

MINUTE RECORD

MICHIGAN DEPARTMENT OF COMMUNITY HEALTH/OFFICE OF DRUG CONTROL POLICY ANNUAL SYNAR MEETING	
WORKGROUP NAME:	Synar Semi-Annual Designated Youth Tobacco Use Representatives (DYTUR)
DATE:	December 9, 2010
TIME:	9:00 a.m.- 12:30 p.m.
LOCATION:	400 S. Pine Street, Capitol Commons Ctr., Conf. Rm E (basement), Lansing, MI 48909
CONFERENCE CALL	Conférence # 404-443-6397; Access Code 3319646
CO-FACILITATOR(S)	Carolyn Foxall, Departmental Specialist; BSAAS; Minou Carey, Prev Fellow, BSAAS Linda Nordeen, MDCH Tobacco Section
RECORDER	Minou Carey

INTENDED MEETING OUTCOME

The Bureau of Substance Abuse and Addiction Services (BSAAS) annual Synar, DYTUR meeting was well attended. There were 37 participants in attendance. This meeting provided a general overview of BSAAS' responsibility to reduce youth access to tobacco through our 16 coordinating agencies' (CA) local efforts. Background information, updates from the Tobacco Section (Linda Nordeen) on our coordinated efforts between departments and an analysis of Michigan's formal Synar results were provided to attendees.

SUMMARY OF KEY POINTS

During the Synar meeting, four groups were formed to address strengthening Synar related efforts identified by the Center for Substance Abuse Prevention (CSAP) during the 2010 site review. Each group was asked to provide suggestions for the assigned areas. Information gathered from each group was as follows:

Group# 1 – Items 2 and 3 – Group Leader: Theresa Webster

2. Standardized non-Synar inspection protocols

The single state agency (SSA) may benefit from exploring methods for standardizing non-Synar inspection protocols. Standardizing protocols would eliminate judiciary confusion at the local level, possibly resulting in more consistent adjudication of youth tobacco access violation cases brought to court.

Research on the effectiveness of civilian compliance checks.

Southeast Michigan Coordinating Agency (SEMCA) attempted to address the issue of hookah bars in Dearborn

- Focused on the problem of social norms. There was a fear or non-interest in addressing hookah bars.
 - Standards and Protocol
 - Acknowledgement of risk and release for escort
 - Minor age test protocol
 - Minor inspector hiring protocol
 - Documentation: How to fill out the compliance check form:
 - Examples
 - Follow-up
 - Recruitment of youth examples

Retailer

- Acknowledgement of complaint
 - Examples

How to report non-compliant retailers

- Examples (media, MLLC, enforcement follow-up)

Civilian versus enforcement compliance checks

- Recruitment
- Engagement
- Contracting-sample contracts, MOU

3. Enforcement of youth tobacco access laws in hookah bars

The SSA could benefit from developing initiatives to address issues related to enforcement of youth tobacco access laws in Hookah bars. BSAAS has the resources to address these issues and potentially share successes with other states.

Hookah

- Regulated by the Federal Drug Administration (incorporate regulation)
- Vendor education protocol
- Social norms campaign (how to) address cultural context
- Language (Arabic)
- Fact sheets
- Smoke Free Michigan
- Youth Tobacco Act

Recruitment of Decoys

- Coordinate with local education contact, such as the intermediate school districts
 - For career tech. prep
 - Pre-law enforcement high school students
 - Also-high school law enforcement resource officer

Group #2 - Items 4 and 5 – Group Leaders: Kathleen Altman and Melanie Stone

4. Training manual for youth inspectors

The SSA might benefit from developing a youth training manual that would address potential problems in the consistency of Inspections throughout the state and result in a more accurate Synar survey.

Group output: Communities Mobilizing for Change on Alcohol model has a set of instructions available for compliance checks. Simplify youth inspector protocol to make it more youth friendly.

5. Age-testing protocols

The SSA might benefit from developing enhanced age-testing protocols that would allow for consistent age testing and reduce bias during the inspections.

Group output: Age protocol: It is a challenge to find youth to begin with, so finding youth that looked their age was important. Age identification verification prior to inspections is not the challenge. Efforts should be focused on increasing carding efforts. Focus on continuity across the state. It is important to age test your youth so that they represent their age group. If 80 percent of people identified the age within five years, then they were considered age verified.

Group #3 – Items 6 and 7 – Group Leader: Achilles Malta

6. Update Synar inspection protocol to request tobacco products

The SSA would benefit from updating the Synar inspection protocol to include other tobacco products, permitting inspection of vendors that sell tobacco products other than cigarettes (including hookah bars).

Feedback: Kids should be able to ask for various types of tobacco products.

7. Strategic plan for youth tobacco access prevention

The SSA might benefit from technical assistance to develop youth tobacco access prevention and control strategic plan with its key stakeholders.

Feedback: Post sells survey. Why did you sell? CA's should identify youth in advance of formal Synar season.

Support would allow:

- Hookah inspections
- More realistic results as we have no data regarding: other tobacco products i.e. youth who maybe more likely to seek chew or snus/snuff due to perceived decrease in risk.

Needs assessment of increase in non-compliance rate: need data for a strategic plan

- Post-sales test survey
 - More data to find out what is behind the sale
 - i.e. lack of training of clerks or high turnover
 - lack of technology such as I.D. read machines
 - lack of math skills
 - fear of cultural concerns and economy
 - cutie patutie syndrome or apathy

Group #4 – Items 8 and 9 – Group Leader: Andy Kindt

8. Strengthen youth tobacco access laws

The SSA might benefit from preparing for and exploring additional opportunities for statewide legislation related to tobacco retailer licensing, as well as graduated penalties for sales of tobacco to youth that would impact outlet owners and clerks.

Feedback: Disincentives for youth, preemption, licensing.

Ten statewide campaigns: *Read the Red* media campaign expanded to statewide campaign. Several people are interested in serving on a statewide media messaging campaign ad hoc committee.

9. Consistency in the implementation of merchant education and positive reinforcement programming

The SSA could benefit from consistent statewide implementation of youth tobacco activities that allows for programming in all areas of the state to prevent underage tobacco use and eliminates confusion about youth tobacco access.

Feedback: Consistency is important, not necessarily the packet. Communication back to the owners. Consistency should not be limiting it should be able to be expand.

Group #5 – Item 10 – Group Leader: Jill Worden

10. Statewide media efforts

The SSA could benefit from developing statewide media efforts that tie together youth tobacco access prevention efforts throughout the state and present a united front while highlighting programming, such as educating tobacco retailers/clerks and the public about the importance of the different orientation of the state’s driver’s license for those under the age of 18.

Feedback: statewide campaign: Read the Red media campaign expanded to statewide campaign. Several indicated interest in serving on a statewide media messaging campaign ad hoc committee.

NEXT MEETING

DATE: N/A

TIME: N/A

LOCATION: N/A

ANY ADDITIONAL COMMENTS?

1. Where do we stand on voting for the photos to be placed on the cigarette packages? When will we see these in stores?
2. How realistic is it that we will see a mandatory tobacco license in the next 5 years?
3. How are things going in NYC with the negative ads/posters vendors must have advertised?
4. What about a mandatory retailer training similar to TAM?
5. Instead of licensure could we develop a certification to sell tobacco products?

ATTENDANCE

PLEASE LIST EVERY MEMBER FOR EVERY MEETING REGARDLESS OF ATTENDANCE. PLEASE PUT “YES” IF THE PERSON ATTENDED THE MEETING AND “NO” IF THE PERSON WAS ABSENT. LIST EACH GUEST THAT ATTENDED THE MEETING.

MEMBERS, AND GUESTS’ NAMES	ORGANIZATION	WORKGROUP AFFILIATION	HERE? Yes/No
Albright, Heather	Hillsdale Cty SA Prev. Coal		CALLED IN
Altman, Kathleen	OCHD/OSAS		YES
Ardnt, Kathleen	NEMSCA		YES
Brigs Stapleton, Sharon	DOW		NO
Carey, Minou	BSAAS		YES
Coleman, Lisa	Genesee Cty CA		YES
Collins, Tanya	Kazoo Cty Subs Abs TF		NO
Derwin, Sarah	Marquette Cty Hlth Dept.		NO
Dipirro, Melissa	Macomb Cty Comm. Hlth.		YES
Doud, Teresa	Wash/Liv CA		NO
Fagan, Terria	Gen Cty Hlth Dept		YES
Fockler, lisa	Oakland		NO
Foxall, Carolyn	BSAAS		YES
Girz, Peter	KBA		YES
Head, Carole	Calhoun Cty Sub Coalition		YES
Helveston, Marie	NMSAS		CALLED IN

MEMBERS,' AND GUESTS' NAMES	ORGANIZATION	WORKGROUP AFFILIATION	HERE? YES/NO
Herbert, Denise	Network 180		YES
Hoepfner, Joel	MSSAC		YES
Kindt, Andy	St. Clair CA		YES
Knopf DeRoche, Jeanne	Knopf Co.		YES
Kravetz, Janine	Sacred Heart Rehab. Ctr.		YES
Kroneck, John	LGWOPS		YES
LeBlanc, Patricia	SEMCA		YES
Lenz, Liz	Barry Cty CMH		YES
Malta, Achilles	Kalamazoo CA		YES
Manre, Molly	Van Buren/Cass DHD		YES
Mansuetto, Malissa	Saginaw Prev and Youth		YES
McAndrew, E. J.	Van Buren/Cass DHD		YES
Mellin, Bob	Pathways CA		YES
Oosterink, Amy	Ottawa Cty Hlth Dept		YES
Owen, Gary	Eaton ISD		YES
Owen, Gary	CSSAP/EISD		CALLED IN
Piavis, Mark C.	Ingham Cty Hlth Dept.		YES
Preston Rahim, Emily	Karen Bergbower & Assoc.		YES
Scott, Larry P.	MDCH/BSAAS		YES
Sharpe, Felix	MDCH/BSAAS		NO
Stone, Melanie	Oakland Cty.		YES
VanSandt, Nikki	Van Buren/Cass Hlth Dept.		YES
Webster, Theresa	SEMCA		YES
Worden, Jill	Riverhaven		YES