

MINUTES: 7/7/2020 TOBACCO TASK FORCE

12 - 1 PM

Co-Chair: Joey Burke

Present:

Deanne Swain

Stephanie Lund

Joey Burke

Trisha Scott

Priorities established for next 30 days:

- Trisha and Joey will speak with Mr. Makelky and Mr. Brisko week July 13 - 17 to make sure we are on the right track, that they are still on board, and get critical dates and a timeline for the project.
- Draft radio script to promote Quit groups for KPIN and KFRZ. Robin Carnes (with a great radio voice!) has volunteered to read ads.
- Joey reminded us that HCBH cannot bill for Dimensions groups, Trisha will reach out to Sarah Hixson to find out how that would work for quit tobacco groups at HCBH if we cannot bill for the groups.
- Smoke free indoor air campaign needs a name. Deanne suggested several ("clean air served here" was one), and said that we can vote via email. Per new instructions from Dept of Health we will also need to have a consistent take away message on each piece of media.
- Also per new WDH instructions (7/8/20) we need to focus tobacco media on driving people towards the quitline.
- Dimensions Tobacco groups have begun. Marketing continues to increase the group size.