



# Public Health Advisory Committee

March 26, 2013, 6:00 – 8:00 pm

Minneapolis City Hall

350 S 4<sup>th</sup> Street, Room 132

## AGENDA

Agenda Item	Presenter	Time	Committee Action
<b>Welcome and Introductions</b>	Karen Soderberg	6:00-6:05	Approve agenda
<b>PHAC Logistics and Updates</b> Approve Minutes	Karen Soderberg	6:05-6:55	Approve Minutes
Reports from Sub-Committees: <i>Communications / Operations: Bios/Charter revision/Google groups/application process?</i>	<i>Tara Jensen</i>	6:10 – 6:25	Informational / Updates
<i>Policy &amp; Planning: agenda setting, committee goals?</i>	<i>Rebecca Thoman</i>	6:25 – 6:40	May include specific requests to full committee / recommendations or action
<i>Collaboration &amp; Engagement: areas of expertise/interest? Expectations of engagement?</i>	<i>Happy Reynolds</i>	6:40 – 6:55	
<b>Department Presentation</b> <i>Tobacco Initiatives</i>	<i>Lara Pratt, SHIP Manager Minneapolis Health Dept.</i>	6:55 – 7:15	Report from Dept. Request for PHAC action
		7:15 – 7:25	Questions/discussion
<b>Department Updates</b>	Gretchen Musicant	7:25 – 7:45	Discussion
<b>Information Sharing</b>	<b>Autumn Chmielewski</b>	7:45-8:00	Discussion

**Next Meeting Sub-committees:** April 23, 2013, Minneapolis City Hall  
Operations, Policy & Planning sub-committees meet in Room 132  
Community Engagement sub-committee meets in Room 332

**Next Meeting of full committee:** May 28, 2013, Minneapolis City Hall, Room 132

If there are any problems/changes the night of the meeting, please call 612-919-3855.

**Public Health Advisory Committee (PHAC)  
Minutes**



**March 26, 2013**

**Members Present:** Julie Ring, Robin Schow, Patricia Hillmeyer, Tara Jenson, Karen Soderberg, Linda Welter, Robert Burdick, Autumn Chmielewski, Dr. Rebecca Thoman, Silvia Perez, Julie Young-Burns, Linda Brandt, Daniel Brady

**Members Excused:** Dr. Happy Reynolds-Cook, John Schrom

**Members Unexcused:** Saeng Kue, Abdullahi Sheikh, Dr. Alan Lifson

**MHD Staff Present:** Gretchen Musicant, Margaret Schuster, Hattie Wiysel, Lara Pratt

**Guests:** Medoro Witwer, Guest of Dan Brady; Marj De Carpio, Interpreter; Emily Anderson, Guest presenter

Karen Soderberg called the meeting to order at 6:00 pm at City Hall.

<b>Item</b>	<b>Discussion</b>	<b>Outcome</b>
<b>Introduction</b>	Members and guests introduced themselves.	
<b>Agenda/Min Approval</b>	Minutes and Agenda Members had no additions to the March agenda.	Approved by unanimous consent
<b>Rec Fires Update</b>	Change to February Minutes: Under info sharing > Cancer Prevention Study "... <i>must be in-person at a pre-determined Relay for Life event the sites.</i> " Delete " <i>this portion of the sentence</i> "	motion to approve minutes with this edit carried by unanimous consent
<b>Rec Fires Update</b>	Update from CM Cam Gordon's office: Language will be proposed to change ordinance, hearing likely in April/May.	
Communications/Operations Subcommittee – Tara Jenson	Google Groups- set up as internal tool to share information. Members should note that all City Business is considered public, be mindful of what you post. Tara will be posting bios of the members, please provide her with a couple sentence bio of yourself.  Co-Chair – Patricia Hillmeyer nominated Tara Jenson for Co-Chair, Linda Brandt seconded the motion.  Group wants to develop a survey to gather demographic information from the PHAC members for future reference and as a tool for recruiting new members.  Reviewed by laws specific to new structure; no changes recommended at this time.  Tara volunteered to provide members with a short summary (2-3 sentences) of meetings that could then get passed on to Council Members, neighborhood meetings/newsletters, etc.	Motion to appoint Tara Jenson as Co-Chair approved by voice vote.  Gretchen approved the survey
Policy and Planning Subcommittee – Dan Brady	Group wanted to prioritize areas for considering presentations: Make Actionable asks Make/understand reach of ask – geo/demo (how broad, who it effects) Be involved at the right level— Request recommendations/action that are timely and reasonable Does it address health disparities/underserved pops  After a long discussion of concerns/issues/interests; the committee grouped concerns into these three areas: Environmental Health, Mental Health, Lifestyle  Issues/requests for action and information funneling to PHAC from: Health Department/City Council, PHAC members, Public	

## Public Health Advisory Committee (PHAC) Minutes



	<p>Other discussion: What is our focus (as an advisory committee to the Department?); Can we proactively make a recommendation rather than always being reactive? We prioritize our work with the City/City Council first; but what about recommendations at a State level?</p> <p>Gretchen offered these specific issues that are on table now: Review ordinance language on what grocery stores are required to carry (percentage of fresh foods) compared to WIC standards</p> <p>Increase amount of air quality monitoring; are activities of enforcement education issues being measured?</p> <p>Member asked about Human Trafficking as an agenda item – it is an issue that is being addressed under Youth Violence Prevention.</p>	<p>Gretchen affirmed that the PHAC can be proactive in concert with the Dept/City Council. This also applies to interest in activities at a State level—channel through work of the City Council/Dept.</p> <p>Committee added to the list</p>
<p>Collaboration / Engagement Subcommittee - Silvia Perez</p>	<p>Group came up with 5 majors areas of interest:</p> <ul style="list-style-type: none"> <li>Prevention of Youth Violence</li> <li>Access to better food—improve choice &amp; access</li> <li>Substance abuse</li> <li>Environment and Atmosphere</li> <li>Mental Depression</li> </ul> <p>Related to policy &amp; planning sub-committee; Choose 3-4 of most important topics, try to move on these and focus our energies. If we are too diverse and attempting to do too much, we won't have an impact.</p> <p>Principles to engage communities:</p> <ol style="list-style-type: none"> <li>1. Report to community about PHAC actions—then bring community reactions back to committee</li> <li>2. Also gather/listen to community and get their info/concerns/issues and bring it to PHAC for discussion/action; then report back to community. We can hold community meetings in churches and parks, use parks and recreations to deliver messages to community.</li> </ol>	
<p>Health Department Tobacco Initiatives – Lara Pratt, MHD SHIP Manager and Emily Anderson, Program Director – AnsrMN.org</p>	<p>Lara gave a <a href="#">presentation</a> to the committee on current smoking trends for youth in Minneapolis and Tobacco prevention work. Her presentation had 3 specific “asks” of the committee in regards to:</p> <ul style="list-style-type: none"> <li>• Access to landlords in your ward / neighborhood or connections to owner / companies with multi-unit housing—identify and begin conversation about smoke-free units</li> <li>• Ideas, connections or avenues to influence trade &amp; technical schools in regards to smoke-free policies AND support for the U of MN smoke-free campus policy</li> <li>• Knowledge of organizations engaging youth and cultural communities around tobacco use</li> </ul>	
<p>Department Updates- Gretchen Musicant</p>	<p>Gretchen reported that the newly merged department is beginning a Strategic Planning process which will help guide the Department for the next several years. We will have a 4-hour planning session on May 9th for a group of staff and a few PHAC members. She would like 2 people from the PHAC to be a part of the planning process.</p> <p>Public Health Week, first week in April. MHD will sponsor several events including: April 2-a scavenger hunt between the 4 &amp; 5<sup>th</sup> floor staff (as an opportunity to learn more about each other and our work), April 3-an event at City Hall with a resource fair showcasing the work of MHD and a Local</p>	<p>Margaret to email all members inquiring about interest in participating. At meeting, three members volunteered.</p>

**Public Health Advisory Committee (PHAC)  
Minutes**



	Public Hero Awards ceremony recognizing the good work of our community partners; and, a ½ hour walk with the Mayor on April 4.	
Information Sharing – Rebecca Thoman  Karen Soderberg	Cancer Prevention Study is available in Spanish. Handout provided regarding registration locations and enrollment.  April 20 <sup>th</sup> – Earth Day, Minneapolis Parks clean-up day.  MDH awarded a Federal Innovations Grant regarding integrated home & health care. Karen is involved in this planning phase over the next 6 months. She will keep PHAC informed.	

Meeting adjourned at 7:50 p.m.  
Minutes submitted by Hattie Wiysel and Margaret Schuster

**Next Sub-Committee Meeting: April 23, 2013, Minneapolis City Hall, Room 132 & 332, 6:00-8:00 p.m.**  
**Next Full Committee Meeting: May 28, 2013, Minneapolis City Hall, Room 132, 6:00-8:00 p.m.**

# Minneapolis Tobacco Prevention Overview / March 2013

## Healthy Living Initiative / Minneapolis Health Department

Healthy Living Initiative--comprehensive, citywide effort to reduce obesity, tobacco use and the chronic diseases they cause. 18 initiatives to increase healthy eating, physical activity, smoke-free living

### Tobacco Use in Minneapolis

- Large disparities in adult smoking rates by geography, race/ethnicity
- 18-24 year-olds have highest smoking rates
- Youth Smoking Rates--2010 Minnesota Student Survey – Minneapolis Data
  - Smoking Rates by Race and Ethnicity
  - Minneapolis 12<sup>th</sup> grade, 30 day use
  - Statewide Lifetime Flavored Cigarillo and Snus Use

### Minnesota 2011 Youth Tobacco and Asthma Survey

- State Smoking Trends
- Cigars, Cigarillos, Little Cigars: What are strategies for reducing access to these increasingly popular products?
- Cigar Products – Cheap, tasty, appealing to kids
- Emerging Flavored Products – A Dangerous Trend
- Minneapolis Access / Source Location for Tobacco Users

**Survey Question:** “If you used tobacco in last 30 days, where did you get it?”  
(Top four locations)

### Minneapolis Underage Youth Tobacco Sales Compliance

- The City of Minneapolis Licensing Office conducts annual underage tobacco sales compliance checks on all 397 licensed tobacco retailers.
- In 2012, only 11 stores (2.75%) failed the inspection because they were selling tobacco to youth.
- Cigarillos: Cheap and Profitable

#### Cigarillo Sales

- Add price
- 68% vendors selling flavored little cigarillos
- 72% selling single cigarillos

- 68% selling packs of 2-6 cigarillos
- 49% with cigarillo price promotions

## Minneapolis Tobacco Prevention Strategies

- **Strategy #1:** Reduce exposure to secondhand smoke
- **Strategy #2:** Restrict places where people can smoke
- **Strategy #3:** Increase Price/decrease youth access

### Strategy #1: Reduce exposure to secondhand smoke - Multi-Unit Housing

- Minneapolis Public Housing Authority – 42 high-rises
- Affordable Housing - over 430 affordable housing properties, with focus on:
  - ✓ North Minneapolis
  - ✓ Owners of multiple properties across the city
  - ✓ Most populated buildings

#### Specific “Asks”

- Ideas for accessing landlords per ward/neighborhood
- Connections to owner/companies

### Strategy #2: Restrict places where people can smoke -- Post-Secondary Institutions

- Trade and technical schools
  - ✓ Dunwoody Academy
  - ✓ Aveda Institute
  - ✓ Summit OIC
  - ✓ Minneapolis College of Art and Design (MCAD)
  - ✓ MCTC
- University of Minnesota

#### Specific “Asks”

- Avenues to influence trade and technical schools
- Support for U of M smoke-free campus policy

## Strategy #3: Increase Price/Decrease Youth Access

### Actions Taken By Other Cities

- **Flavored Ban.** New York City, Providence RI, Santa Clara County and the State of Maine have prohibited flavored tobacco product from being sold in stores, including flavored cigarillos and Snus.
- **Minimum Pack Size.** Prince George's County in Maryland (5 in a pack), and Boston (4 in a pack), along with six other cities in Massachusetts have all regulated minimum pack sizes.
- **Price Discounting Ban.** Providence, RI prohibited all price discounting schemes such as buy-one-get-one-free and the use of coupons.
- **Pharmacy Ban.** San Francisco, Boston and multiple Massachusetts cities prohibit the sale of tobacco products in pharmacies. Rock County in MN recently passed a pharmacy prohibition.
- **Cigar Tax Increase**
  - There is a proposal pending at the state level to increase the tax rate on cigars, cigarillos and little cigars.
  - Relative cost: pack of cigarettes vs. single-small pkgs of cigarillos/little cigars
  - Price is one of the biggest predictors to smoking rates; Youth are one of the groups most sensitive to price.

### Minneapolis Approach

- Educational campaign to:
  - Increase awareness of youth smoking trends, focus on flavored
  - Increase awareness of strategies for reducing access

### Specific Asks:

- Knowledge of organizations engaging youth and cultural communities around tobacco use?

**Contact Information: Lara Pratt, 612-673-3815, [Lara.Pratt@minneapolismn.gov](mailto:Lara.Pratt@minneapolismn.gov)**