

**Aspire Large Group  
September 26, 2018  
Greenwood Community Center**

**Welcome- Steve Jarosinski**

**Financial Center First Credit Union- Jessie Lewis-** Community Day event taking place Oct 20<sup>th</sup>. Have large conference room that you can reserve.

**Michelle McMahon- Upstream Prevention/ Empower Johnson County-** Got together a few years ago for youth substance abuse. Received Drug-Free Communities grant for \$125,000 a year for 5 years. In year 3 currently. Targeting alcohol and tobacco. Highest use of 18 and under in Johnson County. E Cigarette very popular; school administrator saying used in hallways, gym, at their lockers, etc. What is it and how does it work? Looks like cigarette, but it has a liquid instead of dried herb product. Cartridges that are single use you put in. Some are rechargeable. Battery that controls a heater that heats up liquid (with nicotine, propylene glycol, etc). Njoy, Blu, are brands of e-cigarettes. Newer vaping devices look like an ink pen, or a box, can look like cigars or pipes. Alluring to certain population. Doctors were telling their patients to switch to vape instead of smoking. Some people have quit smoking through vape, but many people have just traded smoking for vaping.

Vaping liquid- Fruity Pebbles flavor, Fanta look-alike, slushy...who are they marketing to? Kids and teens! Actually, had a child die in New York from drinking vape liquid- caps now have to be child-proof.

What is in vape juice/ e-juice: Has a variety of nicotine levels. Now regulated, but don't exactly know the nicotine levels. Propylene glycol, vegetable flavorings (people think it's safe, but you don't normally inhale flavorings into your lungs). 90% of liquid is propylene glycol.

Vaporizers are being used for alcohol, marijuana, synthetic drugs, dab (waxy substance of cannabis with high level THC+ butane). Dripping- more labor-intensive method of vaping where they add liquid to the heating coils such as alcohol, marijuana.

Juul- The new thing with teens, looks like a flash drive, you can plug it in to your computer, or charger. Nicotine based; one pod contains as much nicotine (59 mg of nicotine per ml) as a pack of cigarettes. You can buy 4 pods for \$15 rather than 1 pack of cigarettes for \$6. Can order directly from Amazon. 3-5% tobacco. \$50 for starter kit that comes with 4 pods, \$15 for 4 more pods (like 4 packs of cigarettes). Have seen kids that get them from other students or holding on to their lunch money to buy pods. Gas stations will card, you are supposed to be 18 and over. Heard that kids are using them in the classroom and blow the vapor back in to their sleeve.

20% high school on Indiana Youth Tobacco survey said that they've tried any tobacco product 4.9% middle schoolers. E-cigarettes are the highest form of tobacco usage for high school and middle schoolers.

Point of sale marketing – tobacco right next to the cash register. Do a tobacco audit in Johnson County yearly. Have volunteers go to over 60 liquor stores, grocery stores, vape shops, gas stations, etc. to see how they are marketing to youth. Showed pictures of candy and e-cigarettes by cash registers. Why

does point of sale matter? Encouraging youth to purchase and use with flavors, disproportionately targeting some audiences. Menthol prices are higher in more African American populated areas.

Tobacco retail density- proximity to schools 135 licensed, 1 retailer for every thousand people. 22% retailers in 1,000 feet of schools. 62% of tobacco retailers are within 500 feet of another tobacco retailer.

88% tobacco retailers in Johnson County sell some type of flavored tobacco. 91% of all counties in IN are selling flavored tobacco.

Have a lot of anti-tobacco commercials airing, but still tons of pro-tobacco ads that pop up through internet, including apps like snap-chat.

Big brands make the e-cigarettes. Phillip Morris owns Coca-Cola, Kraft, P&G, Kellogg's, etc. That's how they are able to have all the flavors.

Adolescents who vaped are 4 times more likely to report smoking. Popcorn lung can develop from use. Educator parents, teachers are all needed prevent youth from starting. Brought flyers on how to get the conversation going with youth.

FDA is working to do a sweep of retailers and citing violations. Giving 2 months to show sign that they are reducing marketing to youth. Have 1-800-Quit-Now and text to quit.

Questions?

What are the rules about schools? Really good tobacco ordinances in our communities. All schools are tobacco and vape free, but teachers don't see it happening. There are no places in Franklin that you can smoke or vape. In Greenwood, you can only smoke at American Legion and one other location. As a citizen at a public place or local park, if you see someone vaping, you can tell them to stop.

Advocacy groups in Colorado, Washington, are talking about THC and brain development and how receptors react when you start using at any early age.

As a parent, it's frustrating that there is a double standard ...Some states have legalized marijuana when we've been saying that it's bad.

It all comes down to adults in their life, tell kids and teens that they don't need to use these products to be cool or popular. Aspire and other groups could develop alternative products, substance free activities rather than partying.

Canada has approved legal recreational marijuana use and goes into effect less than 20 days.

Check out your local gas station- look at the labels and see who they are marketing to. Empower Johnson County will have youth advocates trained to go into the schools this year.

Are military veterans hard to dissuade? Yes, very difficult. Most of the kids that are using are getting it from home. Greenwood police are starting to see a lot of meth and heroin; it's so cheap to buy.

Dana said that her husband (volunteer fire fighter) is getting calls for overdoses every weekend. The 911 calls are coming from all over the county and in all 9 townships, rural/ urban etc.

Follow them at Empower Johnson County on Facebook (more for parents) or Empower Me Johnson County on Instagram (more for youth).

For more information: [Bit.ly/empowerjc](https://bit.ly/empowerjc)

Dana participated in the tobacco audits this year and disappointed how much was there. Didn't really pay attention until then about how similar the packaging is for candy, etc. Think about economic development ramifications. How does this impact our employers and providing health insurance? How much is this increasing their costs?

Growth and planning update- last meeting updating mission and goals. I-69 corridor announcement on September 4th accelerating by 3 years with completion by 2024 instead of 2027. Start planning with Community Engagement to brainstorm Community Conversation. Trails- Carmen- still in fundraising process. Can donate to Aspire fund at JCCF for trails. Looking to award planning contract in November after we raise remaining \$25,000. Did attend Indiana Bike & Walk summit end of August. Thought about reaching out to Franklin for revised bike plan, recently received \$115,000. EPICS initiative is partnership through Purdue University. Application for program was submitted. Potentially selected for fall 2019 for to help with drainage projects for trails and long-term impact to some of our smaller communities' trail plan. Viability study for Stellar Community- started planning and discussing with city planner of Greenfield. Talked to Michael Senate from OCRA to get more information. Goal is to plan for what is going to come out on the other side- to get communities to have more regional approach to health, education, development, etc. Advice from Greenfield- get stakeholders, elected officials, community leaders from all communities and everyone listing top 5 project priorities to see what fits together.

Talent- Allison- Great meeting last Friday. Team revised statement of belief. ACT Work Ready communities- Dana and Gayle will be attending 2<sup>nd</sup> bootcamp. Received goals and will be phasing out job fair. Work ethic grant -190 students signed up. All 9 sending schools are implementing this year. Great incentives so far- Franklin College \$1500 scholarship. HR roundtable- Unconscious Bias. Next meeting 2<sup>nd</sup> Tuesday at noon. Endress +Hauser Community Career and Education Forum took place. Holding the Parent Forum at the Artcraft Theater for this year, just need to pick a date.

Community Engagement-Local Food summit taking place Wednesday Oct 3<sup>rd</sup> \$10 and includes locally sourced lunch. You can register online through Eventbrite- see Aspire Facebook page for link. Community Conversation for I-69. Support At Home series for JCPL. This Friday is Camp Atterbury Tour- please let us know today (9/26) if you plan on attending, so we can get the food ordered. Cool behind the scenes tour. Meet at our office on Friday need to arrive at 7:45am, should wrap up around 4pm. \$10 to attend.

**Wrap Up**-Steve-Next meeting October 24, Franklin High School- Diversity Panel  
Holiday party on November 14<sup>th</sup> 4:30-6:30pm at The Garment Factory

Meeting adjourned at 9:29am.

Minutes submitted by Jennifer Hollingshead

