


CITY MANAGER'S OFFICE MEMORANDUM
#54-2019

DATE: October 28, 2019

TO: Honorable Mayor Antonio B. Esquibel and City Council Members

FROM: Heather Geyer, City Manager 

SUBJECT: Adams County Youth Initiative (ACYI) Youth Vaping Project Outreach

PURPOSE

To provide City Council with an update on collaboration with ACYI and next steps in moving the Youth Vaping Project forward. Jody Nowicki, ACYI Senior Director of Collaborative Action, will be making the presentation.

BACKGROUND

On June 17, 2019, City Council provided staff with direction to move forward with three of the four options presented to City Council to include:

1. Consider implementing a licensing process for tobacco retailers that includes compliance checks
2. Consider raising the purchase age for tobacco products to 21 years of age
3. Consider prohibiting smoking in outdoor public places. City Council adopted this ordinance in October of 2019. Staff is currently working on signage.

The fourth item that City Council did not provide support on moving forward was the consideration of a ballot measure to implement a special sales tax on tobacco products.

ACYI will assist the City in developing an outreach plan to garner feedback on youth vaping. ACYI will provide support to the City with outreach to residents, including youth, for thoughts about youth vaping and the vaping ordinance strategies proposed to the City Council.

- This information would be combined with information Adams 12 is collecting into a report that can be disaggregated for the City of Northglenn.
- ACYI will prepare a plan, present the plan to City Council, and get feedback on the plan from youth by the end of the year.
- ACYI will support the Youth Commission to engage at some level in these efforts.
- ACYI will engage the City's Healthy Eating Active Living (HEAL) Committee.

ACYI will also provide the following deliverables:

- Develop a timeline and preliminary information for the research
- Look at what data already exists to triangulate with the Technology Enabled Girl Ambassadors (TEGA) research
- Present the plan for research to the City Council and receive feedback on October 28
- Attend the Youth Commission meeting on November 5 to propose this round of research, and get the youth's feedback on the questions, quota, level of commitment they would like to engage in, and how to engage respondents

Since the spring of 2019, the City has been working with Kathy Staats, Prevention & Policy Specialist with Tri-County Health Department. She is also part of the ACYI partnership and is continuing to provide the City with resources in moving this project forward.

STAFF RECOMMENDATION

This presentation is for informational purposes.

BUDGET/TIME IMPLICATIONS

The City funds ACYI at \$5,000 through the City Manager's budget. ACYI's support of this effort is being provided through our current partnership funding level.

STAFF REFERENCE

For additional information, please contact Heather Geyer, City Manager at hgeyer@northglenn.org or 303.450.8706.

ATTACHMENTS

1. ACYI Presentation

TEGA Research: Youth Vaping in Northglenn

October 28, 2019

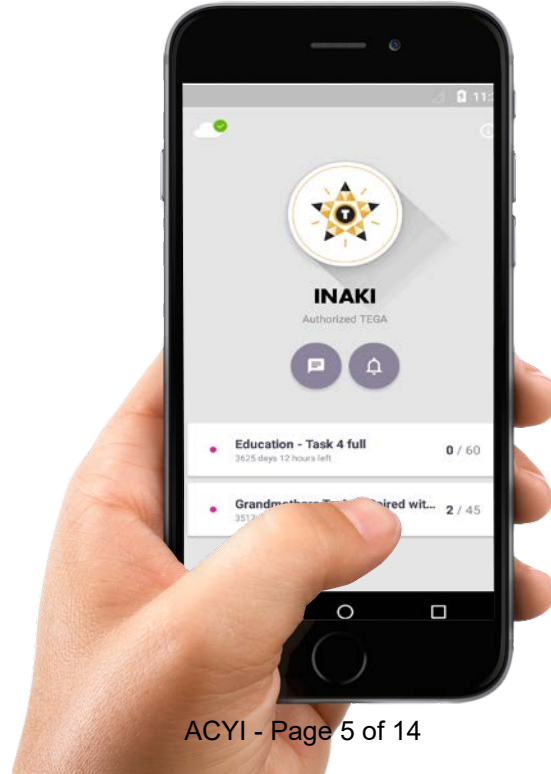


“There is something fundamentally amiss about building or rebuilding a system without consulting at any point **those it is designed to serve.**”

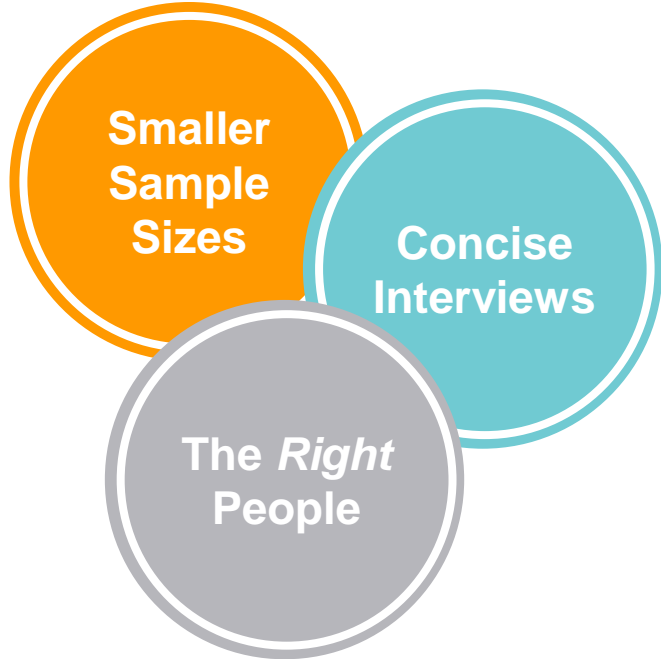
- Allison Cook-Sather

TEGA as a Research Strategy

YOUTH INITIATIVE
OF ADAMS COUNTY



Why We Use Lean Research



Proposed Vaping Study

Key objectives for this study:

1. Garner youth and parents perspectives on vaping
2. Obtain insights on the four policy options being put forth to Northglenn City Council around youth vaping

Vaping Study Objectives

Youth and Parent Perspective on Vaping:

- What type of vaping are youth engaging in? Marijuana, tobacco, both?
- How do youth use vaping products?
- How do youth access vaping products?
- What are the motivations for abstaining or engaging in vaping?
- Is there a desire to quit among those who vape? Why or why not?
- Are youth aware of unforeseen consequences, (health, social, legal)?
- What are the reactions (or perceived reactions) of parents to teen vaping?
- How do parents own behaviors and actions influence the outcomes for youth who vape?
- Are youth and parents aware of resources for support? Do they use them?
- What language/strategies for sharing information is most effective for youth?

Vaping Study Objectives

Insight Around Four Council Considerations:

- Reactions from youth and parents on each of the 4 potential considerations
 - Do they think the policies would be effective?
 - What concerns or questions do they have?
- What suggestions do youth and parents have to curb teen vaping?

Methodology Overview

Youth Participating in an extracurricular activity	As it falls, capture a mix of activities		
Gender	As it falls, strive for a mix		
Majority to be youth who vape	Vapers (strive for a mix of marijuana and tobacco users)	Non vapers	
Youth Ages 11-18 ensure a mix of ages	24	8	32
Parents of youth ages 11-18	N/A		8
TOTAL:	24	8	40

Vaping Study Outputs



- Full written report including executive summary
- Presentation deck including audio and video clips for respondents who have given additional consent

Timeline

- Meet with HEAL Committee on **10/18/19** **DONE**
- Meet with Northglenn City Council on **10/28/19**
- Meet with Northglenn Youth Commission on **11/5/19**
- Conduct interviews, analyze results, develop outputs
- Present findings to Northglenn City Council, the HEAL Committee, and the Youth Commission **W/O January 21, 2020**

Additional Data Support



- Potential to triangulate data with insights gathered through a student vaping study for Adams 12 Five Star Schools
- Triangulating data from Tri-County Health

Together We CAN.
ACYI.org

Thank You!