

# KCC Lung Cancer Prevention and Early Detection Network

Meeting Notes and Next Steps

January 29, 2016

In-person

## Next Meeting Date:

**Friday, March 11, 2016 via Conference Call/Webinar 2-3 pm**

1-877-394-0659 passcode: 7250592994#

Webinar link: <http://connect.uky.edu/lung/>

## Decisions Made:

- Messages will be edited to reflect the group's ideas and suggestions.

## Action Items:

- Paige will work with Kate to hone messages based on discussion and suggestions.

## Meeting Discussion:

- Audience Segmentation
  - Messages discussion:
    - Productive discussion around all sections of the current messages. The group made suggestions on wording changes to reflect intended meaning.
  - Reason for Audience Segmentation:
    - Unified messages to be in sync with community partners.
    - Consistent messages across platforms.
    - Link to campaigns and resources.
    - Tools for use by the group and other stakeholders.
    - Have the right messenger for the message.
  - Policy Discussion:
    - Smoke-free:
      - A Smoke-free bill will be filed in the House by Representative Westrom and in the Senate by Senator Raque Adams. A competing SF bill exempting E-Cigs may be filed by Dr. Alvarado, but that is not certain.
    - Radon:
      - Enforcing the existing certification and licensure regulations continues to be an issue. An opposition bill was filed to exempt building contractors from the regulations.
      - It is anticipated that Senator Raque Adams will file a bill requiring licensed childcare facilities to test for radon and post the results.

**Attendees:** Jude Gallagher(p), Rudy Bess(p), Tami Cappelletti(P), Bobbye Gray (p), Elizabeth Holtsclaw (p), Robert Satterly (p) Amanda Bucher, Paige Higginson-Rollins, Audrey Darville, Courtney Blair, Allyson Yates, Celeste Worth, Tim Mullett, Clay Hardwick, Angela Criswell, Kristian Wagner, Jennifer R. Knight