



Prevent • Promote • Protect

Environmental Health Division

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April 30, 2018 (1:30-3 PM): Body Art Advisory Group (BAAG) Minutes

Facilities/Businesses Represented: Tattoo X, Pens & Needles, Sinister Tattoos

Also in attendance: EPCPH Body Art Program Manager, Body Art Program Environmental Health Specialists, and Danielle Oller (Public Health Information Officer)

Discussion:

1) Outreach and communication strategies to support licensed facilities

Previous meetings have included discussion about the body art industry's interest in community outreach and education to consumers pertaining to body art safety/risks, and to promote licensed, regulated facilities. The majority of our conversation at this meeting developed a general strategy for our Communications Team to begin working on various messaging and outreach efforts, such as videos, social media posts, news releases, pamphlets, Craigslist "ads" to promote awareness, etc. Artists expressed interest in specifically reaching youth and school districts. Messaging may also include artists' or consumers' experience with receiving body art that subsequently became infected (from going to an unlicensed facility). EPCPH Communications Team discussed creating a toolkit that could be utilized by all artists/operators to share on their own social media, with or without our logo.

Next steps: EPCPH will develop questions to ask at facilities (for film crew) and will seek input to develop key messages. Film footage may be scheduled for June within licensed facilities.

Next meeting: TBD, likely August, 2018. This meeting may include time to review materials developed during this communication plan for outreach/education.