

DEPARTMENT OF HEALTH & SOCIAL SERVICES
Behavioral Health Services Division



APRIL 20, 2021
4:30 – 6:00 PM
MENTAL HEALTH
ADVISORY BOARD
MINUTES

Mental Health Advisory Board Present: Supervisor Monica Brown, Jules D. Hatchett, Rachelle Jackson, Heather Theaux-Venezio, Chair and Michael Wright.

Absent:
Denise Coleman and Daniel Cotton (excused).

Behavioral Health Services Division Present: Emery Cowan, Deputy Director Behavioral Health and Tracy Lacey, Senior Mental Health Manager.

Absent:
Leticia De La Cruz Salas, Behavioral Health Services Administrator and Sandra Sinz, Behavioral Health Director.

DISCUSSION & ACTION ITEMS

I.	<p>CALL TO ORDER/ROLL CALL The meeting was called to order by Monica Brown at 4:35 pm. A quorum was attained.</p>
II.	<p>ITEMS FROM THE PUBLIC Hazel Bright, NAMI Solano County would like to discuss the Psychiatric Advanced Directive (PADs) Project and funding in a future meeting.</p>
III.	<p>APPROVAL OF MARCH 16, 2021 MINUTES Monica Brown motioned to approve the March 16, 2021 Minutes. The motion was properly moved by Michael Wright and seconded by Jules D. Hatchett. The motion carried with a vote of 5 in favor and 0 against.</p>
IV.	<p>APPROVAL OF APRIL 20, 2021 AGENDA Monica Brown motioned to approve the April 20, 2021 Agenda. The motion was properly moved by Michael Wright and seconded by Rachelle Jackson. The motion was carried with a vote of 5 in favor and 0 against.</p>
V.	<p>LGBTQ MINUS TOBACCO PRESENTATION - BRIAN DAVIS, PROJECT DIRECTOR Mr. Davis and Ms. Kirbee's teams shared a presentation about the harmful effects of tobacco use and how tobacco companies target low income and minority communities. Certain areas have so many stores that sell tobacco products in residential neighborhoods, in close proximity to school exposing children to use of tobacco products at a very young age. They had a few high school students and young people speak about this from their own experiences.</p> <p>They are seeking the support from the Mental Health Advisory Board members to address the existing Youth tobacco issue in Solano County. Some of the way MHAB members can help are by endorsing their educational campaign, providing a letter of support, helping them connect them with other groups, community leaders, elected officials, and county staff in Solano County to address this issue. Their goal is to prevent or reduce sale and access of menthol, flavored, and electric cigarettes to underage youth.</p>

VI.	<p>SCHEDULED CALENDAR</p> <p>1. Routine Business</p> <p>a. Laura’s Law Assisted Outpatient Treatment (AOT) Referrals There were four AOT referrals in the month of March, six MH Diversion, 3 MH Court, and 12 MH Services.</p> <p>b. MH Related Legislation Monica Brown will follow and update us on AB 32 and AB 1264.</p> <p>c. LPS/PES Meeting Discussion Heather mentioned that the hot topic during the meeting was Mobile Crisis as well as transport needs.</p> <p>2. New Business No updates during this meeting.</p>
VII.	<p>PUBLIC COMMENTS</p> <p>There were no items from the Public on matters listed on the Agenda.</p>
VIII.	<p>STAFF REPORTS</p> <p>1. Director’s Report Emery Cowan provided updates regarding May is Mental Health Month events, the Board of Supervisors resolution is scheduled for April 27, 2021 and COVID Vaccination plans in coordination with Public Health in light of eligibility for both for homeless individuals and clients/persons with disabilities.</p> <p>2. MHSA Report Tracy Lacey provided Suicide Prevention Plan update and how they will incorporate School Wellness Centers once schools reopen for mental health resources and focus on helping middle school and high school students that are at risk of dropping out.</p>
IX.	<p>COMMITTEE REPORTS</p> <p>1. Executive Board No updates during this meeting.</p> <p>2. Membership Monica Brown emphasized the need to fill the Mental Health Advisory Board Vice Chair position and asked if an existing member would step up to fill the role. Will be included in the agenda for next month.</p> <p>3. Outreach and Education No updates during this meeting.</p>
X.	<p>BOARD DISCUSSION</p> <p>Mr. Wright talked about COVID vaccines, Laura’s Law, and shared familial updates.</p>
XI.	<p>ADJOURN</p> <p>The meeting was adjourned at 5:55 pm by Monica Brown.</p>

Big Tobacco Targets Solano County Youth

And How Communities are Fighting Back Against the Tobacco Industry's Strategies



Two Pandemics: Tobacco and COVID-19

- Tobacco use kills over 480,000+ people per year in the US. Use and disease burden is disproportionately borne by marginalized populations.
- Inhaled tobacco smoke and vape aerosol suppress the immune system.
- Smokers who get COVID-19 are more likely to be put on a ventilator or die than non-smokers who also get it (Guan et al, 2020).
- Young people 13-24 who vape are more likely to contract COVID-19. In particular...
- **Black, Hispanic, multiracial, and/or LGBTQ young people who smoke/vape are more likely to report COVID-19 symptoms (Gaiha et al., 2020).**

The Trade Off

- What does the industry get from youth?
 - **Income:** According to CDC an average smoker consumes 14 cigarettes a day, which means in California, they will spend in 25 years over \$125K, and in 50 years over \$650K
 - **Years of life:** The tobacco industry, through addiction, will take away, on average, 8.80 years of life from a youth who starts smoking at age of 17

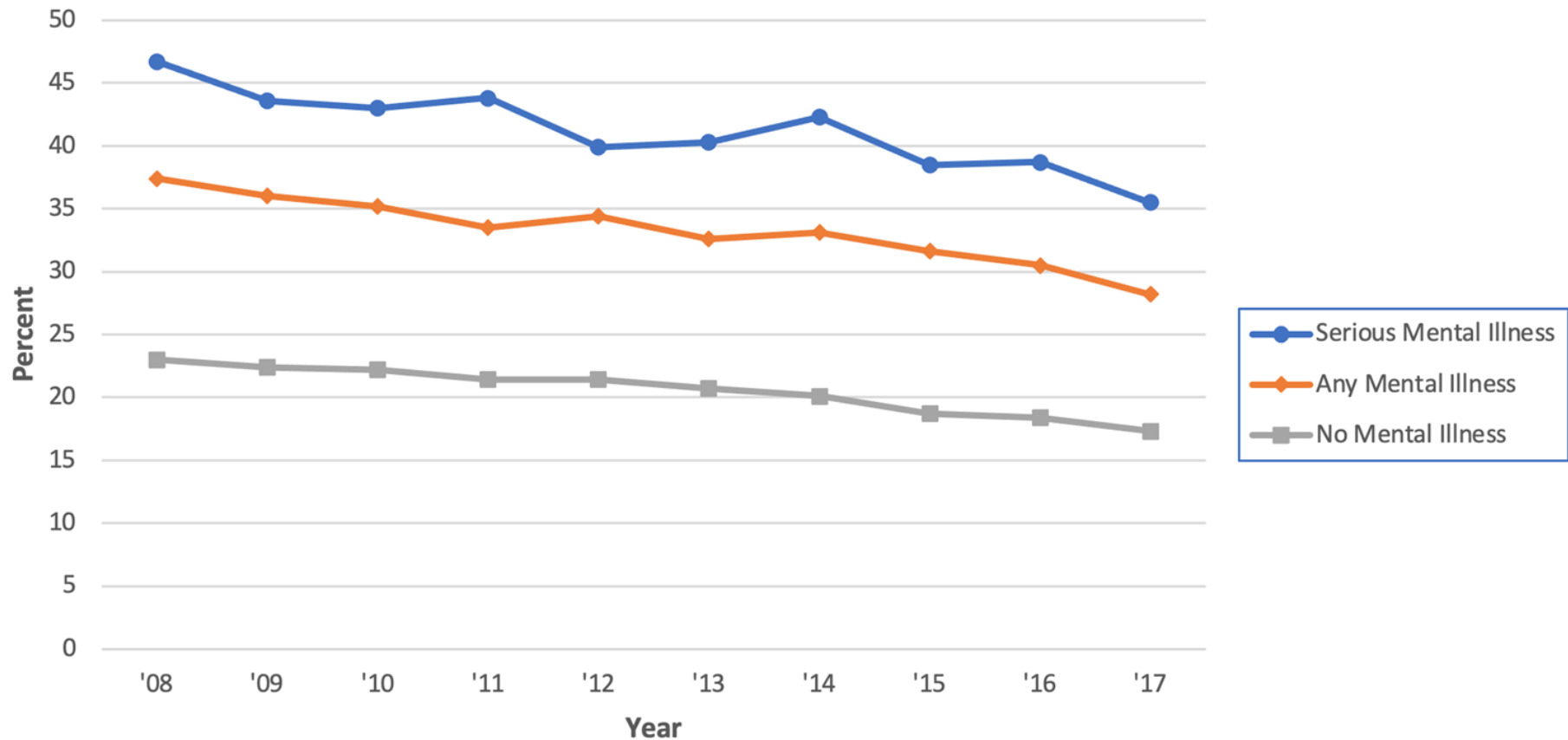


The Cost of Smoking to Solano County

- Cigarette smoking alone cost Solano County an estimated **\$244,607,000** in 2009 including direct healthcare costs and economic losses. (Max et al., 2014)
- Total city-wide total expenditures for Vallejo: **\$235,285,233** (Adopted budget, FY 20-21)



Past 30-day Cigarette Use by Mental Health Status: National Survey on Drug Use and Health (NSDUH), 2008-17



Source: <https://smokingcessationleadership.ucsf.edu/sites/smokingcessationleadership.ucsf.edu/files/National%20Partnership%20Presentation.8.19.pdf>

Tobacco Use Disparities

Figure 1. Any Mental Illness (AMI) or Substance Use Disorder (SUD) in the Past Year among Adults Aged 18 or Older: 2009 to 2011

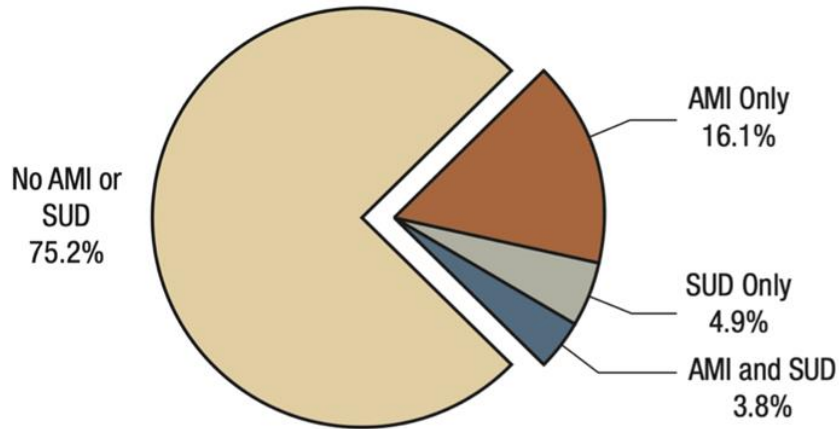
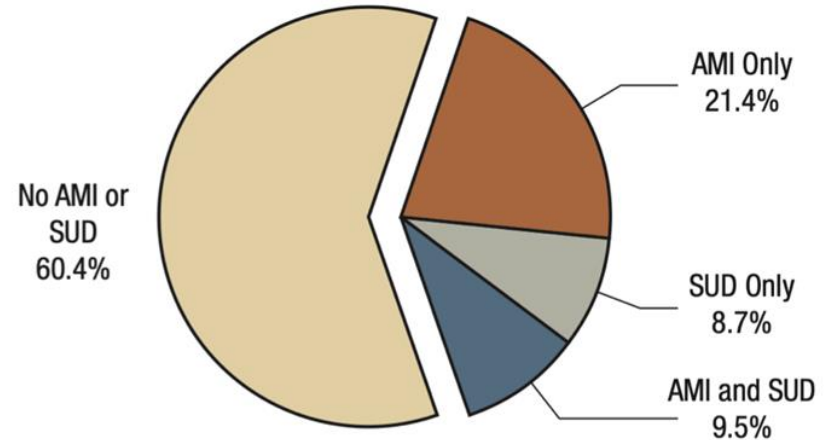


Figure 2. Percentage of Cigarettes Smoked in the Past Month among Adults Aged 18 or Older, by Any Mental Illness (AMI) or Substance Use Disorder (SUD) in the Past Year: 2009 to 2011



Quitting is Good for Recovery

“Smoking cessation interventions provided during addictions treatment were associated with a **25% increased likelihood of long-term abstinence from alcohol and illicit drugs**... Contrary to previous concerns, smoking cessation interventions during addictions treatment appeared to enhance rather than compromise long-term sobriety.”

—*Meta-analysis of 19 studies, 1989-2003* (Prochaska et al., 2004)

“Smoking cessation does not appear to have a negative effect, and **often has a positive effect on substance use outcomes**. Smoking cessation advice should be offered, without hesitation, to smokers who report substance use and those in treatment for substance use disorder.”

—*Meta-analysis of 24 studies, 2006-2016* (McKelvey et al., 2017)

Smoking as “Coping”

LGBTQ groups turn to tobacco to cope with discrimination:

- Trans adults who have experienced structural discrimination in employment, education, and/or housing (Shires et al., 2015)
- Bay Area trans women who have experienced discrimination for being trans (Gamarel et al., 2016)
- LGB people who experience more sexual orientation discrimination (McCabe et al., 2019)
- **LGBTQ youth experiencing family rejection** (Gamarel et al., 2020)
- **LGB youth experiencing victimization and harassment** (Blosnich et al., 2013)



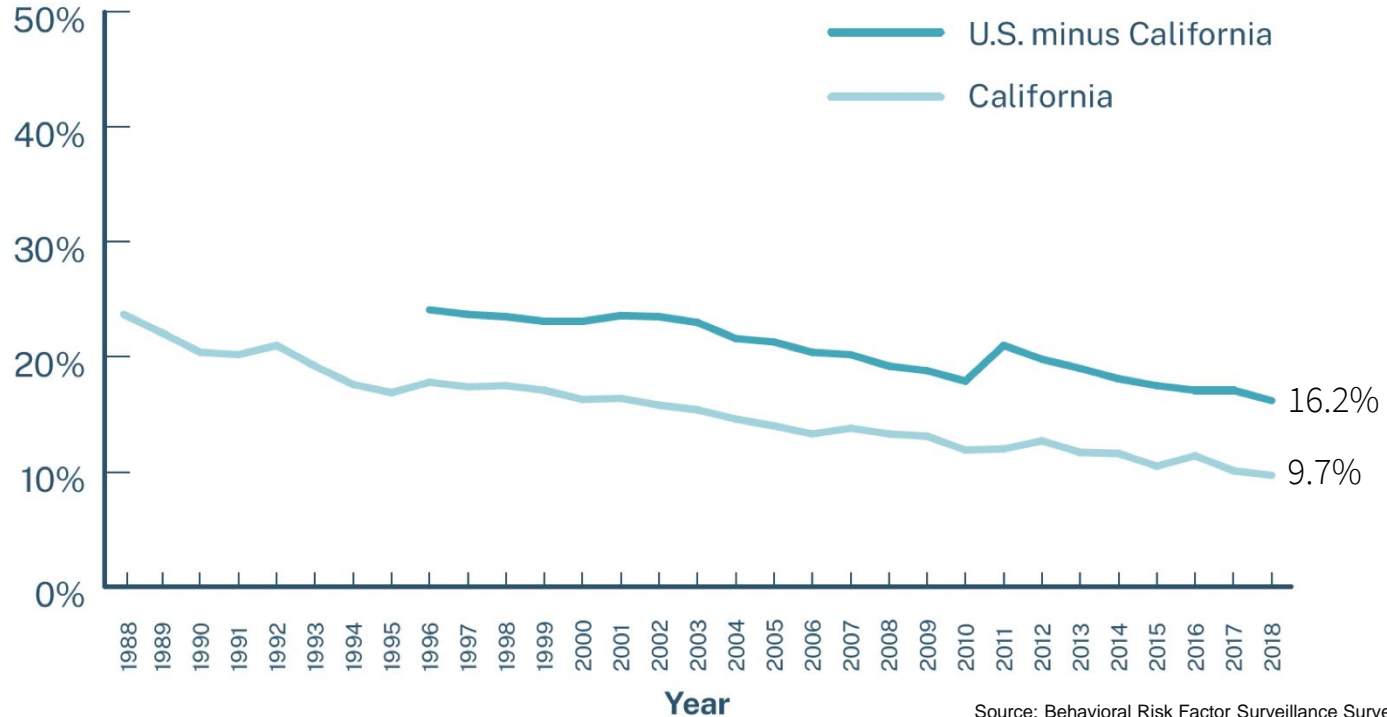
**WANT TO FEEL
STRESSED OUT?**

SMOKING CAN MAKE IT HAPPEN

FACT: Smoking doesn't reduce stress and can make the stress you already feel worse.



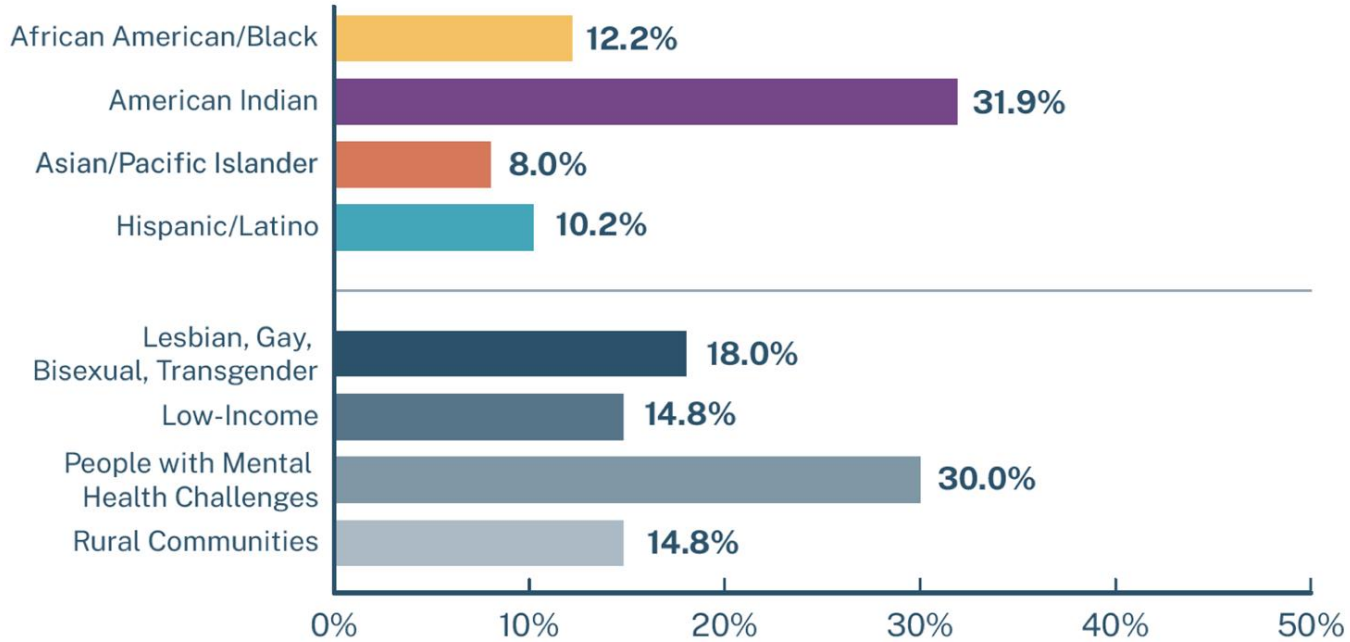
Adult Cigarette Smoking Rate (%) by Year



Source: Behavioral Risk Factor Surveillance Survey and California Adult Tobacco Survey 1988 to 2018, California Health Interview Survey 2018

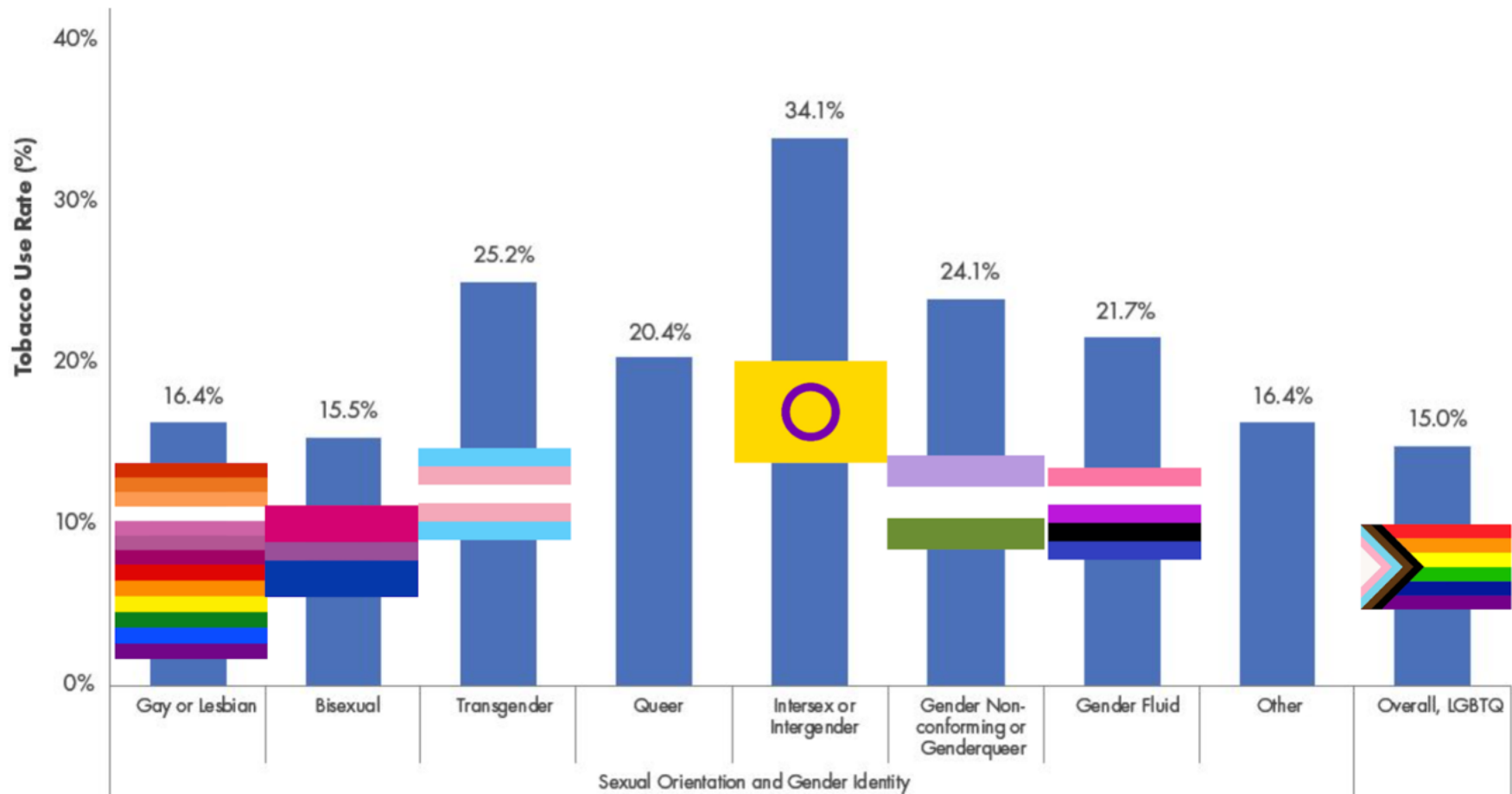
Priority Population

California, 2018

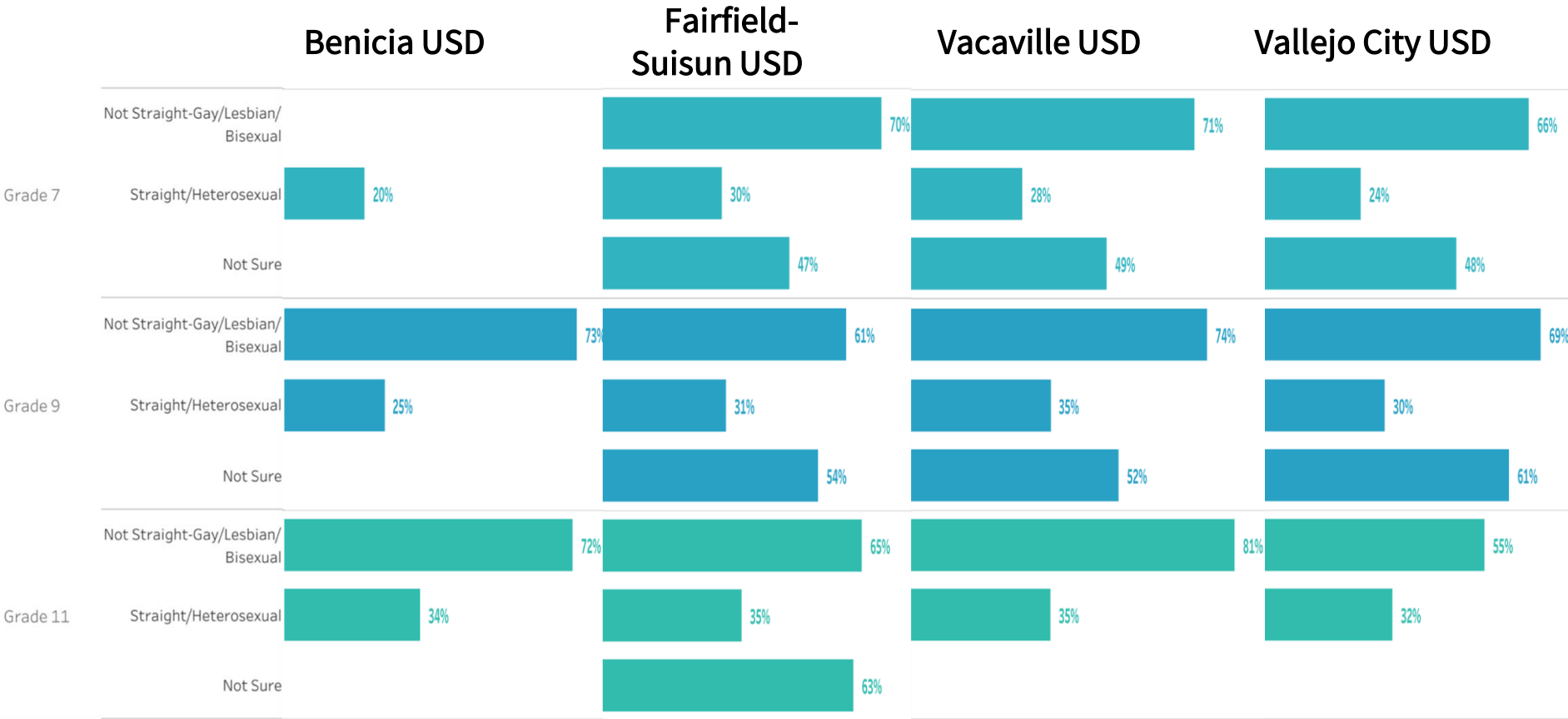


Source: California Health Interview Survey 2018

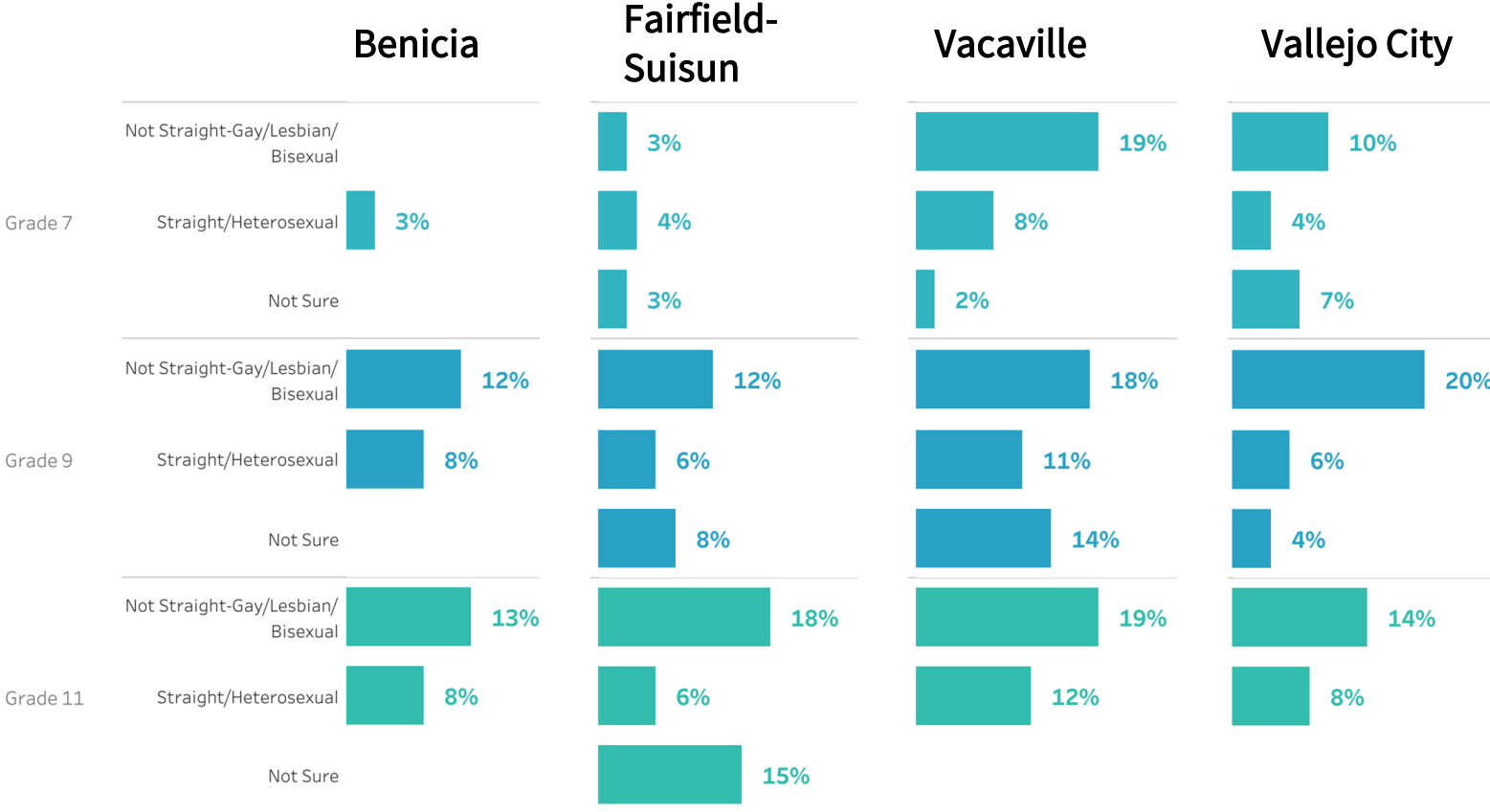
Past 30-Day Tobacco Use Among California's LGBTQ High School Students, 2018



Students reporting chronic sadness/hopelessness in the past year (2019-20)



Students reporting using e-cigarettes 1 or more of the past 30 days (2019-20)



In Our Own Words

“Being queer in a heterosexist society is very stressful. I’m willing to bet -- in fact, I can tell you definitively that **a lot of substance abuse within the queer community is directly tied to that stress**, to that sense of comfort and support that is difficult to find outside [in] the big brawn scary world [...] It’s addressing I think stresses and anxieties and self-loathing that we’re socialized to accept in ourselves [...] **So, [smoking] was a misguided attempt to really take control over how I felt in that society that seemed unwelcome of me.**”

—“S.B.”, 24 y.o queer woman (ex-smoker) (Antin et al., 2018)

In Our Own Words

“It’s ... not feeling part of either community, of the queer community or the general straight community ... feeling othered, **feeling like you can’t be your true self, because people are always saying things like, “Oh, you’re a faker, you’re a liar.”** ... how can I step back? How can I remove myself from these situations? **I’m going to have a cigarette** ... I don’t feel like I’m part of any sort of community, and no one wants me here. And I look straight, you know, to queer people, and I look queer to straight people ... I think it’s just another added layer of feeling unwanted and othered and wanting to isolate yourself.”

—Stacey, 25 y.o., bisexual cis woman (McQuoid et al., 2019)

In Our Own Words

“Something about being gay or questioning - it messes with your head. It makes you think about so many other things, you know? ... I don't know what I am going to do. I don't even know if this stuff is happening, if it is a phase and I am going to get over it. And the next thing you know, you are just looking for something to get your mind off of it - even if it is just for a minute ... **Maybe I'll just smoke a cigarette.** Especially when you start it, you get a buzz; and it is just something to keep your mind off everything for a little while.”

— 16 year old lesbian (Remafedi, 2007)

E-Cigarettes & Vaping Devices

- Combustible cigarette use continues to decline among youth, the use of non-cigarette tobacco products has increased among California youth
- **In Solano County**
 - **27% of 11th graders** and **10% of 7th graders** report having used e-cigarettes
 - **11% of 11th graders** and 4% of **7th graders currently use**
- Vaping devices are responsible for **EVALI**, E-cigarette or Vaping use-Associated Lung Injury, which, as of Feb 2020, has resulted in over 2,800 hospitalizations and numerous deaths



Flavored Tobacco

- 80% of youth smokers started with a flavored tobacco product
- 85% of teens who vape use flavored e-cigarettes
- Youth who vape are 4 times more likely to smoke one year later
- Menthol disguises the taste of tobacco and makes it less harsh to smoke
- 50% of youth who smoke cigarettes start with menthol cigarettes



Solano County- Menthol Capital

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	State of California	Solano County	Benicia*	Dixon	Fairfield	Rio Vista	Suisun City	Vacaville	Vallejo	Unincorporated
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HEALTHY STORES FOR A HEALTHY COMMUNITY

Number of stores surveyed	7,969	114	12	14	34	1	13	11	29	0
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EXTERIOR ADVERTISING

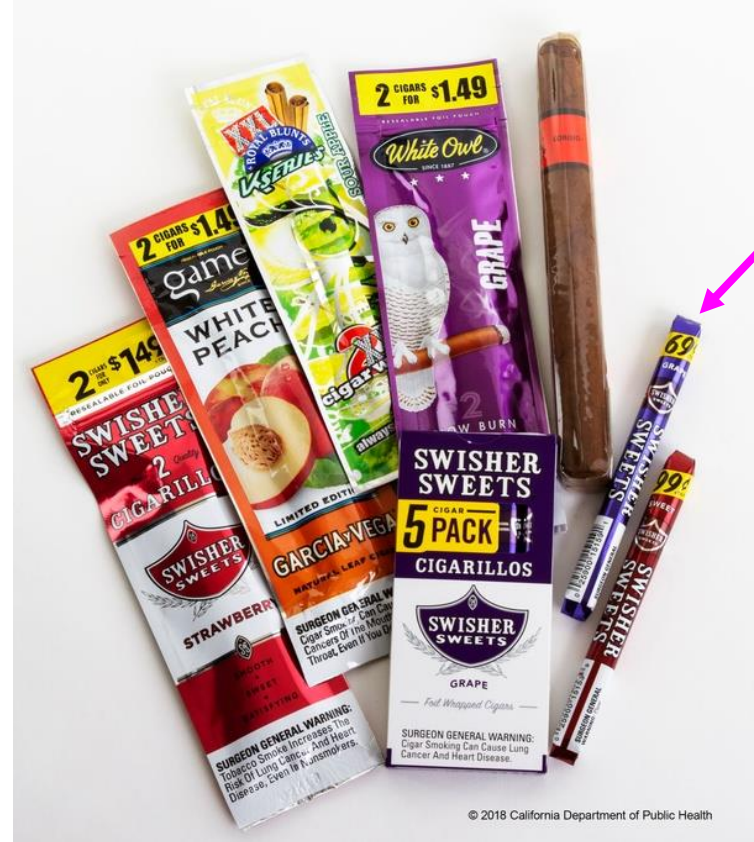
% of stores that have unhealthy exterior advertising	69.9%	78.1%	66.7%	78.6%	79.4%	**	84.6%	81.8%	75.9%	**
% of stores that have healthy exterior advertising	14.8%	16.7%	25.0%	7.1%	23.5%	**	7.7%	27.3%	10.3%	**

TOBACCO

% of stores that sell e-cigarettes	54.7%	66.7%	66.7%	78.6%	67.6%	**	84.6%	90.9%	41.4%	**
% of stores that sell flavored non-cigarette tobacco products	81.8%	89.5%	91.7%	85.7%	82.4%	**	100.0%	90.9%	93.1%	**
% of stores that sell menthol cigarettes	88.3%	96.5%	91.7%	100.0%	94.1%	**	92.3%	100.0%	100.0%	**
% of stores that sell chewing tobacco	56.3%	76.3%	66.7%	78.6%	79.4%	**	84.6%	90.9%	65.5%	**
% of stores that sell little cigars and cigarillos	81.0%	88.6%	83.3%	85.7%	85.3%	**	92.3%	90.9%	93.1%	**

Youth Use Cigarillos Too

- More CA high schoolers regularly use cigarillos than smoke cigarettes, making it the second most-used product after e-cigarettes. (Vuong et al., 2019)
- Commonly used with marijuana (blunts). Young people who use cigarillos in blunts may not think of themselves as tobacco users.
- **Single cigars as cheap as 69c**



A Rainbow of Cigarillos

- In 2019, 92.7% of Solano County tobacco retailers sold little cigars or cigarillos in packs of 4 or smaller.
- **Small pack sizes for as low as 99c**
- LGB people smoke cigarillos almost **twice** as much as straight people.
- Transgender people smoke cigarillos almost **three** times as much as non-transgender people.



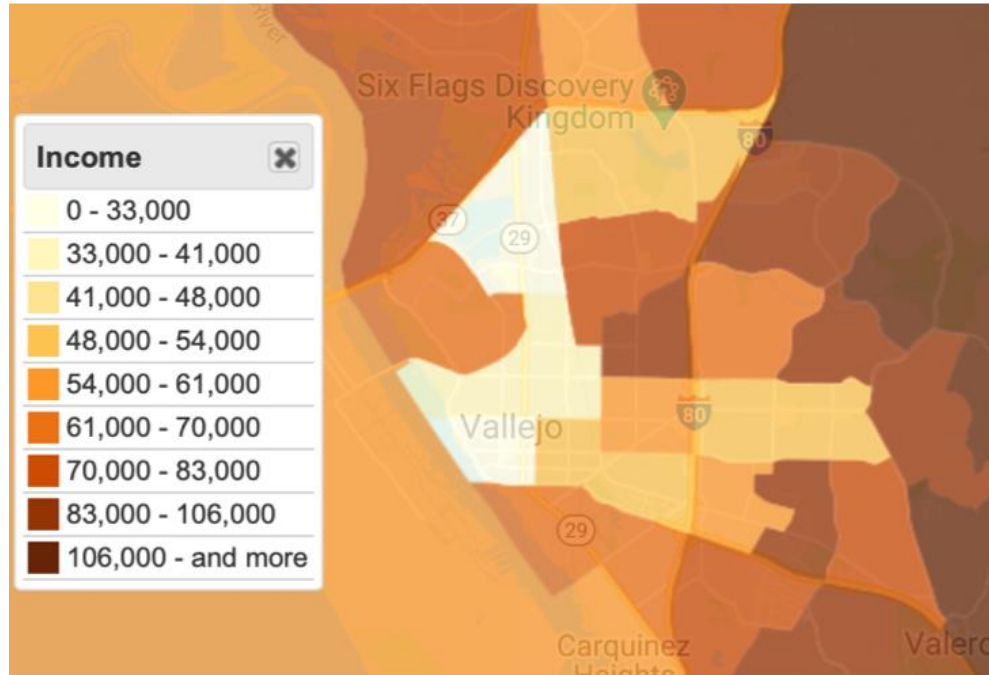
In Lower-Income Areas, There is Higher:

- Smoking prevalence
- Number of tobacco retailers
- % tobacco retailers near schools
- Discounts for cigarillos and cigarettes
- % retailers selling cigarillos
- % retailers advertising cigarillos or menthol cigarettes
- % retailers with cigarillos and advertising where kids can see it, such as near candy or less than 3 ft from the ground

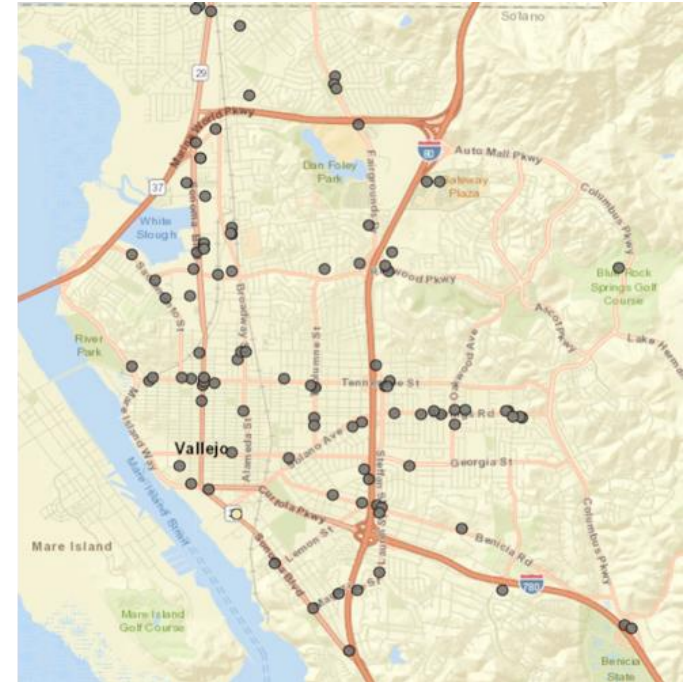
(Kong et al., 2020, Mills et al., 2019, D'Angelo et al., 2016)



Who lives where tobacco does?

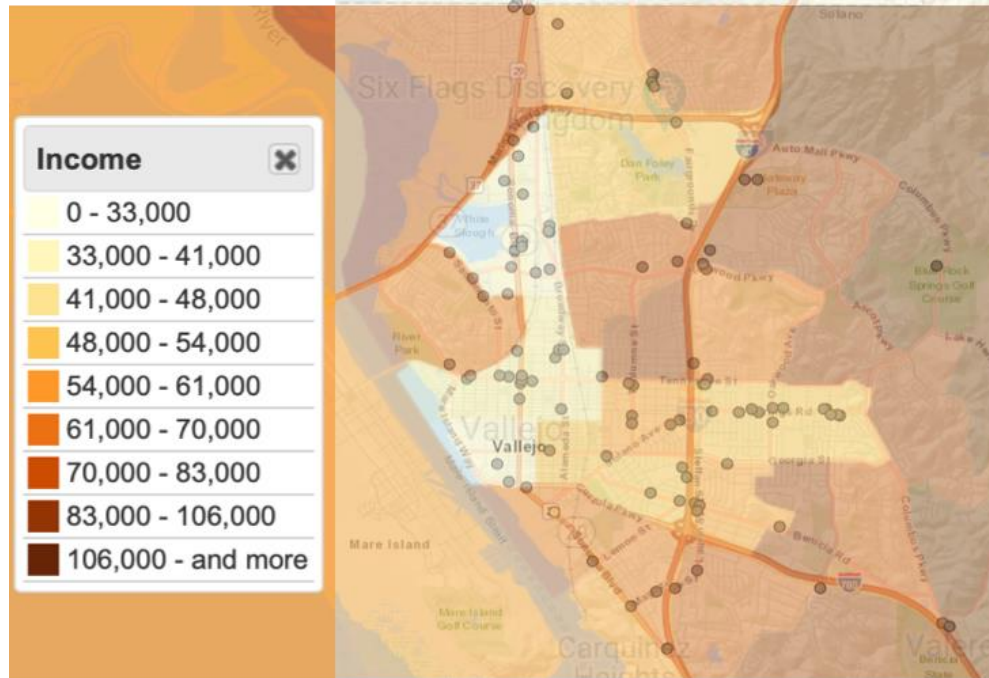


Median household income
(2014-18 ACS, JusticeMap.org)

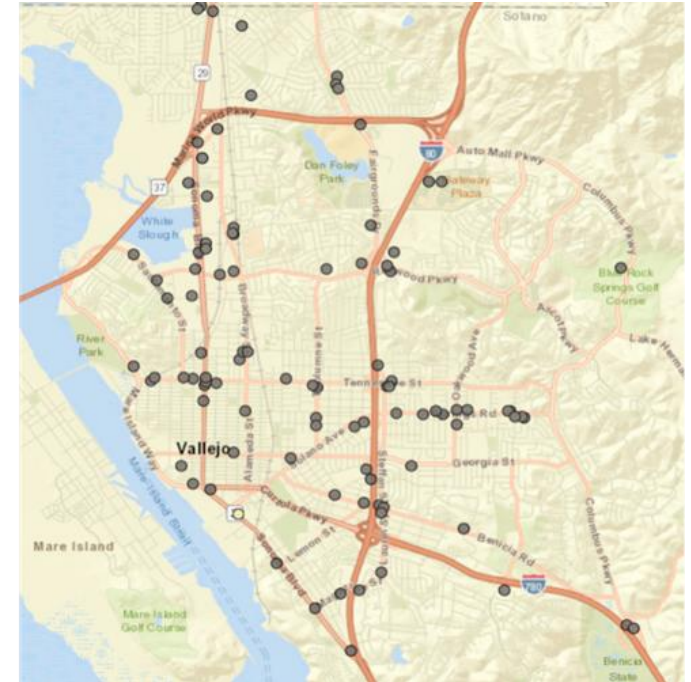


Tobacco retailers
(CDTFA, 2018)

Who lives where tobacco does?



Median household income
(2014-18 ACS, JusticeMap.org)



Tobacco retailers
(CDTFA, 2018)

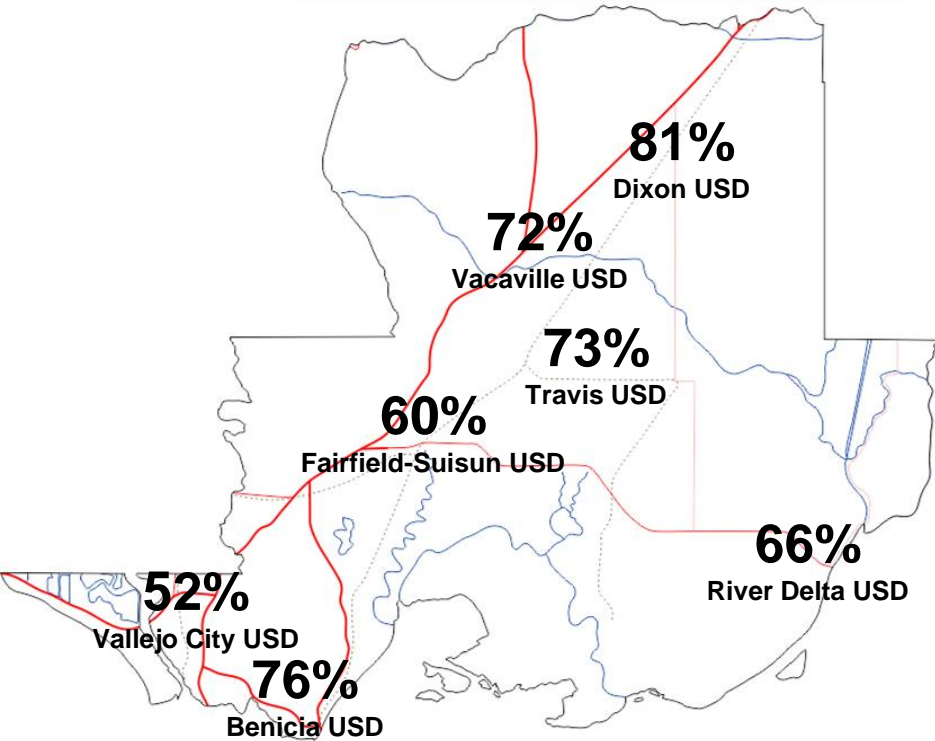
Tobacco Executives Say it Best

“We don’t smoke that s--t. We just sell it. We reserve the right to smoke for **the young, the poor, the black and stupid.**”

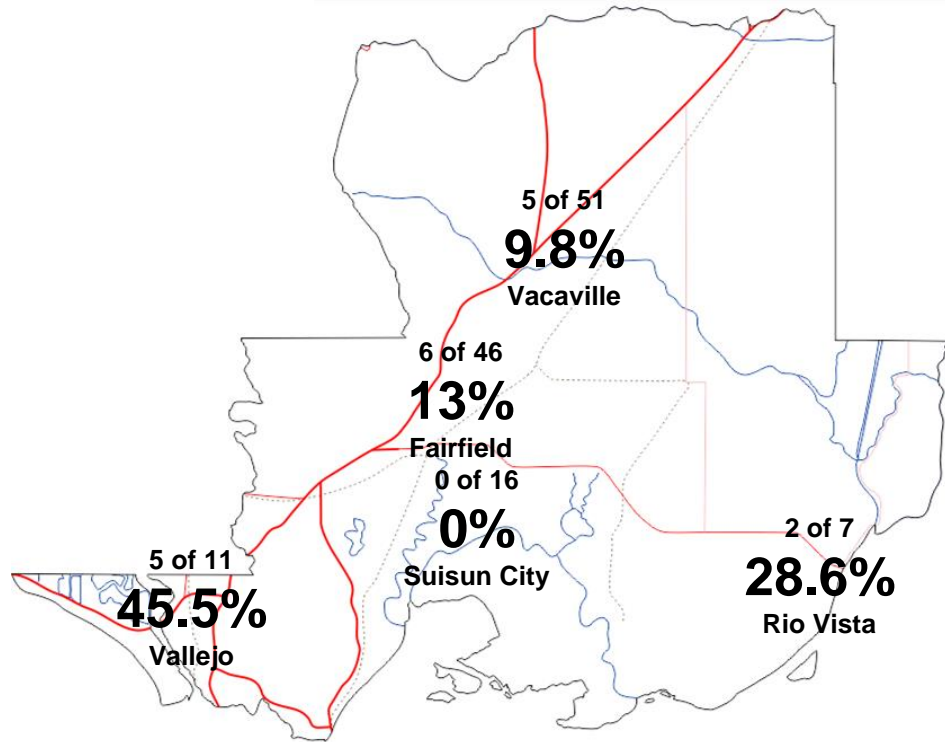
“Jeffrey Harris of MIT calculated... that the 1982-83 round of **price increases** that caused two million adults to quit smoking and prevented 600,000 teenagers from starting to smoke... **We don’t need to have that happen again.**”



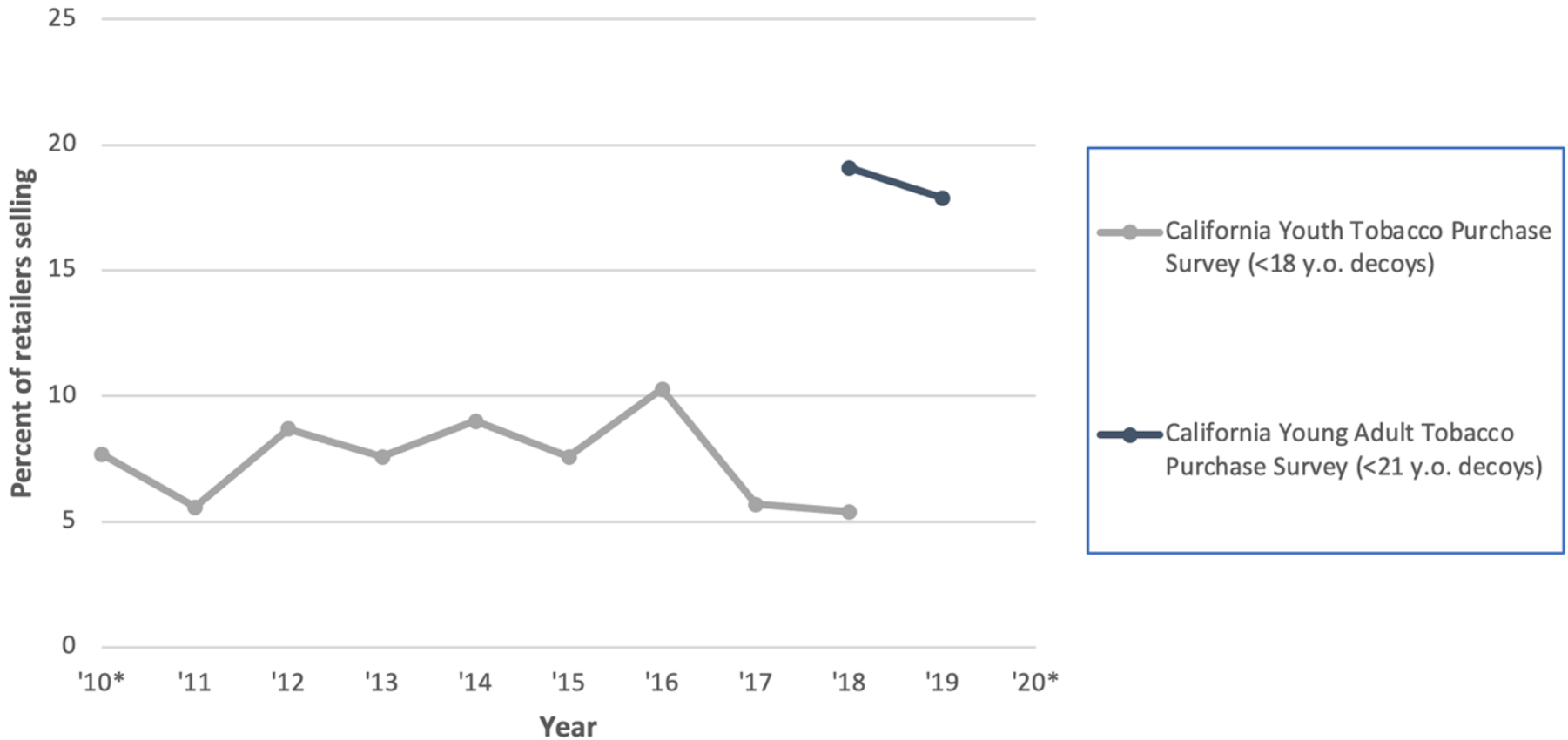
Percent of 11th graders who say it's very/fairly easy to get vapes, 2019-20



Youth Sales Rates, 2018

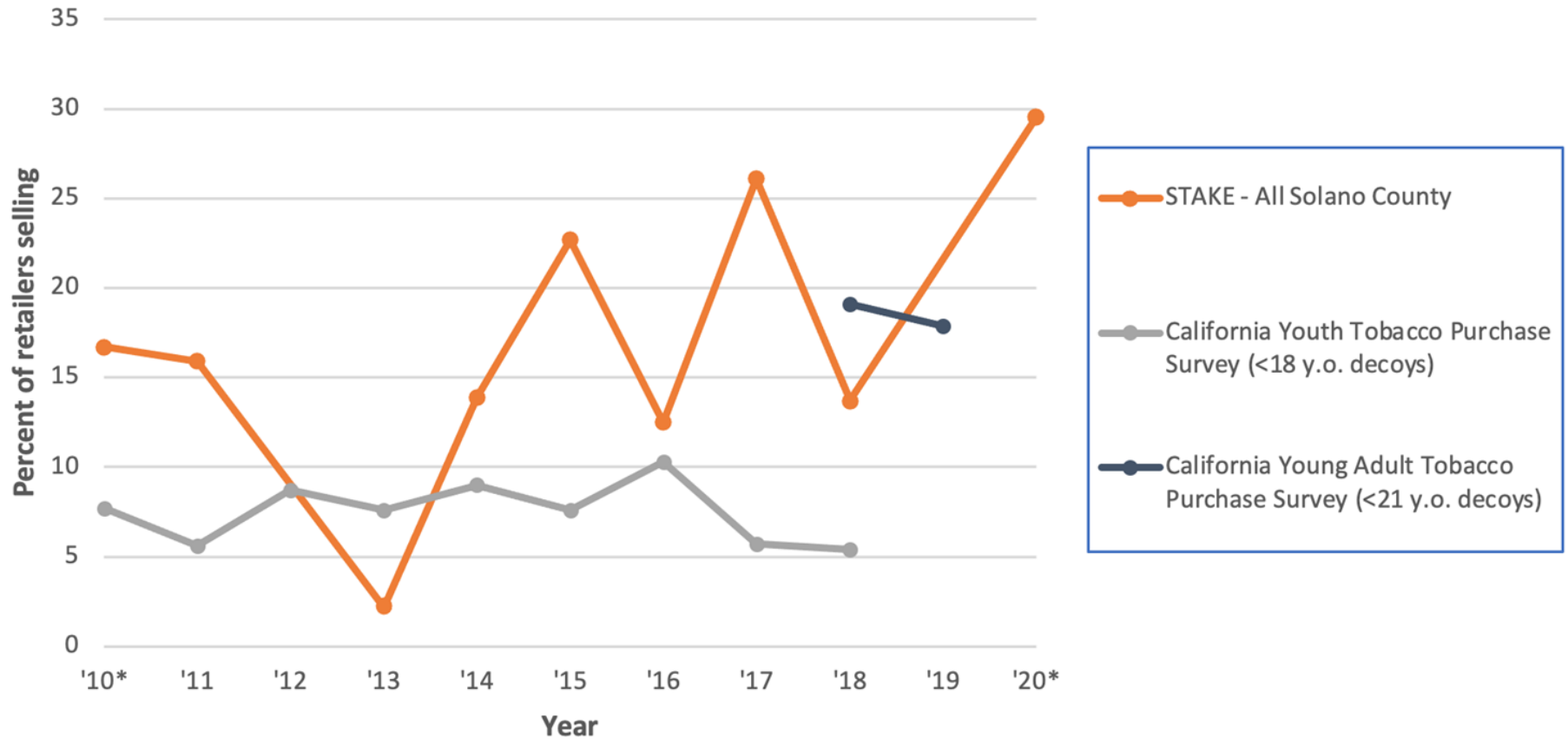


Percentage of Tobacco Retailers Selling To Underage Decoys During Compliance Checks, 2010-2020



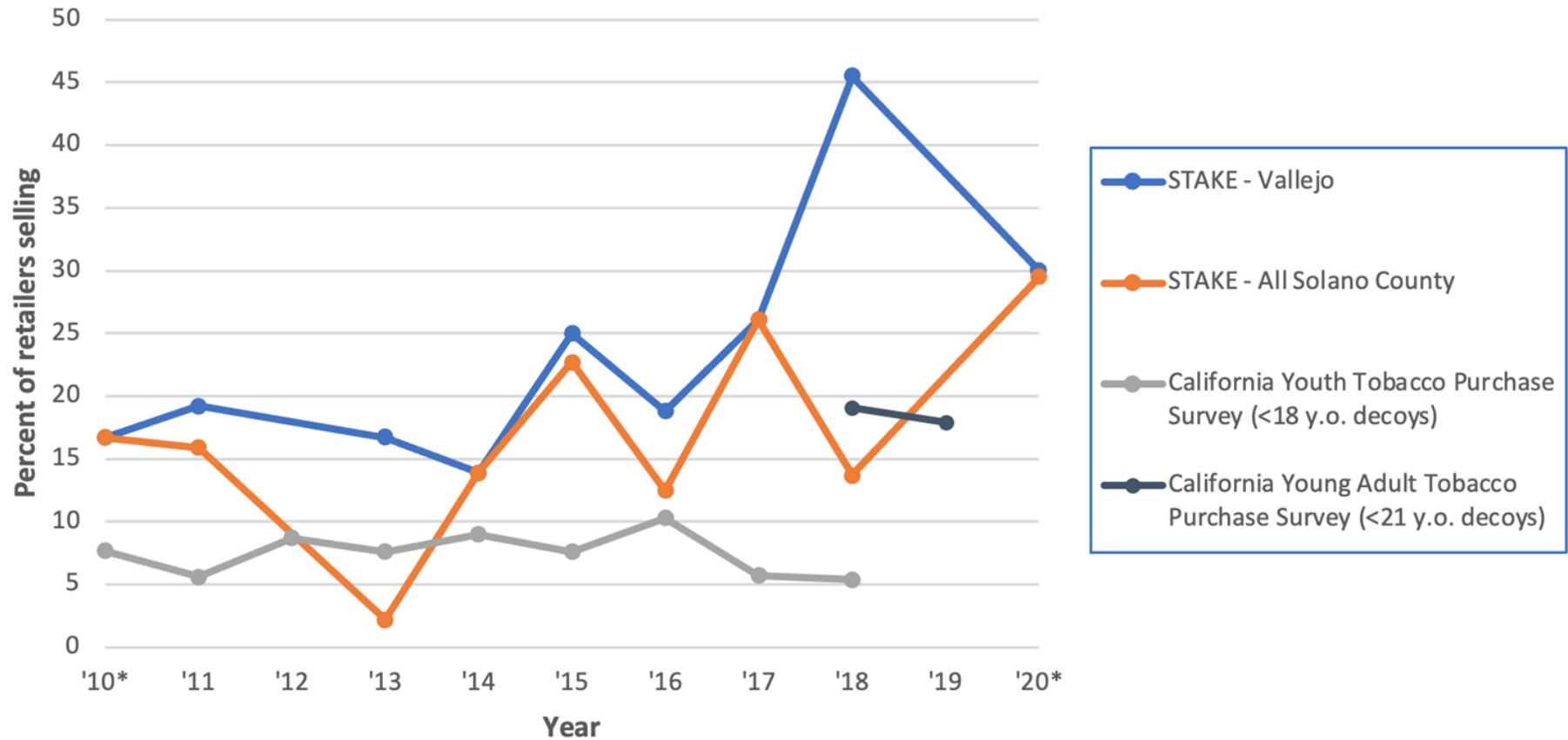
*2010 STAKE data begins 9/1/10. 2020 STAKE data ends 9/1/20

Percentage of Tobacco Retailers Selling To Underage Decoys During Compliance Checks, 2010-2020



*2010 STAKE data begins 9/1/10. 2020 STAKE data ends 9/1/20

Percentage of Tobacco Retailers Selling To Underage Decoys During Compliance Checks, 2010-2020



*2010 STAKE data begins 9/1/10. 2020 STAKE data ends 9/1/20

Tobacco Prevention and Education Program (TPEP)

- Address racial and other inequities created by predatory marketing of the tobacco industry.
- Utilize education, advocacy, and policies through civic engagement and community outreach/education.
- Build health equity into governance, Laws and policies.
- Support services; Cessation/referrals
- Training, Youth engagement, leadership, public speaking, peer educators and more!

Tobacco Control Policies to Improve Community Health Outcomes

Effective strategies include:

- Eliminate Sale of tobacco products to minors.
- Reducing Tobacco Retailer Density.
- Reducing exposure to secondhand smoke and more!

Tobacco Free Solano (TFS) “Community Heroes”

- Work with local youth and community members to address racial and other inequities created by the tobacco industry’s predatory marketing.
- TFS is hosting a Photovoice Project/Spoken Word- tools used in tobacco prevention.



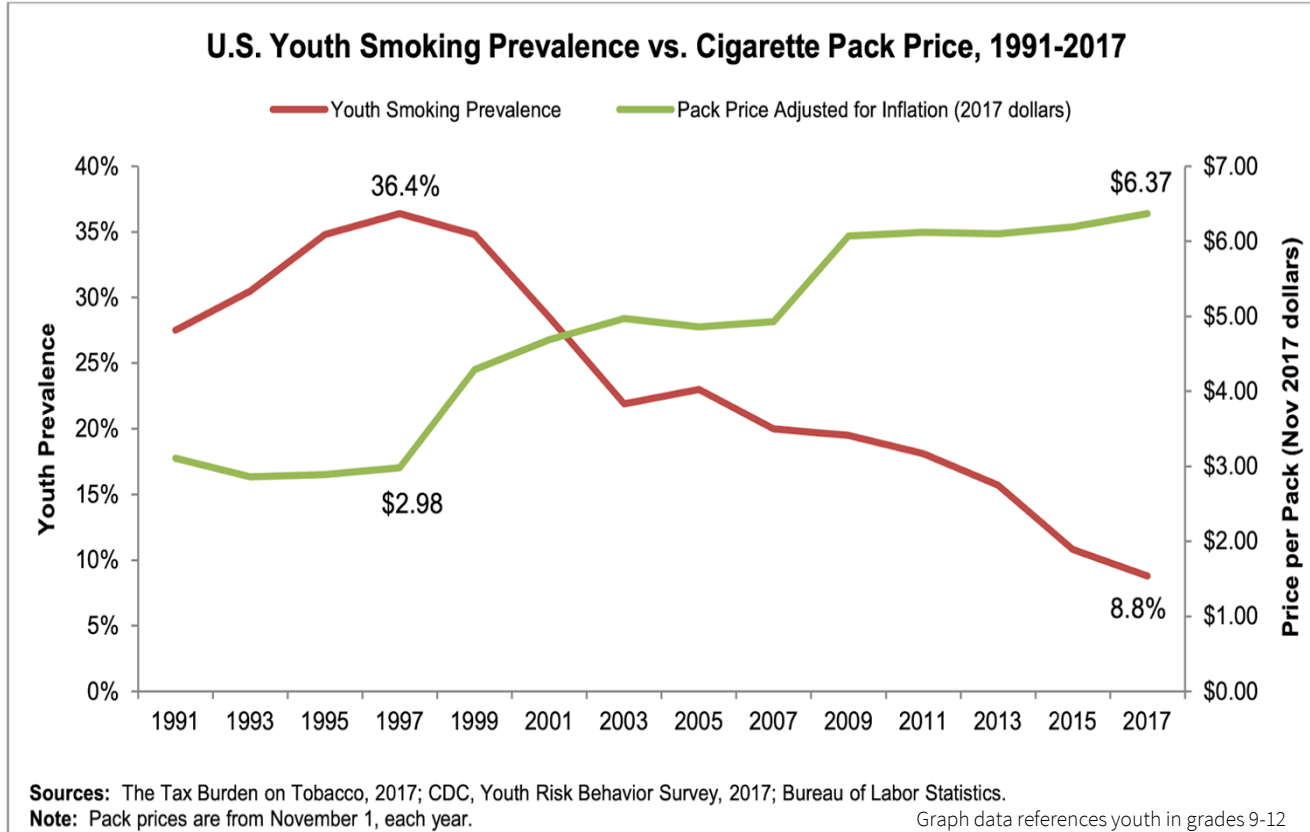
Promote health education and
advocacy to change the
environment around our
community for a Tobacco-Free
Solano

Policies for the Retail Environment

- Stop the sale of e-cigarettes and flavored tobacco
- Reduce access to tobacco by eliminating cheap products
- Reduce the concentration of tobacco retailers in low-income and youth-sensitive areas
- Make sure stores don't sell to underage youth



Policy Options: Minimum Price



Policy Option: End Cheap Tobacco

Big Tobacco's price manipulations can be stopped by:

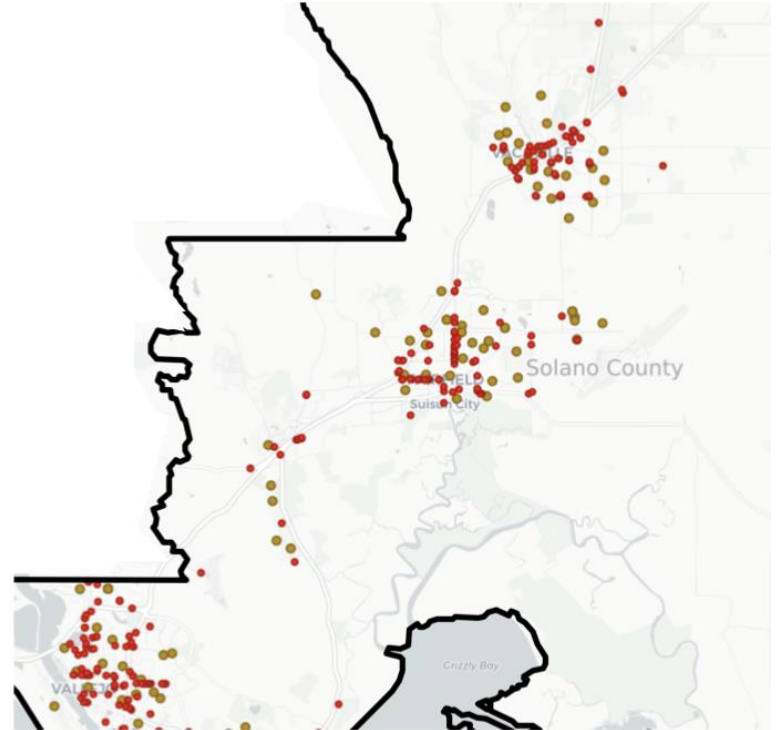
- Requiring minimum prices, which decrease youth uptake and inspire smokers to quit.
- Ending tobacco coupon redemption to stop the tobacco industry from artificially maintaining cheap prices.

While coupons are often mailed, LGBTQ people are up to 3x more likely to search for or be shown tobacco discounts on social media and streaming websites. (Emory et al. 2019)



Policy Option: Proximity to Youth Spaces

- Youth tobacco use rates are higher in areas with more tobacco retailers near schools.
- 36.2 % of schools in Solano County are located within 1000 feet of a tobacco retailer
- New retailers must be >1000 feet away from areas youth frequent, such as parks and schools, and at least 600 feet from other tobacco retailers or from cannabis dispensaries.



Compliance Checks

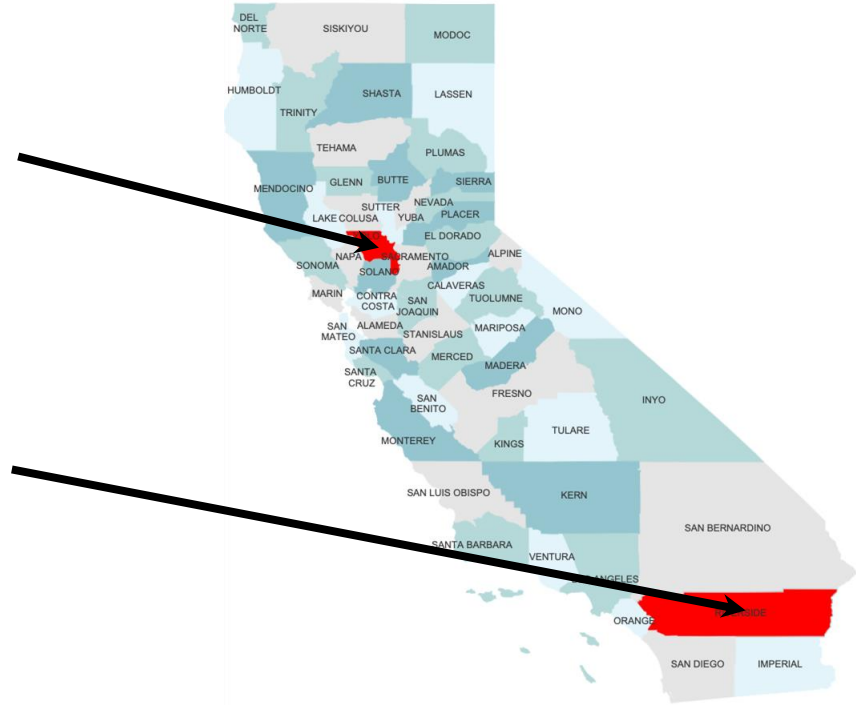
- State enforcement of tobacco laws is relatively infrequent and therefore less effective.
- Tobacco 21 did little to affect youth access to tobacco across California. (Schiff et al., 2020)
- **...except in areas with strong local enforcement.** (Astor et al., 2019; ALA 2018)
- Suisun City's youth sales data vs. rest of Solano County



Pleasanton Police Department via PleasantonWeekly.com

Alternatives to Police and Sheriff's Dept.

- Yolo County: **District Attorney's** office does compliance checks and **Environmental Health Department** manages licenses for unincorporated county and cities.
- Riverside County: **Environmental Health Department** manages license and does compliance checks for unincorporated county and cities.



How Can MHAB Help?

Please endorse our educational campaign to protect Solano County youth from tobacco industry exploitation.

- Help us connect with other groups around the county
- Refer us to other community leaders
- Connect us to other elected officials and county staff
- Your idea here: _____



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