

MEETING MINUTES

September 7, 2017

1. Planning Council Presentation (9/18/17)
 - a. PPT Attached. Will add the following information: tobacco free advocate program and policy strategy (focusing on education & awareness). Please provide any suggestions or recommendations to Julia.
 - b. Julia will be presenting and will see if other members from the committee can attend. The updated ppt will be sent out to the committee prior to the 18.
 - c. We will also provide the members with a summary sheet of our efforts and create a packet of our marketing materials to show them our progress and outreach efforts.
2. Marketing
 - a. The following items have been ordered to help with the marketing of the Breath Easy Campaign: Retractable Banner, table tents, yard signs, and new information business cards. All marketing materials have our logo and are consistent in messaging/design.
 - b. Discussion to purchase a table cloth and window clings.
3. Tobacco Free Advocate Program
 - a. Positions have been posted on job-board, however there are no applications yet. Please promote the job to your students. A poster will be made to help with the promotion of the job.
4. Truth Initiative Resources
 - a. Campus Petition – idea to help garner more support towards a tobacco-free campus. Will conduct at the student success fair and add to the task list of tobacco-free advocates
 - b. Policy Implementation & Enforcement Webinar – Good review and reminder of what campuses are doing across the nation. We are focusing more on the Social Normative Approach which include the following:
 - i. Raise awareness about policy and tobacco treatment services
 - ii. Often includes encourage campus community members to approach violators
 - iii. Goals: (1)Change social norms (2) Lower smoking on campus
5. Student Success Fair (9/19/17)
 - a. Please sign-up for a shift to table and help promote the Breathe Easy Campaign. While tabling we will do the following: encourage students to sign campus petition, share Breath Easy Campaign goals, share info about student position, provide tobacco cessation resources/quit kits to those in need.
 - b. [Sign up here.](#)