

# **VERMONT TOBACCO EVALUATION AND REVIEW BOARD**

## **Media Committee**

**Tuesday October 27, 2015**

**2:00-4:00pm**

**Room 2C, Vermont Department of Health  
108 Cherry Street, Burlington**

### **MINUTES**

Present: Scott Connolly, Matt Dugin, Tina Zuk, Sruthi Sakamuri, Tina VanGuilder, Rhonda Williams, Rebecca Brookes

Public Comment: none. Scott welcomed new members.

#### **Highlights of YTD evaluation of Down & Dirty and Counter Balance programs**

Rebecca shared that these initiatives have been in place two and three years respectively. The approach uses targeted social and behavior change theories.

Counter balance is intended to reach parents with children. Counter balance was about awareness at first, but now local community engagement is key. Focus from now until June 2016 will be to provide community coalitions with an improved tracking mechanism and narrow campaign message. Through this messaging, Vermont will be asking major pharmacy chains (nationally) to go tobacco-free. Campaign will be mostly digital.

Tina asked if there is a Vermont legislator interested in this effort? Rhonda shared the efforts she is engaging in at VDH around state and local strategies. She is making case to address statewide efforts through rule-making, community engagement, and other tactics.

Scott highlighted the video that includes the statement by Brad Huntley acknowledging tobacco sales, but watching his customers die. Scott wondered if we could add more of this in the counter balance campaign.

Down & Dirty campaign: D&D is intended to reach rural youth. Rhonda shared plans to conduct fuller evaluation. Wants to engage an academic partner in an evaluation. This campaign is also moving from mass media to targeted digital only.

## Updated Procedures (review/discussion)

The committee reviewed the final process for committee engagement in media. Click [here](#) to view the process.

## Overview of FY16 marketing plans

Rebecca shared the historical and future timeline of mass reach, targeted and digital campaigns from FY13 through to FY16. Rebecca also shared the plans for 802Quits promotional campaign.

## Committee Chair Appointment

Scott is serving as interim chair of the media committee. No one else stepped up at this time to serve as committee chair. Scott agreed to continue as interim chair until January, at which time the committee will revisit the question.

## Scheduling future media committee meetings

December 8, 2015 9:-10:30am, VDH

January 19<sup>th</sup> 9-10:30am, VDH

February joint meeting scheduled for Feb 22, 2016. 2-4 pm, Williston.