



Northeast Pennsylvania Tobacco-Free Coalition

Tuesday, June 15, 2021
10:00 a.m. – 12:00 p.m.

Microsoft Teams Minutes

Roll Call: Derek Leshak, Valerie Williams, Caitlin Cluck, Dawn Gizzo, Eileen Panzarella, Jennifer Ochs, Julie Bartol, Kimberly Levitt, Lindsey Dietrich, Meredith Bigger, Nancy Miles, Jeff Romey, Tony Delonti, Yvonne Kuhenbeaker, Allison Adams, David Huber, Francine L Rich-Benton, Savanna Robinson, Cesar Bramon, Jeannette Ovens, Thurman Brendlinger

Welcome & Introductions

Coalition Updates

- **Coalition Website Updates**
 - **Job Opening:** ALA in PA is hiring an **Associate of Health Promotions**. *Position details can be found on [Lung.org](https://www.lung.org).*
 - *Day at the Capitol Recap: 300 registered youth and adults attended. 72 scheduled legislative visits. 57 visits officially took place. 100 attendees joined the community forum that afternoon.*
 - *Spanish and English versions now available for Cessation/Tobacco resources on the coalition website.*
 - *Coalition YouTube Page: Advising participants of pharmacotherapy webinar, PA Free Quitline Pregnancy Incentive Program Video, Ask Advise, Refer for Pregnancy Cessation Treatment and Rural Health.*
 - *Coalition Recruitment Campaign: Coalition One Pagers, Coalition Mailers, Coalition Swag Available, Coalition Testimonials, Event and Social Promotion.*
 - *Tobacco 21 Awareness Campaign: Awareness Campaign Posters, Awareness Campaign Videos, College Cessation One-Pager, Public Service Announcements, College Campus Mini Grant Information, Freedom From Smoking College Toolkit.*

Workgroup Discussion

- **Coalition Recruitment and Member Engagement**
 - *Goal is to gain and diversify coalition membership. How do we identify gaps in participants in the coalition?*
 - *Contacting medical colleges and sharing coalition with other colleges with public health programs.*

- Draft re-engagement email is being drafted which will be sent out to providers. This email can be shared with provider's contacts. This email also serves to reach out to those members who have not currently been engaged.
 - Incentives and swag can be used along with a welcome packets explaining the coalition benefits.
 - Outreach to individuals who have been successful in quitting tobacco such as "champions" to join the coalition.
 - Deciding what community sectors we intend to engage
 - Identify representation gaps such as by county
 - Northeast Coalition Directory
- **Marketing for Tobacco Programming**
 - Strategies to promote Tobacco Programming
 - How can offering tobacco cessation services become less intimidating for those looking to quit. Offering welcoming recruitment materials.
 - Asking individuals who have successfully quit to create testimonial material to showcase what the programs are all about. These testimonials may also sway individuals to join coalition.
 - By directing individuals to the coalition page can help them easily find cessation services since all provider's contact and promotion are listed on the website. The website can be served as a promotion tool for all provider's together.
 - Continued social media promotions are still useful, however television ads can reach those who may not be reached on social media.
 - Teleprompter ads can be used in doctor offices and other areas such as waiting rooms where people may see the promotional ads.

Integration of Nicotine Dependence Treatment for Oral Health Professionals

*Paula Di Gregory, CTTS, Tobacco & Nicotine Services Coordinator,
Clarion/Crawford/Venango Counties Nicotine Free Northwest PA*

Helen Hawkey, Executive Director, PA Coalition for Oral Health

- *Integration of Nicotine Dependence Treatment for Oral Health Professionals is a training geared to oral health professionals.*
- *The training can help professionals work with individuals who see oral health care professionals including those in rural communities.*
- *Since many dentists do not talk to their patients about nicotine dependence the training can be used to teach providers to talk to their patients*
- *Policy assistance, training and treatment organizations, housing, healthcare systems and schools*
- *Vision: Essential to overall health and wellness, optimal oral health benefits ALL Pennsylvanians. By bringing together oral health advocates and professionals to share the best and most innovative approaches, PCOH serves as the dynamic leading voice to improve oral health across the Commonwealth.*
- *Mission: To improve oral health for all Pennsylvanians by uniting stakeholders to advance advocacy, policy, education and innovative approaches.*
- *Priorities*



- Supporting PA oral workforce development
- Improving oral health for PA's most vulnerable populations
- Advancing and advocating for oral health policy and infrastructure across all systems
- Advocating for community water fluoridation
- **Project Timeline:** June 29, 2020-April 28, 2025(5 year project)
- **Partnerships involved:** PA Coalition for Oral Health
 - PA Dental Association/PA Dental Hygienists' Association
 - PA Association of Community Health Centers
 - PA Office of Rural Health
 - Other dental/health organizations, including the PA Department of Health and insurance/health plans
 - Develop large-scale training tailored for the oral health professionals and students
- **INDTOH Training:** To learn more or to participate in the training, visit www.paoralhealth.org/webinars
 - Any dental provider or staff member can participate
 - Dentists and hygienists with a promise ID can also join the PA Department of Human Services registry for Medicaid claims
 - All staff of Federally Qualified Health Centers(FQHC), Rural Health Clinics, and Free Charitable Clinics.
 - Must take Every Smoker, Every Time webinar training prior to INDTOH
- **Contact Information:**
 - Nicotine Free NWP: Contact Paula Di Gregory at Paula@DiGregory.onmicrosoft.org, www.eriecountypa.gov.
 - For PA Coalition for Oral health please contact Helen Hawkey at helen@paoralhealth.org, www.paoralhealth.org
 - Agela Renner, Program Coordinator for PCOH: angela@paoralhealth.org

Questions & Closing Remarks

- Q4 reviews will be scheduled for all providers
- Information about upcoming contracts will be shared soon
- **Evaluation:** Please use the following [link](#) to to complete the survey for this meeting.
- **Next Meeting**
 - Septebmer 2021
 - Virtual Meeting via Microsoft Teams