

TFW Lunch & Learn - Summary Doc

Friday, February 16th

11:00 a.m. to 12:00 p.m.

WSU Community Engagement Institute - 238 N. Mead

<https://us02web.zoom.us/j/6359264262>



Mission: To protect residents of Wichita/Sedgwick County from the adverse effects of tobacco.

Discussion

1. Welcome | Overview of TFW Coalition

2. Slideshow Presentation

- a. Welcome & Group Intros - Shelley Rich gave thanks to Chad and WSU CEI
- b. Intro to TFW - Kim Neufeld talked about our grassroots organization. Thank you for how you have been involved and engaged in the coalition mission.
- c. 2023 Highlights - Ruth Johnson talked about the 2023 highlights, listed below at the bottom of this agenda.
- d. Partner Updates (3 min each)
 - i. Sedgwick County - Tara Sharon talked about Tobacco/Vaping education presentations that are 20-50 minutes. Tailored to classroom settings, also small groups or assembly. Discussion includes marketing, volunteer opportunities, RESIST. American Lung Associations INDEPTH program 4, 50 minute sessions. Not a cessation program but 60% express a desire to quit. ALA NOT (Not On Tobacco), 10 50 minute sessions. 90% cut back or quit entirely. Refer to KanQuit, training SCHD staff to make referrals. Promote My Life My Quit as well. Share prenatal programs through Healthy Babies and WIC.
 - ii. KDHE - Alberto Reyes Rodriguez talked about KanQuit free 6 weeks of NRT started in January. Working to shift the language around tobacco to be more person-centered from Cessation to Recovery
 - iii. City of Wichita - Tomas Vanatta talked about Ordinance changed in March 2023, first checks began in May. See numbers from the report. 29 sales to minors, 7 citations given through May, 22 warnings issued since May. 94% compliance. 111 hours of volunteer hours logged by minors.
- e. 2024 Vision
 - i. #1 - Reduced Ads, Better View Infographic - Frederique Huneycutt promotional ads at the retail level. Higher concentration of tobacco retailers in low-income,

minority neighborhoods. The tobacco industry spends \$8.4 billion per year on marketing at the point of sale. This matters because: 1. Exposure to tobacco ads pushes people, especially children to start using tobacco and makes it harder for them to quit. 2. Children are more sensitive to ads than adults, 3. 50-75% of children visit a convenience store once per week. Solution, reduce ads through an ordinance update. Advantages of the ordinance change includes: children are less exposed to ads, more equitable, healthier community, cleaner neighborhoods, crime deterrent. This program is backed by the community. An infographic has been created to raise awareness and connect you to a letter of support.

ii. #2 - Photovoice Project - Claribel Gutierrez student at NWHS involved in the photovoice project. Dillons is 5 minutes from their house, and has an updated cigarette case that is more visible. Smoke Stack gas station near her house and several schools walk by this establishment. Through the project, she has learned about the influence of tobacco on youth. Claribel was surprised to see how much tobacco advertising there is. Thank you to Brooke with the Mayor's Youth Council, photovoice project will be displayed April 2nd.

Meeting with MAPD to determine prioritization of this project.

iii. #3 - 2024 Vision Activity - Danielle Ramirez following the sharing of 2023 successes and current initiatives, let's talk about the vision for TFW's future.

3. Call to Action - Shelley Rich

- a. Membership Form / Letter of Support
- b. Next Meeting / Follow on Socials

Next TFW Coalition meeting: April 19, WSU CEI 238 N. Mead

2023 Successes

Early Childhood Education

CDRR staff shifted gears from promoting Tobacco Free Environments to Child Care Providers to educating early childhood home visitation staff. Relationships were formed to set up training in 2024.

Tobacco-Free Transit

CDRR staff worked with the Transit Advisory Board to get a tobacco-free transit policy passed, which will ensure smoke-free buildings at both the current and new building. There are plans to host a health fair for transit employees to share information and resources.

Behavioral Health Endorsements

In July 2023, Grace Med, the largest Federally Qualified Health Center (FQHC) in Sedgwick County, signed the Kansas Behavioral Tobacco Endorsement, a quality improvement process focused on behavioral health staff and integrated medicine.

Tobacco Retail Licensing Policy

The coalition worked to update the Tobacco Retailer Ordinance, which hadn't been updated since 1994, before new electronic vape products existed. We appreciate collaborating with the City of Wichita and partners to ensure those needed updates were made!

Additionally, we launched the Youth Photovoice Project which will showcase advertising issues from a youth perspective through a photo and video exhibit.