

Mission: To empower the citizens of Weld County to promote a tobacco-free environment through prevention, education, and commitment to the community.

Attendees: Clyde Anderson, Doug Armbrust, Hope Asbury, Dayna DeHerrera, Rachel Freeman, Juan Gomez, Corrie Groesbeck, Caleigh Isaacks, Ofelia Orozco, Joe Sellers, Kat Ventoruzzo

- I. **Call to Order:** 12:11pm
- II. **Approve March Minutes:** After a vote, the March meeting minutes were approved.
- III. **Partner Spotlight- Weld County Department of Public Health and Environment:** Rachel and Kat had the opportunity to attend the National Conference on Tobacco or Health in Austin, TX. The conference takes place every four years and is a gathering for tobacco control advocates across the country. Rachel and Kat shared the following take-aways as a result of their experience at the conference:
 - a. Rachel went to several sessions on e-cigarettes as well as counter marketing. She learned about California's campaign called *Still Blowing Smoke* and encouraged coalition members to check it out.
 - b. Rachel and Kat went to a session about the secondhand effects of marijuana smoke and learned that one minute of exposure to secondhand smoke from marijuana diminished blood vessel function to the same extent as tobacco, but harmful cardiovascular effects last three times longer.
 - c. Kat went to a session about marketing to young people and learned about the concept of "peer crowds" and learned that peer crowds have:
 - i. similarities in a culture from state to state.
 - ii. mainstream peer crowd: lowest risk, have other things that drive them other than status
 - iii. popular peer crowd: slightly more affluent, care about dress
 - iv. alternative peer crowd: want to be seen as don't care
 - v. country peer crowd: America, like the outdoors
 - vi. hip hop peer crowd: more likely multicultural, need to prove yourself.
 - vii. using tobacco in Virginia: SYKE (alternative), Down and Dirty (country) and Fresh Society (Hip Hop).
 - viii. preppy and mainstream youth are not good at engaging alternative/hh/country youth. They are good at engagement with adults for policy change. This is about making social norms.
- IV. **PACT Mural Update:** Kat shared updates on the PACT mural project that is projected to being in June. A building location has been identified and PACT has been working closely with Armando Silva (local artist) to create a design that communicates a positive message about the importance of smoke-free protections within the community. Kat asked for coalition involvement/help with mural painting sessions. She will send more details out to the group as the start date gets closer.
- V. **25th Anniversary Celebration Update:** The coalition turns 25 years old this year. Dayna discussed plans for a 25th Anniversary celebration on June 20th. The event will tentatively be hosted at the Riverside Cultural Center and will have UNC cater a buffet dinner. A formal invitation will be sent via email.

- VI. **Member Updates:** Hope shared about an upcoming event called Tough Enough to Wear Pink that takes place at the Greeley Stampede to raise awareness/funds for breast cancer. She encouraged coalition members to participate.

Adjournment: the meeting adjourn at 1:02pm