

**2011 OHIP Work Group Quarterly Report  
July – September 2011**

**Work Group Name: Tobacco Use Prevention Workgroup**

**Work Group Goal: Prevent initiation of tobacco use by youth and young adults**

Result Objective	Target Completion Date	Actual Completion Date	Accountability (Lead Person(s) Responsible)	Measure	Progress
<p>1) By November 2014, enact key public policy measures including repeal preemptive clauses in state tobacco control laws*, prohibiting use of driver’s license scans for marketing of tobacco products, and increasing taxes on tobacco products (indexed to at least the national average). By September 2009, anticipate consequences and opportunities of new FDA regulation of tobacco products as related to state-level legislative initiatives.</p> <p>*youth access to tobacco act</p> <p>a) Engage and involve state policy leaders in discussion on prohibiting use of driver’s license scanning for marketing of tobacco products by January 2010.</p> <p>b) Engage and involve state policy leaders in discussion on repeal preemptive clauses in state tobacco control laws by January 2011.</p> <p>c) Engage and involve state policy leaders in discussion on increasing taxes on tobacco products by January 2013.</p> <p>d) Engage and involve tribal leadership in a manner that recognizes the sovereign status of Tribal Nations.</p> <p>e) Assure legislative champions.</p> <p>f) Address objections of legislative opponents (white sheets, strategic communications, etc.).</p> <p>g) Educate the public</p>	<p>Target for all: Nov. 2014</p>		<p>Lead:</p> <p>a)OSDH</p> <p>b)Turning Point</p> <p>c)Amer. Lung Association</p> <p>d) Native American Tobacco Education Network</p> <p>e)</p> <p>f)</p> <p>g)</p>	<p>Measures:</p> <ul style="list-style-type: none"> <li>• Preemption repealed</li> <li>• Drivers license scans prohibited</li> <li>• Tobacco taxes increased</li> </ul>	<p>With HB 2135 on hold till next session, grassroots advocacy efforts have been increasing across the state. Smoke Free Oklahoma is partnering with the CX and Turning Point coalitions to help identify at least one key contact constituent per legislator. These key contacts will be a designated person to respond to any “call to action” to help ensure every legislator is contacted by a constituent. Smoke Free Oklahoma is continuing to gain support from businesses across the state and working to get more people engaged in this campaign.</p> <p>HB 2135 or a new bill will only address the clean indoor air portions of the current preemptive language. There are many misunderstandings about the bill still circulating among legislators, therefore an updated fact sheet will be available soon from Smoke Free Oklahoma that will help clarify what the bill does and does not do. There will also be a webinar held in the near future that will help address misconceptions of the bill.</p>

<p>2. By September 2010, fully implement evidence-based health communications mass media campaigns targeting youth as primary or secondary audiences according to Best Practices for Comprehensive Tobacco Control Programs</p> <ul style="list-style-type: none"> <li>a) Audience research to define the thematic characteristics and execution of messages and to develop campaigns that are influential, have high impact, and engage specific audiences</li> <li>b) Market research to not only identify the knowledge, attitudes, and behaviors of target audiences but also the behavioral theory that best motivates specific audiences to change</li> <li>c) Reach 75% to 85% of identified target audience(s) each quarter of the year, with an average of 1,200 targeted rating points (TRPs) per quarter during the introduction of a campaign and 800 TRPs per quarter thereafter.</li> <li>d) Counter-marketing surveillance to understand pro-tobacco messaging, media analysis, and marketing tactics</li> <li>e) Grassroots promotions, local media advocacy, event sponsorships, and other community tie-ins to support and reinforce the statewide campaign and to counter pro-tobacco influences</li> <li>f) Technologies such as viral marketing, social networks,</li> </ul>	<p>September 2010</p>		<p>Lead: TSET</p>	<p>Measures:</p> <ul style="list-style-type: none"> <li>• Mass media campaign implemented</li> </ul>	<p>The Sooner Quit for Women campaign took a break during the summer months but will be starting back soon. This campaign utilizes testimonies from women about their experience with quitting tobacco use and targets the Medicaid population. It is a campaign in partnership between TSET and the Health Care Authority, which brings a 50% federal match to the campaign.</p> <p>The HAVOC campaign and smoke-free bar nights are still continuing in the Oklahoma City and Tulsa areas about once a month. Evaluation data on this campaign will be available soon.</p> <p>A longitudinal evaluation of the Tobacco Stops With Me campaign has been conducted with good results. Some of the results include double quit attempts, double the number of people who desire to help others quit, an increase in individuals who give smokers sound quit advice, an increase in people who want to become active in the community to reduce tobacco, and an increase in the support for smoke free bars.</p>
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<p>3. By December 2011, increase compliance with laws and ordinances to prevent illegal sales of tobacco to youth to 90%.</p> <p><i>Baseline: 82% in December 2008.</i></p> <ul style="list-style-type: none"> <li>a) Empower and mobilize communities to effectively prevent illegal sales of tobacco products.</li> <li>b) Implement consistent, year-round enforcement activities including new state-level enforcement program to be made available by the U.S. Food and Drug Administration.</li> <li>c) By December 2010, develop the infrastructure necessary for local law enforcement to notify ABLE of tobacco sale violations and flag licenses eligible for suspension.</li> <li>d) Target high risk outlets for increased monitoring.</li> <li>e) Increase the visibility of tobacco compliance laws through the use of strategic news making efforts related to enforcement activities.</li> <li>f) Notify all violating licensees and the local city, law enforcement, and chamber leadership (ongoing).</li> <li>g) Ensure all retailers have access to accurate, prevention-focused tobacco retailer information by January 2010.</li> </ul>	<p>December 2011</p>		<p>Lead:</p> <ul style="list-style-type: none"> <li>a) ODMHSAS, TSET, OSDH</li> <li>b) ABLE Comm.</li> <li>c) ABLE Comm.</li> <li>d) ABLE Comm.</li> <li>e) ODMHSAS, OSDH, ABLE Comm</li> <li>f) ABLE Comm.</li> <li>g) OSDH</li> </ul>	<p>Measures:</p> <ul style="list-style-type: none"> <li>• Compliance rate</li> </ul>	<p>The ABLE commission and FDA are still in negotiation regarding additional funding to help increase compliance checks. This funding will be split 50/50 to help ensure compliance with youth sales and advertisement checks.</p>
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***Specific activities towards objectives completed this quarter:***

***Other items to share:***

**Chair:** Tracey Strader, Tobacco Settlement Endowment Trust

**Team Members:** Bob Miner, *staff*, Oklahoma State Department of Health  
Carolyn Durbin, Oklahoma City-County Health Department  
Connie Befort, American Lung Association  
Corey Love, *staff*, Tulsa Health Department  
Cynthia Tainpeah, Muscogee Creek Nation Tribe

**D'Elbie Walker**, Oklahoma State Department of Health  
**Doug Matheny**, SmokeFree Oklahoma  
**Jessica Hawkins**, Oklahoma Department of Mental Health and Substance Abuse  
**Joy Leuthard**, Oklahoma Hospital Association  
**Joyce Morris**, *staff*, Oklahoma State Department of Health  
**Laura Beebe**, Oklahoma Tobacco Research Center  
**Laurette Taylor**, Cimarron Alliance  
**Lynette McClain**, Oklahoma Osteopathic Association  
**Marilyn Davidson**, American Heart Association  
**Melissa Johnson**, Oklahoma State Medical Association  
**Michelle Terronez**, *staff*, Oklahoma City-County Health Department  
**Mona Spivey**, Oklahoma Osteopathic Association  
**Neil Hann**, Oklahoma State Department of Health  
**Pat Marshall**, American Cancer Society  
**Amity Ritze**, Oklahoma Insurance Department  
**Steve Buck**, Oklahoma Department of Mental Health and Substance Abuse  
**Steve Rogers**, Oklahoma State University