

# Communiqué



## **PRESIDENT'S MESSAGE**

*Kristi Campbell, Director, Cole County Health Department*

*June 2021*

Dear Public Health Colleagues,

I hope this letter finds you well! Summer is here and I hope you can take time off to reenergize and refocus.

As anticipated, 2021 has presented unique challenges and opportunities for public health. We have certainly had the chance to flex our proverbial public health muscles and show everyone how quickly we can adjust our services to meet the community's needs.

As you know, testing, contact tracing, implementing intervention strategies, vaccination clinics and education and advocacy have been the priority for all of us in public health. This spring, we have worked with our community and state partners to quickly provide vaccines to Missouri residents. Missouri is doing well because of the collective effort.

The delivery of services in the pandemic further exacerbated a strained system in many areas of Missouri and highlighted gaps in service delivery. Now with the increased attention and funding available for the public health system, we have a unique opportunity to explore innovative ideas on how to garner more resources and provide expanded services to all Missouri residents. Now is the time to put our personal biases, political views, and territorial barriers aside to embrace new ideas that have the potential to make transformative investments in public health.

One strategy in moving the public health system forward is to further develop and expand the partnerships that have been formed during the pandemic. I'm hoping to see all of you at the Missouri Public Health Conference in September and I would challenge each of you to invite one of your community partner agencies to send a representative to the conference. We should use the conference as an opportunity to further educate our partners on the breadth and complexity of public health and explore other collaboration opportunities.

As always, thank you all for your tireless work. Keep your chins up and keep fighting the good fight because AMERICA NEEDS PUBLIC HEALTH!!

Respectfully,

Kristi Campbell  
President, Missouri Public Health Association



## KC's Response to Lives List in COVID

If we have learned one thing from this pandemic, it is that grief is real. Grief is not to be ignored, avoided, or dismissed. Grief needs to be acknowledged, leaned into, and wallowed in.

At this time KC has lost 550 people to COVID. In recognition of the reality and the ongoing impact on their families and community, we decided to memorialize this collectively.

Karmello Colman, a community activist and neighborhood leader felt deeply that an overt, experiential event was needed. She approached Terry Rynard, Director of KC Parks & Recreation, to consider such an action. Unlike the usual response, "I'll get back to you," her immediate reply was, "Yes. Let's put a group together to plan and make it happen." Director Rynard is an example of a public servant who is truly a public servant.

Chris Wyche did not hesitate when Kansas City's World War I Memorial was suggested as an ideal site. Although he could have been cautious, he was actively supportive. Chris was our high-tech manager, drone coordinator, weatherman, and engineer. The long circular drive from the street to the front of the Memorial was perfect for a car caravan, and Chris

connected us to the "hot spots" on site so we could transmit the meaningful message to everyone as they drove solemnly toward the Memorial.

Leslie Alford, KC Parks & Recreation, orchestrated all the moving parts which included securing the 550 candles and coordinating the voices of the KC Women's Chorus with our speakers: US Congressman, Emanuel Cleaver, III, Mayor Quinton Lucas, and Representative of the Missouri Public Health Association Bert Malone.

How often do you see city government, a national museum, a corporate entity (Marriott Hotel), and the faith community (Cathedral of the Immaculate Conception, Grace and Holy Trinity, and St. Mary's rang their bells) come together to recognize the tragic pandemic and encourage grieving intentionally and publicly.

All of this evolved organically over 8 weeks with no one asking questions about money, bureaucratic permissions, or where the volunteer workforce would come from to do the work.

*A time to mourn...a time to grieve... Ecclesiastes 3:18*

## Calendar of Events

July 15, 2021

### **Board Meeting**

MPHA Office (Zoom), Jefferson City

September 22-24, 2021

### **"Past, Present & Future of Public Health"**

### **Joint Annual Public Health Conference**

Holiday Inn Executive Center

2200 I-70 Drive SW

Columbia, MO 65203

November 2021

### **APHA Annual Meeting**

# America Needs Public Health

Missouri Public Health Association (MPHA) is selling T-Shirts to raise money to support Association activities. The shirts will honor all of those working in Public Health who go above and beyond every day to keep us healthy and protected. America needs Public Health more than ever, but Public Health needs America's support so the resources are there when we most need them. Getting behind Public Health helps us all!



## ORDER NOW!

Available in Navy (white print), Grey (black print) and Red (yellow print)

Short Sleeve - \$20.00

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Call MPHA at 573-634-7977 for Sponsorship Information

### ORDER INFORMATION

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☐ Credit Card or ☐ Check (included)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

SHORT SLEEVE (\$20.00)	QUANTITY/COLOR (Navy, Red, or Grey)	AMOUNT
<input type="checkbox"/> Small	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> Medium	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> Large	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> XL	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> XXL	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> XXXL	____(N)____(R)____(G)	\$ _____

Send remittance to:

MPHA

722 East Capital Avenue, Jefferson City, MO 65101

LONG SLEEVE (\$24.00)	QUANTITY/COLOR (Navy, Red, or Grey)	AMOUNT
<input type="checkbox"/> Small	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> Medium	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> Large	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> XL	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> XXL	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> XXXL	____(N)____(R)____(G)	\$ _____
25% discount when you order 10 or more shirts!		Discount Amount (-) \$ _____
		<b>TOTAL ORDER AMOUNT \$ _____</b>

# Past, Present & Future of Public Health

Presented by

Missouri Public Health Association,  
Missouri Association of Local Public Health Agencies,  
Missouri Center for Public Health Excellence,  
Missouri Institute for Community Health,  
Missouri Department of Health and Senior Services,  
and the  
University of Missouri - Sinclair School of Nursing

## September 22-24, 2021

Holiday Inn Executive Center  
Columbia, MO

### CONFERENCE OBJECTIVES

#### **Education. Networking. Involvement**

- ◆ Provide information for public health professionals and governing body members, and partnership efforts to enhance the coordination of health and human services for Missourians.
- ◆ Provide an environment for information exchange among individuals involved in and impacted by the provision, support and use of public health services.
- ◆ Increase individuals' involvement in associations with a commitment to improving the health of all Missourians.

### SESSION SPEAKERS

**Dr. Rex Archer, KCMO Health Department**

**Dr. Kaye Bender, President-Elect, APHA**

**Adam Crumbliss, MODHSS**

**Sandra Ford, MD, MBA, FAAP, President, NACCHO**

**Dr. Joseph Hulgus**

**Dr. Nat Kendall-Taylor, CEO, FrameWorks Institute**

**Casey Parnell, #HealthierMO**

**Dr. Lynn Rossy**

**Maria Salm, Lindenwood University**

**Catherine Shoff, PhD, MPH, Lindenwood University**

**Denise Strehlow, BJC School Outreach-Youth Development**

**John Thomas, MODHSS**



## Wednesday, September 22, 2021

1:00 - 4:00 pm

### Pre-Conference

#### Poverty Simulation as a Tool to Increase Cultural Competency

Poverty is one of the most significant disparities in the United States, placing individuals and families at risk for a myriad of health problems. The future generation of healthcare workers and public health practitioners need to enhance their cultural competence and gain skills to address poverty-related issues. Poverty simulations are an effective experiential learning tool to help participants understand the realities of living in poverty. This research examines the impact of the Community Action Poverty Simulation (CAPS) on undergraduate students' opinions on poverty and equity. This presentation speaks to the potential for simulation and experience-based educational programs in delivering changes in perceptions, knowledge and understanding of those in poverty.

Health is affected by many determinants, such as zip code, age, education, and income. In order to assure equitable public health capabilities and areas of expertise, public health professionals must understand the influence of poverty on health.

**Speakers:** Catherine Shoff, PhD, MPH, Lindenwood University; Maria Salm, Lindenwood University

4:30 pm

MoALPHA Session for New Administrators

4:30 pm

MPHA Board Meeting

## Thursday, September 23, 2021

8:00 am

Registration Opens

8:00 am

Exhibitor Set-Up

8:00 am

Poster Competition Set-Up

9:00 - 9:30 am

### WELCOME

**Adam Crumbliss, Missouri Department of Health & Senior Services; Association President's**

#### NACCHO & APHA

**Speaker:** Sandra Ford, MD, MBA, FAAP, President, National Association of County and City Health Officials (NACCHO); Dr. Kaye Bender, President-Elect, American Public Health Association (APHA)

9:30 - 10:30 am

### OPENING SESSION

**Speaker:** Governor Mike Parson (invited)

10:30 - 11:00 am

BREAK

11:00 - 12:00 noon

### BREAKOUT WORKSHOPS

#### Verbal Judo: Introduction to Tactical Communication

This course will teach you how to achieve a professional purpose and to do so with real power and empathy. It will teach you techniques to de-escalate tense situations and will explain the difference between sympathy and empathy. This course will give you the tools to be a successful

communicator. It will help you to have a more open and satisfying relationship with your family, colleagues, employees, customers and friends.

**Speaker: Chad Stiefferman, Advanced Tactical, LLC**

### **Public Health Nurses-Essential Role Before, During and After COVID**

**Speaker: Lynelle Philips, RN, MPH, Department of Public Health/School of Health Professionals, University of Missouri-Columbia**

### **Student Forum**

**Moderator: Dr. Dalen Duitsman, MSU**

12:00 - 1:30 pm

Awards Luncheon

1:30 - 2:30 pm

## **ROUNDTABLE DISCUSSIONS**

The roundtable discussions will be held in a constructive conference format where small groups will unleash the expertise of professionals in a friendly discussion allowing everyone the right to contribute. We will bring together several professionals who aim to solve a problem by providing equal inputs into strategy development.

TOPICS:

1. Current Issues and Nurses
2. Environmental Controls in COVID

**Moderator: Larry Jones**

2:30 - 3:00 pm

BREAK

3:00 - 4:00 pm

## **GENERAL SESSION**

### **Communication and Messaging**

Successful communication depends on an agency's ability to clearly articulate public health messages and education, ensuring information is accessible, understandable, and actionable for all audiences.

**Speaker: Dr. Nat Kendall-Taylor, CEO, FrameWorks Institute**

4:00 pm

MPHA General Membership Meeting

5:00 pm

MoALPHA Board Meeting

6:00 pm

MICH Board Meeting

# **Friday, September 24, 2021**

7:30 am

Registration

7:30 am

MoALPHA General Membership Meeting

8:30 - 9:30 am

## **GENERAL SESSION**

### **HealthierMO ReBoot**

**Speaker: Casey Parnell, #HealthierMO**

9:30 - 10:30 am

**GENERAL SESSION****Public Health Initiative Saves Lives Act**

Missouri's Foundational Public Health Services model identifies a minimum set of capabilities and public health areas of expertise that must be available in every community in order for the whole public health system to function. Assuring foundational public health services prepares local public health agencies to begin the journey toward accountability, quality improvements, and meeting accreditation standards.

**Speaker: Dr. Rex Archer, KCMO Health Department;  
Denise Strehlow, MICH Presiden, BJC School Outreach-Youth Development**

10:30 - 11:00 am

BREAK

11:00 - 12:00 noon

**GENERAL SESSION****Mindful Meditation: Changing How You Work and Live**

Dr. Rossy will define mindfulness and identify three key elements of mindfulness. Attendees will learn formal and informal mindfulness practices, learn how to give up all your troubles and cares and how to cultivate happiness.

**Speaker: Dr. Lynn Rossy**

12:00 - 1:00 pm

**GENERAL SESSION****Emotional Intelligence and its Role in the Workplace**

In 2019, high Emotional Intelligence (EQ) in an employee was seen as more beneficial to an organization than high Intellectual Intelligence (IQ). Those with high EQ were more likely to promote, become change leaders and develop superior rapport with team members and colleagues. How can we build or strengthen our Emotional Intelligence? This session will identify key elements that help lead us to a better understanding of EQ and its role in the workplace.

**Speaker: Dr. Joseph Hulgus**

1:00 - 1:30 pm

Luncheon

1:30 pm

**CLOSING SESSION****You're Making a Difference: Unleashing the Hero Inside**

Every human makes a difference. In this session, those attending will be inspired to unlock the hero hidden inside. Practical ways to make a positive impact will be examined. Unleashing the hero inside can be realized and it's simpler than you think.

**Speaker: John Thomas, Chief Personnel Officer, Office of Human Resources, Missouri Department of Health & Senior Services**

**COVID 19 PANDEMIC SAFETY PRECAUTIONS:** The Conference co-sponsors are working to provide a safe environment for all attendees, vendors and staff. As the conference dates approach, the current CDC recommendations for large gatherings as well as the current Columbia-Boone County guidance/regulations will be reviewed and conference protocols established. These protocols could include social distancing, masking, hand sanitizing stations, limitations to the number of people in meeting rooms, vendor exhibits, restrooms, and limited meal and beverage options, etc. All attendees, vendors and staff will be notified in advance of any established protocols.



# Conference Information



## HOTEL

### ACCOMMODATIONS

The Holiday Inn Executive Center is the site for the 2021 Joint Conference. A room rate of \$105.00 for single/double occupancy is available until August 23, 2021 by calling 573-445-8531.

**Holiday Inn Executive Center**  
2200 I-70 Drive SW  
Columbia, MO 65203

## CONTINUING EDUCATION

Continuing Education is pending at this time.

## CANCELLATION POLICY

Cancellations can be made anytime, all cancellations will be charged a \$25 processing fee. **No Refunds will be given after September 13, 2021.**

## EXHIBITS

Exhibiting at the Conference is a great way to target hundreds of professionals interested in your products and services. The exhibit hall will be open throughout the show and several breaks are scheduled with the exhibitors. Booth space is \$350 for a for-profit and \$225 for a non-profit groups, and can be reserved by calling MPHA at 573-634-7977.

There are also several sponsorship opportunities throughout the Conference. Call MPHA for more information on sponsorships.

Deadline for this application is September 13, 2021.

## SPONSORS

Gold Sponsor- \$3,000  
Silver Sponsor - \$1,000  
Keynote Speaker - \$2,000

## CONFERENCE ATTIRE

The dress for the conference is business casual. Men's business casual: jacket optional, casual pants (khakis) with a collared shirt or golf shirt. Women's business casual: slacks, skirts, dress shorts or Capri's with coordinating top or jacket. Meeting rooms tend to be cool, so bring a jacket or a sweater to ensure your comfort.

## REGISTRATION DEADLINE

Please complete a registration form for each individual attending the conference. In order to receive pre-registration rates your registration form must be received at the MPHA office by September 13, 2021.

Mail form with payment to  
**MPHA**  
**722 E. Capitol Avenue**  
**Jefferson City, MO 65101**  
or fax the registration form to  
573-635-7823.

If you have questions contact MPHA directly at 573-634-7977.



# Registration Form

Please Print

Name \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

*Two day registration includes 2 breakfasts, 2 lunches, breaks and conference materials.*

	Before 9/13	After 9/13
<input type="checkbox"/> Pre-Conference - Wednesday (9/22)	\$75	\$100
<input type="checkbox"/> Member - Two Days (9/23-24)	\$175	\$200
<input type="checkbox"/> Member - Thursday	\$100	\$125
<input type="checkbox"/> Member - Friday	\$100	\$125
<input type="checkbox"/> Non-Member - Two Days (9/23-24)	\$325	\$350
<input type="checkbox"/> Non-Member - Thursday	\$175	\$225
<input type="checkbox"/> Non-Member - Friday	\$175	\$225
<input type="checkbox"/> Full Time Student - Both Days	\$70*	\$70*
<input type="checkbox"/> Full Time Student - Thursday Only	\$35	\$35
<input type="checkbox"/> Full Time Student - Friday Only	\$35	\$35
<input type="checkbox"/> Retiree - Two Days ( <i>must be retired</i> )	\$75	\$100
Total \$ _____		

*\*Must be a FULL-TIME student currently enrolled in a Missouri Institution of higher education*

**I am/My Agency is Currently  
a Member of the following  
groups.**

(Check only the ones that apply)

☐ MoALPHA

☐ MPHA

☐ MoCPHE

## Breakout Sessions

(Check only one for each breakout)

### Thursday Only

☐ Verbal Judo

☐ Compassion Fatigue

## COVID-19 Questionnaire

**Have you been fully  
vaccinated?**

☐ Yes ☐ No

## PAYMENT OPTIONS

☐ MasterCard/Visa/Discover/American Express

☐ Check ☐ Invoice my Agency

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_

**The deadline to receive pre-registration rates is September 13, 2021.**

Please complete a registration form for each individual attending.

Mail registration form with payment to MPHA, 722 E. Capitol Avenue, Jefferson City, MO 65101

Fax registration form to 573-635-7823 or for questions call 573-634-7977

## Flavored Tobacco Products Attract Kids

### Campaign for Tobacco-Free Kids

Cigarettes with specific characterizing flavors were prohibited in the U.S. on September 22, 2009, as part of the Family Smoking Prevention and Tobacco Control Act (TCA) that gave the U.S. Food and Drug Administration (FDA) authority over tobacco products.<sup>1</sup> However, before that, tobacco companies marketed cigarettes with flavors, images, and names that appealed to a young audience. Despite the FDA's ban on flavored cigarettes, the overall market for flavored tobacco products is growing. Continuing a long tradition of designing products that appeal explicitly to new users, tobacco companies in recent years have significantly stepped up the introduction and marketing of flavored other tobacco products (OTPs), particularly e-cigarettes and cigars, as well as smokeless tobacco and hookah. With their colorful packaging and sweet flavors, today's flavored tobacco products are often hard to distinguish from the candy displays near which they are frequently placed in retail outlets. Although tobacco companies claim to be responding to adult tobacco users' demand for variety, flavored tobacco products play a key role in enticing new users, particularly kids, to a lifetime of addiction. This growing market for flavored tobacco products is undermining the nation's overall progress in reducing youth tobacco use.

#### Flavored Tobacco Products are on the Rise

Tobacco companies market products in many kid-friendly flavors such as gummy bear, berry blend, chocolate, peach, cotton candy, strawberry, and grape, and more seem inevitable. "Candy-flavored" is, in fact, an appropriate way to describe these products since a recent chemical analysis has shown that the same flavor chemicals used in sweet-flavored cigars of various sizes and smokeless tobacco products are also used in popular candy and drink products such as LifeSavers, Jolly Ranchers, and Kool-Aid.<sup>2</sup> A 2013 survey of internet tobacco retailers found that more than 40% of cigarette-sized cigars, machinemade cigars, moist snuff, and dry snuff tobacco products were flavored, including fruit, sweet, and mint/menthol.<sup>3</sup> An article in Convenience Store News stated, "flavored tobacco is offering a bright spot in the category," referring to the

increased tobacco sales – and number of consumers – in stores that sell such products.<sup>4</sup>

**Cigars.** Historically, cigar manufacturers designed flavored cigars to serve as "starter" smokes for youth and young adults because the flavors helped mask the harshness, making the products easier to smoke.<sup>5</sup> Recently, there has been an explosion of cheap, flavored cigars. Sales of cigars (i.e., large cigars, cigarillos, and small cigars) have more than doubled between 2000 and 2019, from 6.1 billion cigars to 13.4 billion cigars, and sales have been generally increasing at a time when cigarette smoking has been declining.<sup>6</sup>

- Much of the growth in cigar sales is attributable to smaller types of cigars, many of them flavored. An industry publication stated, "While different cigars target a variety of markets, all flavored tobacco products tend to appeal primarily to younger consumers."<sup>7</sup> These products are often colorfully packaged and much cheaper than cigarettes; for instance, cigarillos can be priced as low as 3 or 4 for 99 cents, making them even more appealing to price-sensitive youth. There has been an explosive growth in flavor options for cigars, such as candy, fruit, chocolate, and various other kid-attracting tastes. The vice president of one distributor commented, "For a while it felt as if we were operating a Baskin-Robbins ice cream store" in reference to the huge variety of cigar flavors available – and, no doubt, an allusion to flavors that would appeal to kids.<sup>8</sup>
- Flavored cigars have made a substantial contribution to the overall growth of the cigar market. 2015 Nielsen convenience store market scanner data show that sales of flavored cigars increased by nearly 50% since 2008. As a proportion of all cigar sales in these stores, the share of flavored cigars rose from 43.6% in 2008 to 52.1% in 2015. Among flavored cigars sold in these stores in 2015, the most popular flavors were fruit (38.8%), sweet or candy (21.2%), and wine (17.0%). Further, the number of unique cigar

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## Flavored Tobacco Products Attract Kids

### Campaign for Tobacco-Free Kids

flavor names more than doubled from 2008 to 2015, from 108 to 250.9 Including additional store types, Nielsen data showed that flavored cigars made up 43% of cigar sales in 2015, an increase from 2011.<sup>10</sup>

- The top five most popular cigar brands among 12- to 17-year olds who have used cigars – Swisher Sweets, Black & Mild, Backwoods, White Owl, and Dutch Masters – all come in flavor varieties.<sup>11</sup> For example, Black & Mild cigars come in flavors such as apple and cherry; Swisher Sweets comes in a huge variety of flavors such as tropical fusion, Maui pineapple, twisted berry, cherry dynamite and banana smash; and White Owl has flavors such as mango, tropical twist, strawberry kiwi and peach. Altria, the nation's largest tobacco manufacturer and parent company of Philip Morris USA, expanded its business to the cigar category in 2007 by acquiring John Middleton, Inc., which sells Black & Mild.
- Nielsen convenience store market scanner data also show an increasing number of products with names that do not explicitly identify a flavor, such as Swisher's "Wild Rush" and Altria's "Jazz," even though they are flavored. From 2012 to 2016, the proportion of all cigar sales comprised by these products (which researchers call "concept flavors") increased from 9% to 15%. The increase was greatest among cigarillos, among which the number of unique concept flavors more than doubled, from 17 to 46.<sup>12</sup> This strategy could be an attempt by cigar manufacturers to circumvent or complicate enforcement of local sales restrictions on characterizing flavors, some of which rely on definitions that describe flavors.

Since the Tobacco Control Act prohibited flavored cigarettes in 2009, cigarette makers have manipulated their products to qualify as "little" or "filtered" cigars.<sup>13</sup> For instance, the 2012 Surgeon General's report, Preventing Tobacco Use Among Youth and Young Adults, noted that flavored cigarettes such as Sweet Dreams re-emerged as Sweet Dreams flavored cigars after the federal restriction on flavored cigarettes went into effect.<sup>14</sup>

In October 2009, U.S. Representatives Henry Waxman and Bart Stupak sent letters to two flavored cigarette companies, Cheyenne International and Kretek International, that began making little cigars shortly after the federal flavored cigarette ban went into effect.<sup>15</sup> Rep. Waxman discovered that Kretek International intentionally changed their cigarettes to cigars to exploit a loophole in the TCA.<sup>16</sup> In December 2016, the FDA issued warning letters to four tobacco manufacturers – Swisher International, Inc., Cheyenne International LLC, Prime Time International Co. and Southern Cross Tobacco Company Inc. – for marketing and selling fruit-flavored cigarettes labeled as cigars, in violation of the 2009 Tobacco Control Act.<sup>17</sup>

**Electronic Cigarettes.** Although these products are relatively new to the market, the variety of flavors available for use in e-cigarettes has grown exponentially. E-cigarette marketing employs many of the same strategies used for years by cigarette manufacturers that proved so effective in reaching kids, such as celebrity endorsements, slick TV and magazine advertisements, and sports and music sponsorships. Another strategy has been the widespread marketing of e-cigarettes and nicotine "e-juice" with a wild assortment of candy, fruit and other flavors. Flavors are not just a critical part of the product design, but are a key marketing ploy for the industry. The 2016 Surgeon General Report on e-cigarettes concluded that, **"E-cigarettes are marketed by promoting flavors and using a wide variety of media channels and approaches that have been used in the past for marketing conventional tobacco products to youth and young adults."**<sup>18</sup>

- As of 2017, researchers had identified more than 15,500 unique e-cigarette flavors available online.<sup>19</sup> An earlier study of e-cigarette flavors found that among the more than 400 brands available online in 2014, 84% offered fruit flavors and 80% offered candy and dessert flavors.<sup>20</sup>
- In addition to the more traditional candy and fruit flavors like cherry and chocolate, the liquid

*(Continued on page 12)*



## Flavored Tobacco Products Attract Kids

### Campaign for Tobacco-Free Kids

nicotine solutions are sold in such kid-friendly options as cotton candy, root beer float, and banana split. One study even uncovered over twenty different types of unicorn-flavored e-liquid, often paired with cartoon imagery, undoubtedly appealing to kids.<sup>21</sup>

- “Vape shops,” which are specialty e-cigarette retail stores, offer an even wider assortment of flavors. In addition to the pre-made options, these stores allow patrons to mix their own preferred flavor combinations.<sup>22</sup>

In January 2020, the FDA issued guidance restricting some flavors in cartridge-based e-cigarettes, but exempted menthol-flavored e-cigarettes and left flavored e-liquids and disposable e-cigarettes widely available in every imaginable flavor. As a result, sales of these products have grown substantially:

- Between January 26 and December 27, 2020, the market share of disposable e-cigarettes more than doubled, from 15.2% to 34.4%.<sup>23</sup>
- Menthol-flavored e-cigarette sales increased by 59% from January 26, 2020 to December 27, 2020 and they are now the top selling e-cigarette flavor, comprising 42% of the market. Sales of mentholflavored cartridge-based products (like JUUL) increased by 62% over this same time.<sup>24</sup>

The use of flavors in e-cigarette products is of even greater concern because e-cigarettes are the subject of extensive advertising campaigns, and there is evidence that young people are exposed to significant amounts of e-cigarette advertising. The 2019 National Youth Tobacco Survey found that 69.3% of middle and high school students—over 18.2 million youth—had been exposed to e-cigarette advertisements from at least one source.<sup>25</sup>

**Smokeless Tobacco.** The variety of flavored smokeless tobacco products has grown over time and continues to grow.

increased the number of its sub-brands—including flavored products—by 140% from 2000 to 2006 in order to “cast a wide net” and appeal to as many potential users as possible.<sup>26</sup> In 2011, more than 80% of Skoal smokeless tobacco sold in convenience stores was flavored; and more than one out of five (21.1%) were fruit-flavored.<sup>27</sup> Current Skoal flavors include kid-friendly peach, citrus, cherry, berry, and apple.

- Between 2011 and 2019, the portion of flavored moist snuff products grew such that these products accounted for two-thirds of moist snuff products sold in 2019. Mint-type flavors (e.g., wintergreen, mint, spearmint) are by far the most popular.<sup>28</sup>
- In 2019, nearly 90% of snus products sold were flavored as wintergreen, spearmint, and mint. All newer non-tobacco nicotine pouches are flavored, with wintergreen/spearmint/mint making up nearly 80% of the market, followed by cinnamon, coffee, and fruit flavors.<sup>29</sup>
- A trade publication for convenience stores quoted one retailer stating, “In the case of smokeless tobacco, you get a new flavor once every quarter.”<sup>30</sup>

**Hookah.** Hookahs (water pipes) originate from Middle Eastern countries, but their use has rapidly increased in the U.S. The tobacco used in hookah often has flavorings or sweeteners added to enhance the taste and aroma. In the U.S., even more kid-friendly flavors are available, such as watermelon, tropical fruit, orange cream, caramel, chocolate, tutti frutti, vanilla and strawberry.<sup>31</sup>

**Cigarettes.** Menthol cigarettes, the only remaining flavored cigarette, maintain a significant market share.




*To read the full Campaign for Tobacco Free Kids fact sheet on flavored tobacco products visit [www.tobaccofreekids.org/assets/factsheets](http://www.tobaccofreekids.org/assets/factsheets)*

- U.S. Smokeless Tobacco Company (UST, owned by Philip Morris USA’s parent company, Altria)

# INVEST IN PUBLIC HEALTH FOR ALL MISSOURIANS

Effective public health strategies will lower costs for our healthcare system, but we must invest in public health in order to earn financial savings and healthier communities. Public health creates an environment where the economy grows, communities thrive, and all of us have the fair opportunity to reach our full potential. Public health is a shared responsibility between federal, state, and local governments. COVID-19 demonstrates that public health must have the resources and capacity to build community resilience and preparedness, issue and enforce public health orders, share information with key partners and the public, and lead the health and medical response to public health emergencies.

## COVID RESPONSE COSTS

LOCAL PUBLIC HEALTH SERVICE AREA BY POPULATION	 < 150,000 PERSONS	 150,000—480,000 PERSONS	 480,000+ PERSONS
TOTAL ESTIMATED COST FOR 2020	\$490,298	\$5,152,264	\$28,829,920
COST PER PERSON	\$6 <sup>71</sup>	\$19 <sup>55</sup>	\$45 <sup>51</sup>

Based on an average of six jurisdictions reporting estimated COVID costs for 2020. Source: MOCPE, September 2020.

## COVID RESPONSE FUNDING

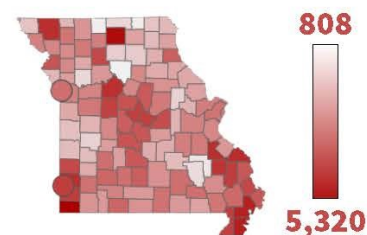
% OF COMMISSION HELD CARES  
FUNDING SHARED WITH LPHAS



FUNDING TO LOCAL PUBLIC HEALTH  
AGENCIES FOR COVID RESPONSE



COVID CASE RATE HIGHEST  
IN RURAL COMMUNITIES



Based on reporting from 99 of 114 Missouri local public health agencies. Source: DHSS, September 24, 2020.

DHSS. Cases per 100,000. October 26, 2020.

“Health departments are already understaffed and underfunded...These professionals do important work that most people don’t even realize is happening...They also play an essential role in keeping communities healthy and safe, every day.”

— BRIAN CASTRUCCI, CEO, DE BEAUMONT FOUNDATION

12 LPHA ADMINISTRATOR POSITIONS  
VACATED SINCE MARCH 1, 2020

**10.5% TURNOVER IN LEADERSHIP**

Loss of institutional expertise and increased costs up to 200% of salary

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## 2021 MPHA Scholarship Recipients

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### KEVIN HERSEY

The scholarship from the Missouri Public Health Association arrived right on time for me. I was able to use part of the \$750 of the scholarship to pay down my first semester balance so that I could enroll for the spring semester. This spring semester is my first as a dual degree student (MPH and Masters of Journalism strategic communications). The remainder of the award, I put toward a new MacBook computer with design capabilities. This will allow me to sharpen my design skills, which will make me

more competitive as a public health subject matter expert. For context, I come to the field of public health as an advocate/activist, so it is important for me to have a range of skills in order for me to effectively move an agenda and create change.

### KAYLA RIEL

I am incredibly grateful to have received this scholarship through the Missouri Public Health Association. I have used my scholarship thus far to pay for the Certified Health Education Specialist exam fee. I have another portion of the scholarship saved for my upcoming tuition for the summer of 2021 semester.

I intend to use my master's degree towards community health practices. I want to partner my knowledge with the skills obtained through my MPH program and use that towards direct patient care. I would like to not only diagnose a patient but also understand their background, whether that may include their socioeconomic status, their available resources in the community, their access to health care, etc. There are many factors influencing one's health. I want to obtain the best comprehensive understanding to treat patients based on their current lifestyle and access. I also have a desire to work within a rural community and help build an inclusive health initiative which provides to all local individuals' health needs.

This scholarship has allowed me to enjoy my final semesters without the additional stress of working overtime each week to make up for my own educational funding. Receiving the news of my award prior to the holidays was an incredible gift. I fully support the work and public health efforts that the MO Public Health Association has performed for the state and its citizens.

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## MPHA Members,

Now in existence since 1925, the Missouri Public Health Association (MPHA) continues to strive to expand our services to meet the needs of public health across Missouri. We hope that you took part in one or more of the many events that we offered this past year.

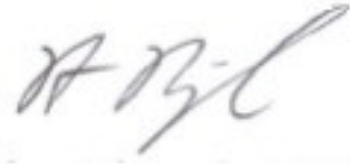
It is our mission to be the voice of public health in Missouri through advocacy, membership services and our Education Foundation. In order to meet our mission and provide services in our state, MPHA relies on the generosity of individuals and organizations for support. Without the investment of members like you, MPHA wouldn't be able to continue to be the voice for public health across Missouri.

We are asking you to help us continue the public health message by a donation to MPHA Education Foundation. Every dollar counts in the advancement of public health. If each member would make a donation, imagine the progress and impact we could make in Missouri. Your generosity will make a difference in the future of MPHA by allowing us to continue in our work advancing public health in Missouri.

***The MPHA Education Foundation is a 501(c)3 corporation which means that donations to the Foundation are tax deductible.***

Thank you in advance for your generosity.

Sincerely,



Robert Niezgoda, MPH  
MPHA Foundation Chair

*Donating is easier now more than ever. Visit [www.mopha.org](http://www.mopha.org) and click on the Scholarship/Awards tab. Your generous donations will help support educational opportunities for public health professionals and students and promote quality public health for Missouri.*



## AmazonSmile

Missouri Public Health Association Education Foundation is now registered with AmazonSmile. Anytime you shop on Amazon for eligible items, they will donate 0.5% of the price of the eligible smile.amazon.com purchase to the Missouri Public Health Association Education Foundation.

**Missouri Public Health Association Education  
Foundation's unique charity link:**

**<https://smile.amazon.com/ch/43-1652927>**

Are you a member of APHA but not currently a member of MPHA?  
We need your membership to further the message of public health  
in Missouri.



The benefits of being a member of MPHA include:

- Three newsletters a year filled with up-to-date information
- Legislative updates on Missouri issues as well as national topics impacting Missourians
- Annual meeting with other public health professionals
- Statewide network of public health professionals

If you are interested in membership in MPHA, please contact Dan Luebbert, Platte County Health Department, 816-858-2412, Dan.luebbert@plattehealth.com or complete the membership form on the back page and return it to the MPHA office.

### **New MISSOURI PUBLIC HEALTH ASSOCIATION Members**

Kelly Richardson

Michelle Simkins, BJC HealthCare

Emily Fessler, Missouri State University

Jennifer Harris, Lincoln County Health Department

Bethanie Burandt

Jessica Cash

Shelly Standridge, Joplin City Health Department

Kim Benne, Miller County Health Center

Jenna Voss, Miller County Health Center

Crystal Folks, Miller County Health Center

Bonnie Hood, Miller County Health Center

Derek Nelson, Miller County Health Center

Michael Herbert, Miller County Health Center

## **Call for Articles**

As a member of the Missouri Public Health Association, you are invited to submit articles for our newsletter. We welcome submissions on any public health related topic.

**Please include the following information with your article submission:**

- Name
- Professional Affiliation or Academic Institution (if a student)
- Title of Article
- Reference List
- A Headshot or Photo of You Doing Public Health Work

Please keep your article within 300-500 words. Articles from members will be reviewed by the Missouri Public Health Association Board and the Newsletter Editor. Please email your articles and any questions to Lisa Marshall at lisa.marshall@lpha.mo.gov or Sandy Boeckman at sboeckman@mopha.org.

### **2020 NEWSLETTER SCHEDULE**

**FEBRUARY NEWSLETTER** ~ Article submissions are due by February 1st

**JUNE NEWSLETTER** ~ Article submissions are due by June 1st

**OCTOBER NEWSLETTER** ~ Article submissions are due by October 1st

## MPHA Board of Directors

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Director - Ozarks Public Health  
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*NOTE: The Executive Committee is made  
up of the President, President-Elect,  
Immediate Past President, Vice President,  
Secretary, Treasurer and the ARGC Rep.*

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Kara.clovis@mail.missouri.edu

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**Bert Malone**  
**Dalen Duitsman**  
**Tracie McClendon-Cole**

**EXECUTIVE DIRECTOR**

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sboeckman@mopha.org

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Andrew Warlen  
Cass County Health Department

**NEWSLETTER CHAIR**

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Taney County Health Dept.  
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**TFPH Board Liaison**

Linda Cooperstock



## Communiqué



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Jefferson City, MO 65101

Visit us on the Web  
[www.mopha.org](http://www.mopha.org)

## COMMUNIQUE' Editor

**Lisa Marshall, MS, RD, LD**

Send comments and/or articles to:

[Lisa.marshall@lpha.mo.gov](mailto:Lisa.marshall@lpha.mo.gov)

# MPHA MEMBERSHIP

# YES

I want to help fulfill MPHA's mission to promote health in the State of Missouri

☐ Regular Membership \$60.00

☐ Full-Time Student \$30.00

☐ Retiree \$30.00

*I'd Like to make a donation to the MPHA Educational Foundation \$\_\_\_\_\_*

Name \_\_\_\_\_

Agency \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### Areas of Professional Interest

☐ Citizen Health Involvement

☐ Health Promotion

☐ Infectious Disease

☐ Health Official

☐ Environmental Health

☐ Other: \_\_\_\_\_

☐ Public Health Nursing

☐ Health Care

☐ Support Services

☐ Food and Nutrition

☐ Chronic Diseases

### *I'd like to serve on the following committees:*

☐ Education

☐ Membership

☐ Annual Meeting

☐ Resolutions & Bylaws

☐ Advocacy & Public Policy

☐ Public Health Week

☐ History

### PAYMENT OPTIONS

☐ Check enclosed

☐ Master Card/VISA/Discover/American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

*Mail completed form to MPHA, 722 E. Capitol Avenue, Jefferson City, MO 65101.*

*If you have questions call 573-634-7977.*