

# MEETING MINUTES

**MEETING TITLE: Knowsmoke Coalition**

**DATE & TIME: May 14, 2018 9:30 a.m. – 11:00 a.m.**

**ATTENDEES: Cyndi Powers (MCHP); Rachel McCoy (MCHP); Missy Gallegos (Public Health); Aimee Taylor (Mercy Health); Amy Forward (Access Health); Cinti Mwangu (Public Health)**

Welcome and Introductions -- Cyndi called the meeting to order at 9:00  
Approval of Minutes – April minutes were approved by all members

**Knowsmoke 2018 Workplan** –In 2018 the focus will be to decrease the current use of e-cigs and vaping pens among high school students, raising awareness of the risks/dangers of using e-cigs/vaping pens, increase the percent of pregnant moms that are smoking and using e-cigs/vaping thru the SCRIPT (Smoking Cessation Reduction In Pregnancy Treatment), Promote Smoke Free Environments, and support T21, SF Movies, and promote smoking cessation in Muskegon Co.

Over the course of the next fiscal year, coalition members will work on media campaigns w/ consistent messaging. Each quarter will focus on different topics of concern. Topics include Maternal Smoking, Ecig/vaping pen education, and dangers of 2/3<sup>rd</sup> hand smoke. The Call to action is: To provide community trending resources along with awareness thru education, cessation and prevention. Topics of concern are the high rate of pregnant moms that are turning to smoking tobacco, ecigs, and vaping pens. To educate the community on the dangers of using ecigs and vaping pens, and to make the community aware of the health hazards of 2<sup>nd</sup> and 3<sup>rd</sup>. Social media mediums will include radio ads, bus ads, floor stickers, bill boards, FB ads w/boosts, websites, Know smoke events such as "Shattering the Myths"

**Media Team Update** – Rachel and Aimee will develop a social media grid with current events and articles of interest to the community that will promote education on maternal on pregnant moms and smoking, the dangers of using ecigs and vaping pens, and to make the community aware of the health hazards of 2<sup>nd</sup> and 3<sup>rd</sup> smoke.

**2018 Knowsmoke Zombie Walk Update** – Cyndi will reserve Heritage Landing and the Lakeshore Trail for Saturday October 6, 2018 to hold the 5<sup>th</sup> Annual Know smoke zombie walk. Timelines and details of tasks to be done, and will be discussed at the next knowsmoke meeting.

**Tobacco Free Michigan Spring Conference Update-** Final reports came back from the Tobacco Free Michigan Spring Conference on Knowsmoke members that presented. Rachel presented on social media, and Missy presented on maternal smoking that included the SCRIPT program. Conference attendees were very pleased with the Muskegon team and thought the information to be very useful. Overall, the presentations were a huge hit. Thank you Rachel and Missy.

**New chairperson** – Members of the coalition would like to welcome Cinti Mwangu as the new chair of the Knowsmoke Coalition. Cinti is a health educator for Public Health-Muskegon County and a certified substance abuse prevention specialist with a focus on children, youth, women, and fathers.

Rachel and Cyndi meet w/ Cinti to do a coalition onboarding to provide Cinti with the resources he will need along with details of the coalition chair expectations and responsibilities.

**Next Meeting:** June 25, 2018 at 9:30am -11:00am the Coffee Factory, 930 Michigan Ave. Muskegon, MI 49441