



## Tobacco-Free Coalition

Funded by the Health Promotion Council (HPC) and the Pennsylvania Department of Health  
[www.tobaccofreedelco.com](http://www.tobaccofreedelco.com)

### Meeting Minutes

April 2, 2009 at 3 p.m.

Meeting Location: HBHS, Media, Pa.

Attendees: Bonnie Breit (Chairperson); Celeen Miller (The Wellness Connection); Aqeel Dix (HPC); Nicole Duval (Crozer); Melissa Maier (Crozer); Karen Tussig-Lux (Media Borough); Kara Chivalette (MLH); Katee Yorke (HPC); Denise Moser (FCS); Andrew Johnson (DCCC) –**NEW**; Maura Haslam (ALA); Lina Joniec (BUSTED! Youth); Howard Phipps (BUSTED! Youth); Sarah Tegtmeyer (HBHS); Lambert Tolbert (called in); and Aria Burgess (HBHS).

#### I. Smoke-Free Homes & Cars Campaign

- K. Chivalette reported that K. Russell gave out 46 Smoke-free Homes & Cars Kits to childbirth educators at Riddle Memorial Hospital. K. Chivalette also reported that she distributed 80 kits to 4 car dealerships.

#### II. Quit for Me Campaign

- A. Burgess reported on the status of the campaign. A sign-out sheet was sent around that contained the addresses of local card stores that Coalition members will be going to in late April to ask to place the cards at the counters to target Mother's Day customers.

#### III. Comcast Newsmakers

- B. Breit reported that Comcast newsmakers is no longer there as CN8 folded. There is a new legislative update show but the speaker must be a local legislator. The Coalition decided on asking Tom Killion if he might be interested in appearing to talk about one of our tobacco campaigns since he has been supportive of any youth tobacco prevention campaigns in the past.

#### IV. Tobacco Sales Rates

- A. Dix reported that tobacco sales are up to 11%. Last year at this time, they were at 9%. Year to Date, he has completed 1,025 checks.

#### V. Media Butts Clean-up

- S. Tegtmeyer reported the latest information to the Coalition. The Clean-up is scheduled for Saturday, April 18, 2009 at 12pm and will be meeting at the Borough Hall Parking lot.

#### VI. Broadcast Activities

- L. Tolbert called into the meeting to report that getting a radio station to come to the clean-up and broadcast live was expensive and probably not going to happen in the time frame that was left. He spoke about other options, such as sending PSA's to the radio stations or paying for commercials to publicize our event. It was decided by the Coalition that to send out the PSA's and not pay for commercials to save money for a later campaign.

#### VII. Kick Butts Day Overview

- A. Burgess gave report and showed pictures from the event.

#### VIII. "Not a Cough in a Carload"

- A. Burgess showed pictures from the event that were forwarded to her by C. Miller. K. Yorke spoke about the success of the event in Bucks County and the Coalition discussed having the this in Delaware County. Coalition members decided to discuss this more at the next meeting.

#### IX. BUSTED! Youth Coalition

- B. Breit brought up the idea of starting a youth coalition for youth that have decided to be anti-tobacco. It would serve as a tool to get youth from different schools engaged together to complete a common goal. The Coalition decided to discuss this more at the next meeting.

#### X. World No Tobacco Day Contest

- M. Maier spoke about holding an essay contest for local youth to write about tobacco prevention

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or how tobacco has affected their lives. The prizes would be gift cards providing youth with the ability to do alternative activities. Flyers to be sent out over spring break.

#### **XI. Community Updates**

- C. Miller: Told Coalition that she is very busy and that the commercial competition is almost over. She also has started cessation classes at Neumann College.
- A. Burgess: Working on tobacco free coalition website.
- A. Dix: Reported that he is working on hiring 3 new youth surveyors and will be holding merchant education training in June.
- K. Chivalette: Is running a cessation class in April at the Marple Township Building and already has 42 people signed up!
- M. Maier: Reported that she helped rewrite the tobacco policy at Reese Steel Co., whose headquarters are located in Eddystone, PA. They are hoping to use their Eddystone facility as a start-up to get other locations around the country to become smoke-free campuses as well. Also is holding a cessation class at Chichester Township Building in April and already has 30 people signed up!
- M. Haslam: Reported about the "Adopt a Camper" program for ALA Asthma camp.
- D. Moser: Happy to be a new provider for Delaware County and is offering individual cessation classes at Family & Community Services of Delaware Co.
- S. Tegtmeier: Reported that she is rewriting the BUSTED! presentation with Alex.

#### **Next Meeting:**

Thursday, May 7, 2009 at 3 p.m. (Media)

#### **Upcoming Meetings:**

Thursday, June 4 at 3 p.m. (Media)

Thursday, July 2 at 9:30 a.m. (Media)

Thursday, August 6 at 9:30 a.m. (Media)

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*Minutes Submitted, Typed & Edited: Aria Burgess, Secretary.*