on Prop 29 propaganda. Many local groups have voted to support the Yes on Prop 29 campaign, including the SLO County Health Commission, SLO Medical Association, local service clubs and SLO City Council. Dr. Hansen spoke at the Board of Supervisors meeting and they will agendize a motion of support. Jeff Hamm (Health Agency Director) and the County Administration are in support. The SLO Chamber of Commerce will take the issue to their Board to be voted on. It was noted that a 2/3 vote is required in the legislature to pass a tax increase, but a proposition only needs a simple majority vote to pass.

Dr. Hansen also mentioned an article written in the LA Times by George Skelton about Prop 29 and said it is well worth the read. In the article, Mr. Skelton reviews the landmark 1,600 page ruling of U.S. District Judge Gladys E. Kessler in 2006 against the tobacco companies. The article examines key findings of the ruling as well as how the tobacco companies suppressed research, destroyed documents and manipulated the use of nicotine so as to increase and perpetuate addiction. Judge Kessler found the major cigarette companies guilty of fraud and racketeering under the federal RICO Act. The Supreme Court later rejected, without comment, the tobacco companies' appeal. The full article can be found here: <http://articles.latimes.com/2012/may/14/local/la-me-cap-tobacco-tax-20120514>

### **Community Roundtable & Collaboration Opportunities**

Art shared an example of some of the No on Prop 29 mailers that big tobacco is circulating.

Art brought and introduced Patricia Souza, Vice-Chair of the Housing Resident Advisory Board.

Art also thanked the Coalition members for his nomination for the Hands on Hero award. He displayed his certificate he received from the CA Senate.

Kathleen mentioned that Lisa Fraser, Executive Director, San Luis Obispo Child Abuse Prevention Council, has been invited to be a guest speaker at the June Tobacco Control Coalition meeting.

Clint suggested changing the frequency of meetings. Coalition members present agreed to have TCP send out a Survey to get more input on how often the Tobacco Control Coalition should meet: every other month, quarterly or remain the same, once a month.

David, from the SLO Health Commission elaborated on what happened at the Commission's meeting where they discussed and ultimately supported Prop 29. He said that a very lively debate ensued last night. While the Commission certainly agreed Prop 29 has the right focus going forward, some had concerns that it was not structured properly. After a rather lengthy discussion eight out of ten Commissioners voted to support Prop 29.

Susan is looking forward to First 5 SLO County beginning the development of a "Children's Bill of Rights." During the next First 5 SLO Commission meeting on May 30<sup>th</sup> a framework will be discussed and reviewed by the Commission. The Commission will be discussing what the most important issues are for children. The Commission will also discuss what other partners should be included in the effort. An example of a "right" all children should have is the right to grow up in a healthy environment. This "right" applies to Coalition efforts and activities that work to protect infants and young children from secondhand and third hand smoke and can be used in the Coalition's educational efforts on those topics.

**Next Meeting June 19<sup>th</sup>  
NO JULY MEETING**