

2019



# COMMUNITY WORKSHOP 3

## MEETING REPORT

**DR. DENISE PAYAN & DR. NANCY BURKE**

**DECEMBER 6<sup>TH</sup> 2019**

NICOTINE & CANNABIS POLICY CENTER | 5200 N. LAKE ROAD, MERCED, 95343



## COMMUNITY WORKSHOP 3

### FROM PRACTICE TO POLICY: STRATEGIES TO ADVANCE LOCAL AND STATE POLICY

#### Policy Workshop Agenda (see Appendix A)

8:15am – Welcome

8:30am – Introductions/Icebreaker

9:00am – Progress of the NCPC

9:15am – Spotlight—It Takes a Village to End Nicotine Addiction

10:15am – Break

10:30am – Skill Building—Building Strategies and Messaging that Impact Health

12:15pm - Lunch

12:45pm – Central Valley’s Departments of Public Health Speak

2:30pm – Where Do We Go From Here?

**Attendees:** Alex Gonzalez; Alex Mellor; Alina Torres; Allison Temourian; Amelia Jimenez; Andgielika Sales; Andrea Fabillaran; Anna Song; Baolia Xiong; Cheyenne Locke; Chris Lopez; Cristhian Ibanez; Crystal Duran; Daisy Lopez; Daniel Wright; Deanna Halliday; Denise Payan; Ericka Corchado; Evi Hernandez; Irina Bazyuk; Isabelita Vallador; James White; Jamie Morgan; Jano Dekermenjian; Jasmine Gallegos; Jazmine Kenny; Jesus Zarate; Joann Blaska; Juan Chavez; Juan Torres; Juliette Martinez; Kamlesh Kaur; Karina Ornelas; Katelyn Mazman; Kesia Garibay; Kimberlee Homer Vagadori; Linda Moua; Lisa Jones Barker; Liz Faris; Maria Galvan; Martha Zarate; May Chung; Monica White; Nancy Tapia; Nancy Burke; Natalie Alfaro-Perez; Nelly Josefina Orozco; Norma Yanet Arellano; Nu-Chong Lee; Oralia Vallejo; Pristina Zhang; Raul Gonzalez Raul; Sally Lam; Samantha Thompson; Sarah Alnahari; Sean Morrill; Shana Her; Sheri Coburn; Sophia Duarte; Stephanie Gonzalez; Stergios Roussos; Sue Emanivong; Sydney Herring-Alderete; Sydney Adams; Tabesh Zaidi;





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Tashelle Wright; Trevor Hirst; Tyler Knobel; Valeria Rodriguez Pedroza; Veronica Farwell; Yueqi Yan; Belle Vallador; Darren Huang; Robin DeLugan; Lemuel Mariam

**Organizations Represented:** American Heart Association; Healthy House; California Health Collaborative; Youth Leadership Institute; Merced PHD; Fresno EOC; Calaveras PHD; Stanislaus PHD; Kings PHD; Merced COE; Madera PHD; Fresno PHD; San Joaquin PHD; Livingston High School; HSRI; Hlub Hmong Center; Community Initiatives for Collective Impact; UC Merced

### **1. Introductions / Icebreaker (Speaker: Lisa Jones Barker, American Heart Association & Attendees)**

- Icebreaker Activity – attendees at each table introduced themselves to each other and shared what motivates them to get out of bed in the morning/what they like to do. A representative per table shared one story from their table to all participants.

### **2. Progress of the NCPC (Speakers: Anna Song & Denise Payán, UC Merced)**

- Dr. Anna Song expressed the importance of promoting evidence-based health policy in this forum, noting the importance of sharing local policy successes (e.g., Madera's smoke free parks at the last policy workshop). She described a recent visit to Madera High School where the principal showed her confiscated vaping pens and said it was a high priority issue.
- Dr. Denise Payán spoke about the history of UC Merced and the workshop goals (capacity building, hear from attendees, spark new collaborations, provide networking opportunities, learn about shared struggles).

### **3. Spotlight—It Takes a Village to End Nicotine Addiction (Facilitator: Juliette Martinez, American Heart Association)**

- Juliette Martinez introduced the panel speakers.
- California Health Collaborative (Speaker: Evi Hernandez)
  - Provided an overview of two tobacco control programs and described effective strategies. He spoke of his professional experience as a tobacco control policy advocate in addition to his personal experience (as a father, uncle, etc.) and the impact of these multiple roles on his work. Provided a specific example of voicing his opinion when a hookah lounge was opening in his community, which led to it not opening. Said many people in the room have the opportunity to be advocates and spoke of the importance of presenting yourself as a community member who is concerned about local policies.
- Merced Office of Education (Speaker: Amelia Hernandez)



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- Mentioned student barriers contributing to the issue of vaping, including the lack of awareness and knowledge about health consequences and anti-authority attitudes among high school students. She has given several vaping-related presentations in Merced County and has learned students really lack awareness of the dangers of vaping.
- Recommended taking non-judgmental approaches to promote self-efficacy by encouraging students to make educated decisions with information: “I’m here to give you information, and it is your choice what you do with it after...knowledge is power... Kids appreciate that I give them a choice and so that they can have a voice within their lives.”
- San Joaquin Office of Education (Speaker: Sean Morrill)
  - Spoke about the challenges of vaping (i.e., hidden activity, lack of smell) and the increased use of marijuana among youth. Enforcement strategies are also more limited (e.g., decreased penalties for marijuana use) which can make it challenging to address. “Discipline does not work and the intervention and prevention piece is just huge.”
- Director, Adventist Health (Speaker: Chris Lopez)
  - Described a tobacco cessation awareness campaign and the organization’s committee to promoting health education. “Vaping is a big issue. And the work that is going on today will hopefully give me more insight on how to take this education back and share it with the schools.”
  - Mentioned Adventist Health supports SB 39 by Senator Hill
- Youth Leadership Institute (Speaker: “LJ” Marino)
  - “The Youth Leadership Institute is a statewide organization and our goal is to walk alongside young people and help young people uncover their true authentic leadership style.” Outlined how historically, they have focused on marginalized communities and have worked with these communities to develop leadership coalitions. Emphasized the importance of mobilizing youth to advocate for tobacco control policies and regulation. The Youth Leadership Institute focuses on providing kids a platform to advocate.
  - Summarized how the tobacco industry has infiltrated young people with artists, media, influencers, fashion (i.e., vaping hoodie), etc.
- California Health Collaborative, ReACT Program (Speaker: Daisy Lopez)
  - CHC has promoted after-school programs to empower young people to advocate. Cigarettes have been stigmatized while vaping has been normalized among teens.
  - CHC’s approach includes teaching teenagers about the tobacco industry’s misleading campaigns and strategies in the past. Teenagers recognize these strategies as those of the present for vaping, and then engage in e-cig counter marketing campaigns where they develop ads addressing misconceptions and promoting health.



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- “When I first meet young people, I like to come in with the history of the tobacco industry. That is one of the best ways to engage them, enrage them and engage them with the older tobacco advertisements. Young people have social media now so we have to bridge what we know and what’s happening.”
- Encouraged attendees to reach out to CYAN to see advertisements that are side by side of old tobacco marketing techniques and now.
- *Questions and Answers/Comments* (Facilitator: Juliette Martinez)
  - Q: “Evi, you talked about being a community member but I just wanted to share a story...I was at a local bar and someone starting vaping in the bar so I called the bouncer person and he said the owner allows it. I told the person that they needed to put it out and told them I had asthma and he walked across the bar and kept on vaping. I saw the owner at another bar and talked to her about it and I told her all of the bad things about vaping. She didn’t know it was tobacco and now she won’t allow vaping at her bars.”
    - Evi: “The power of numbers is people. I guarantee the business owner will be willing to change it once they start losing business.”
    - LJ: “What we do, we carry with us. It’s about who you know, who can provoke or set off a catalyst for change. We are all connected in some way so how can we pinpoint that.”
  - Q: “The strategy that tobacco companies are just now within 5 years using the same strategy for vaping and marijuana... the tobacco industry has shifted to reach a new generation... How are we as community members shifting? How are we adapting new techniques?”
    - LJ: “We are educating folks, utilizing PSAs and using comparisons of what was used in the past and what we see now.... We are up against a lot but we are breaking down what the industry is doing, by promoting more change, getting into conversations with folks, etc. Young people know the truth and it’s about helping them share the truth.”
  - Q: “We worked with someone who works at the national level, Kevin Sabet, it took about 80 years to get to the point of where we are with tobacco so how long is it going to take with vaping and marijuana? We know that public policy works, there are some things that can be applied across the Board... We are looking to close loopholes, to not just look at tobacco but also vaping and marijuana. Sometimes it’s just opportunities to talk about it, to move communities in that direction. Learn from what we’ve already done and apply it across the board.”



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- Sean: “Getting into the schools and educate kids about vaping. How are kids coping, we have to figure out how to provide other opportunities and other coping mechanisms that aren’t dangerous.”
- Evi: “The California tobacco control movement has been very successful. We definitely have the opportunity from learner experiences to change community norms. The one thing that makes this question hard is cannabis, where we know tobacco, we don’t know cannabis. What it’s going to take for us to be effective and counter active with what they do...”
- Amelia: “Positive behaviors, interaction and support. Creating core values the school wants students to have and develop. Getting to our children earlier, education, responsibility, respect, etc. Connecting it to behavior and aiming expectations to our students and education them about health. Giving them tools and opportunities to self-direct themselves. We have to teach our kids how to make decisions.”
- Chris: “The biggest thing is consistency among education and community outreach, provide education. We offer pulmonary rehab and a number of outreach programs to get the word out about dangers and risks. People don’t know that vapes have nicotine or that smoking one juul pod is like smoking 20 cigarettes. We are trying to get out the messages on the risk and harm.” Went on to talk about people who identify as smokers in the hospitals and how they help them. “Consistent education and the risks and the harms that come with it, that’s the message we are trying to send out.”
- Q: “How can we collaborate to eradicate vaping in the Central Valley?”
  - Daisy: “Working together, different perspectives, talking, people need to know more that this a public health and safety issue.”
  - Sean: “Let the decision makers be educated.”
  - LJ: “Opportunities to partner and build alliance with our young people and adults. Being present.”
  - Chris: “We can, altogether have an impact on the community... Discuss the good/bad, opportunities. Celebrate as a group.”
  - Sean: “Keeping it front and center in all of the various forms in which we participate and making sure the decision makers are educated on this topic and make sure they know it is an issue that needs to be addressed. All of our leadership and decision makers are part of the solution as well.”
  - Amelia: “Come together to align that, there are a lot of resources here in this room, work together.”



- Evi: “Stay informed and organized. Knowing who your elected officials are, know the political system in your communities.”
- Juliette collected additional questions on notecards.

#### **4. Skill Building—Building Strategies and Messaging that Impact Health (Speakers: Jamie Morgan & Liz Faris, American Heart Association; Jano Dekermenjian, Capitol Director, 13<sup>th</sup> District Senator Jerry Hill)**

- Jamie Morgan provided a state legislative update, reviewed Governor Newsom’s new executive order, and described a new campaign by the American Heart association (#QuitLying) *Presentation available on NCPC website.*
  - Audience members asked questions about proposed bills, including the problems of allowing smoking in tour buses (“what about other passengers that don’t smoke?”),
  - Q: “Is there a study done that tells us the difference between e-cigarette and e-cannabis? What is the difference between e-cigarette and e-vaping? How does it affect someone? Which is more effective?”
    - A (Dr. Song): “What we know is we can’t say the acute lung injury is... we just know that it is vaping. The CDC has been very clear about not being clear about that. What I would tell you is that there is no identified cause. We don’t know if it’s the device or a common chemical. CBD and THC are two very different products. I wouldn’t compare the two in different potencies because they are two different mechanisms.”
- Jamie introduced Jano Dekermenjian who presented on “How to read and analyze a bill” (*Presentation available on NCPC website*). Jano provided tips and strategies on how to access California’s legislative website ([leginfo.legislature.ca.gov](http://leginfo.legislature.ca.gov)), identify bills of interest, and read legislative documents. He used the example of Senate Bill (SB) 39 (to limit youth access to online tobacco products) as an example. He currently works for State Senator Hill and previously worked for an Assembly Member in the Central Valley.
  - Q: “If the bill gets vetoed, what happens?”
    - A: It usually gets dismissed after it gets vetoed, it is very rare to see it get challenged.
- Jano mentioned the importance of being aware of hearing dates and committee hearings to contribute statements. He showed a video of a hearing for SB 39. Tips included: “Staff members read committee analysis before the members vote. If you want your voice heard, you need to make sure you meet the committee deadlines. We really want to hear from you. Your voices need to be heard as they are important. Be mindful of committee deadlines for supporting letters. Most committees stress that you use a position letter via portal instead of hard copies.”



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- Q: “If a bill is being chaptered, does it mean they are being enacted? When exactly do these bills go into effect?”
  - A: “Bills usually go into effect the first day of the next year, unless it is urgent. However, 90% of bills go into effect until the first day of the next year.”
- Liz Faris presented on “Media Advocacy 101: How to work with the media to influence policy makers” (*Presentation available on NCPC website*)
  - Media advocacy is the strategic use of mass media to support and put pressure on people in power. Liz provide strategies for writing effective opinion editorials (op-eds). She facilitated a breakout exercise where the audience was asked tweet or use their social media to contact Governor Newsom. She advised them to place a period before the handle so that it attracts more people to the post ([.@GavinNewsom](#)), and for those who didn't have social media, they could write a letter of support through the mail. Participants shared their posts after the activity.

### **5. Central Valley’s Departments of Public Health Speak (Facilitator: Juliette Martinez, American Heart Association)**

- Juliette described how a representative from different organizations and counties would circle to each table and provide a brief presentation on ongoing tobacco control work.
  - Stephanie Gonzalez, California Health Collaborative, Merced County, described the increase in vaping and the different programs in Los Banos, Merced, and Atwater to address youth tobacco use.
    - Q: “Do you experience any challenges being expected to be the face of Public Health?”
      - A: There are a lot of programs and we focus on the jurisdictions we are responsible for. Different programs are in charge of different areas.
    - Q: “Are you only in tobacco, what about cannabis?”
      - A: Our funding is limited to tobacco we are only able to incorporate cannabis through vaping but that’s all.
  - Jamie Morgan, American Heart Association, explained the challenges and misconceptions around tobacco products.
    - Q: “Some people use other nicotine products to stop using cigarettes.”
      - A: Using other nicotine products really doesn’t get them out of the habit, and it is usually not FDA approved.
    - Q: “How can there be ads where people say ‘Juil saved my life?’ ”



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- Q: “Are any programs that help individuals with sensation seeking issues? How do you help someone who is 16 years old and is addicted to nicotine? Do you offer them a nicotine patch?”
  - A: You may want to help them find new habits because it can be challenging to get teens to find help for their addiction, if they don’t have their parents’ consent. This could be compared to the dilemma of teen pregnancy and how it was difficult to provide them with free access to birth control because of the age limit and because it was thought to promote the act of having sex.
- Q: “Have there been any studies on the leaf of marijuana?” Knows of research has looked at the additives within the oil, but there is a thing called ‘dry herb vaping’ that is commonly recognized as a device that heats up rather than burn the leaf or flower itself.
- Comment: Concept of “backpacking” was brought up as the act of students challenging each other to disrupt class by having a vaping device in their backpack that is placed on their desk and seeing how much smoke they can fill it up with before the teacher finds out, also known as ‘cloud chasing’.
- Q: “How do you guys engage legislatures and [implement] media campaigns on cannabis and e-cigarettes?”
  - A: Engage directly with legislatures and have policy recommendations for the issues they work on, such as state level and local level restrictions on flavor bands.
- Monica White, San Joaquin, described two tobacco programs, including one where they collaborate with the Stockton Police Department. The second program focuses on smoke free college campuses and a challenge is a school with higher rates of foreign students who smoke.
  - Q: “How do you engage the youth?”
    - A: Through contacts and we have a large plan for 2020, including a media training program for students and a 6-week program.
- Jasmine Gallegos, Madera County, explained about their work at a local high school where they were invited to present on vaping issues for parents. Administrators were present from other schools and invited the NCPC to go to their schools as well. They have also developed “Buffer Zones” creating restrictions for the sale of tobacco in close proximity to schools and parks.
  - Q: “Since you can’t go into schools how do you reach the kids?”
    - A: We go during after school hours; for example, during red ribbon week we provide packages; for lunch time we have a



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banner where they pledge to be smoke free. We have a coalition meeting coming up soon if anyone would like to come.

- Kamlesh Kaur, Stanislaus County, reviewed local tobacco retail license laws, multiplex smoking policies, behavioral health, and a flavored product project. Mentioned the importance of banning flavors and smoke-free facilitators. Her organization is usually looking for advocacy partners. Referenced a successful policy passed in Riverbank, saying there was a lack of opposition or support so it facilitated the passage.
  - Q: “How did you guys get the smoke free apartment approved?”
    - A: With the hard rule that says low income housing has to be smoke free so they just helped implement it.
- Oralia Vallejo, Kings County, spoke about bringing training and education to reduce tobacco use and the importance of tobacco retail license laws. Mentioned the challenges of pursuing smoke free public housing, which is a positive goal, but also, the tension of leaving people homeless.
  - Comment: “Increasingly more common trend of vaping marijuana in high schools because e-cigs are viewed as childish or “middle school.”
- Raul Gonzalez, Fresno County, described 6 objectives for his organization. Said they have a Student Tobacco Programs survey, and mentioned the challenges of vaping, which is a hidden activity in schools. He raised concern for the overall health of students because it was brought to his attention that students buy products such as ‘swishers’ and other tobacco products themselves so that they can use them for ‘Blunts’ or marijuana wrapped in a tobacco leaf. Discussed the epidemic behavior of students purchasing “puffs” or hits of smoke and even paying to share one locker so that there is a common place to locate the pen/device/substance.
  - Q: “How do you get into schools? Since schools are difficult to get into.”
    - A: “The only difficult school was Clovis but other than that other schools have been easy.” Talked about how they offer incentive gift cards and a report for the schools, and that they don’t share information. “It is up to the schools if they want to share that information with anyone.”
  - Q: “Where are kids accessing?”
    - A: They access them on campus where other students are selling them by puffs.
- Sue Emanivong, Healthy House, described the NCPC Citizen Scientists program, importance of professional skills, and Healthy House activities.



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- Juliette closed the session by asking attendees to share one thing they learned with someone they did not know. After, she asked participants to share a takeaway with the larger group.
  - Participants mentioned learning about the community vape pen in schools, the importance of sharing the successes and failures of counties across counties, new ways to change behavior, and the importance of community engagement.

### 6. Where Do We Go From Here? (Facilitator: Denise Payán, UC Merced)

- Dr. Payán expressed thanks on behalf of the NCPC. She asked participants, “How do we work together?” “What was useful?” “What was surprising?” Responses included:
  - Enjoyed the event and the role of the American Heart Association, their efforts, and support for youth empowerment.
  - Like Jano’s presentation about how to read a bill and learned about the legislative website for the first time—“It is good to know what is being worked on, and important to know what’s going on.”
  - Excited to see the counties come together and learn from one another; the lesson about working with youth to advocate was important for everyone.
  - Mentioned it was their first policy workshop and that it was beneficial to know about these organizations, form partnerships, and useful to understand barriers and know advocacy strategies and tactics.
  - Spoke about the importance of reinforcing parent and student education and starting in early development.
  - “It’s not about throwing kids in jail but conversations about the interventions for each pupil as opposed to direct punishments.”
- Dr. Payán reviewed NCPC’s Slack tool and mentioned the importance of health education. She asked for ideas for a future workshop or scientific symposium.
  - “When vapor gets heated up what is the difference between cannabis and tobacco?”
  - “More cannabis research and the effects of marijuana. Is it helpful or harmful because a lot of studies contradict each other.”
  - “Interventions currently available to address marijuana use.”
  - “Consider key projects, delivering interventions, finding ways to improve healthcare, school...interventions someone is already doing. Important to explain when everything does progress...close the gap.”
  - Interest in changing school healthcare settings by implementing improvements...cultural and linguistic aspects so that they can help how people say that they need help or can address an issue.
  - “What is happening in the state and local levels with the new laws regarding marijuana?”





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- “Has there been data collected to know how many students are using tobacco/cannabis, or is it illegal to ask students? Also, to know which comes first, marijuana or tobacco?”
- “If we do the scientific symposium, how can we take into consideration different ethnicities and languages? How can this be fixed?”
- The importance of having a symposium that does not necessarily talk about the issues, but rather implements strategies to use the information we know and apply it directly to the community, we should practice our science not just discuss it.



## APPENDIX A

		<h1>POLICY WORKSHOP</h1> <h2>FROM PRACTICE TO POLICY: STRATEGIES TO ADVANCE LOCAL AND STATE POLICY</h2>
<h1>AGENDA</h1>		<b>DECEMBER 6th, 2019</b>
8:15am - 8:30am	<b>Welcome</b> - Tea and Coffee Available	
8:30am - 9:00am	<b>Introductions / Icebreaker</b>	<b>Lisa Jones Barker</b> , SVP of Health Strategies, American Heart Association & <b>Attendees</b>
9:00am - 9:15am	<b>Progress of the NCPC</b> <ul style="list-style-type: none"> <li>🔸 The First 12 months</li> <li>🔸 Goals &amp; Objectives Moving Forward</li> </ul>	<b>Dr. Anna Song</b> , NCPC Director <b>Dr. Denise Payan</b> , NCPC Interim Community Core Lead
9:15am - 10:15am	<b>Spotlight — It Takes A Village, to End Nicotine Addiction</b> Community dialogue on landscape, interventions, successes & challenges. Our speakers representing the community include: <ul style="list-style-type: none"> <li>• School Districts &amp; Education</li> <li>• Youth organizations</li> <li>• Healthcare Partners</li> <li>• Local Advocates</li> </ul>	<b>Juliette Martinez</b> , Community Impact Director, American Heart Association <b>Evi Hernandez</b> , California Health Collaborative <b>Amelia Jimenez</b> , Merced Office of Education <b>Sean Morrill</b> , San Joaquin Office of Education <b>Chris Lopez</b> , Director, Adventist Health <b>Cynthia Sapien</b> , Youth Leadership Institute <b>Daisy Lopez</b> , ReACT, California Health Collaborative
10:15am - 10:30am	<b>BREAK</b>	
10:30am - 12:15pm	<b>Skill Building—Building Strategies and Messaging that Impact Health</b> <ul style="list-style-type: none"> <li>🔸 Legislative Update</li> <li>🔸 Speaking their language: How to read and analyze a bill</li> <li>🔸 Honing your message: How to write compelling arguments or an op-ed.</li> </ul>	<b>Jamie Morgan</b> , Govt. Relations Regional Lead, American Heart Association <b>Jano Dekermenjian</b> , Capitol Director, Senator Jerry Hill's office, 13th Senate District <b>Liz Faris</b> , Communications Director, American Heart Association
12:15pm - 12:45pm	<b>BUFFET LUNCH</b>	
12:45pm - 2:30pm	<b>Central Valley's Departments of Public Health Speak.</b> <ul style="list-style-type: none"> <li>🔸 Calaveras County Public Health</li> <li>🔸 Fresno County Department of Public Health</li> <li>🔸 Kings County Tobacco Control Program</li> <li>🔸 Madera County Department of Public Health</li> <li>🔸 Merced County Tobacco Control Program</li> <li>🔸 Stanislaus County Tobacco Prevention</li> <li>🔸 San Joaquin Department of Public Health</li> </ul>	<b>Juliette Martinez</b> , Community Impact Director, American Heart Association <b>Michael Magna &amp; CJ Singh</b> - Calaveras PHD <b>Raul Gonzalez</b> - Fresno PHD <b>Oralia Vallejo</b> - Kings PHD <b>Maria Barragan</b> - Madera PHD <b>Stephanie Gonzalez</b> - ACCT, Merced <b>Kamlesh Kaur</b> - Stanislaus PHD <b>Monica White</b> - San Joaquin PHD
2.30pm - 3:00pm	<b>Where Do We Go From Here?</b>	<b>Dr. Denise Payan</b> , NCPC Interim Community Core Lead
3.00pm - 3.30pm	<b>CLOSE &amp; OPTIONAL CAMPUS TOUR</b>	

