

MEETING MINUTES

March 6, 2018

Attendees: Hallie, Rebecca, Patricia, Tod, Randy, Kathryn, Julia, James, Jordan, Cassandra, & Huong

1. Updates

- a. Jordan tabled at Dandini campus on 2/21. There were a few students who stopped by and showed interest in quit kits and swags. The committee suggested to table in front of the library for better traffic.
- b. Tobacco-Free Campus Survey was sent out to campus members on 3/1. The survey will end on 3/31. Patricia will send out a survey reminder to students through a student announcement on 3/15.
- c. Hallie presented the resolution at the Planning Council meeting. The resolution was listed as "information only" with no further discussion. The council seemed favorable towards the resolution. The committee will attend the next Planning Council meeting on 3/26 to have the resolution adopted.

2. Kick Butts Day (Wednesday 3/14 from 10 a.m.-1 p.m.)

- a. Seven students were recruited to volunteer for the KBD event. This is also a good opportunity to ask them to join the committee. There will be at least two laptops/tablets at the event to assist students/staff to take the survey.
- b. Kick Butts Day's press release was drafted and will be sent out on Monday 3/12 to the media. The goal of the press release is to get the community's awareness about TMCC's tobacco cessation efforts.

3. Social media campaign

- a. Youth is the new target population of Big Tobacco's marketing strategy. #NotAReplacement is a social media campaign for youth to advocate the Tobacco 21. SGA students and students on campus are welcome to take a photo with the #NotAReplacement sign to promote this campaign. The photos will be posted on TV monitors around campus.
- b. For effort to create the Breathe Easy trifold brochures, the marketing department will help put together the logo and content together.

4. Review & discuss concerns from decision makers

- a. Since the Breathe Easy is a subcommittee under the Wellness program, the meeting minutes will be posted to the Tobacco Free Committee website on contingency of the Wellness program updates their website.
- b. The concern of campus members regarding the negative language of no-smoking signs has minimized. It is not necessary to remove and replace new no-smoking signs.
- c. Future budget for marketing is not a priority of the committee. The plan is to get the resolution adopted, then get the survey results and present to the council. If everything turns out well, hopefully the policy will be implemented in 2019.

5. Next Meeting

- a. Tuesday 4/3 from 3-4 p.m. at RDMT 121