



2014 OHIP Work Group Quarterly Report
1st Quarter (July - September); SFY Ending June 30, 2014

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). <u>By September 2009, anticipate consequences and opportunities of new FDA regulation of tobacco products as related to state-level legislative initiatives. (Plan to add as a different objective – to be discussed at next meeting)</u></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"> • Preemption repealed • Drivers license scans prohibited • Tobacco taxes increased 	<p><i>No current updates to share</i></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> <p>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</p> <p>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</p> <p>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.</p> <p>d) Counter-marketing surveillance to understand pro-tobacco messaging, media analysis, and marketing tactics</p> <p>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</p> <p>f) Technologies such as viral marketing, social networks,</p> <p>g) <i>SWAT Campaigns</i></p>	<p>September 2010</p>		<p>Lead: TSET</p>	<p>Measures:</p> <ul style="list-style-type: none"> • Mass media campaign implemented 	<p>TSET is in the process of updating scripts for future Tobacco Stops With Me (TSWM) commercials to hopefully air later in the year, as well as add Facebook and Twitter accounts to increase the presence on social media.</p> <p>The Oklahoma Tobacco Helpline (OTH) materials are in the process of being updated, including developing materials to incorporate the new national Spanish Helpline number. New Oklahoma testimonials as well as some of the TIPS campaigns will be used in future OTH advertising.</p> <p>Additionally, updates are being made to both the TSWM and the OTH websites.</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"> a) Empower and mobilize communities to effectively prevent illegal sales of tobacco products. 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. 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. d) Target high risk outlets for increased monitoring. e) Increase the visibility of tobacco compliance laws through the use of strategic news making efforts related to enforcement activities. f) Notify all violating licensees and the local city, law enforcement, and chamber leadership (ongoing). g) Ensure all retailers have access to accurate, prevention-focused tobacco retailer information by January 2010. 	<p>December 2011</p>		<p>Lead:</p> <ul style="list-style-type: none"> a) ODMHSAS, TSET, OSDH b) ABLE Comm. c) ABLE Comm. d) ABLE Comm. e) ODMHSAS, OSDH, ABLE Comm f) ABLE Comm. g) OSDH 	<p>Measures:</p> <ul style="list-style-type: none"> • Compliance rate 	<p>The current Synar non-compliance rate for Oklahoma is 8.4%.</p>
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Specific activities towards objectives completed this quarter:

Other items to share:

Co-Chairs: Tracey Strader, Tobacco Settlement Endowment Trust
Jennifer Lepard, Oklahoma State Department of Health

Team Members: Ann Roberts, INTEGRIS Health Center
Bob Miner, *staff*, Oklahoma State Department of Health
Bob Wright, American Lung Association
Connie Befort, Tobacco Settlement Endowment Trust
Corey Love, *staff*, Tulsa Health Department
D'Elbie Walker, Oklahoma State Department of Health
Doug Matheny, Volunteer

James Allen, Oklahoma State Department of Health
Jessica Hawkins, Oklahoma Department of Mental Health and Substance Abuse
Joy Leuthard, Oklahoma Hospital Association
Joyce Morris, *staff*, Oklahoma State Department of Health
Julie Bisbee, Tobacco Settlement Endowment Trust
Julie Cox-Kain, Oklahoma State Department of Health
Keith Kleszenski, Central Oklahoma Turning Point
Keith Reed, Oklahoma State Department of Health
Laura Beebe, Oklahoma Tobacco Research Center
Lynette McLain, Oklahoma Osteopathic Association
Melissa Johnson, Oklahoma State Medical Association
Michelle Terronez, *staff*, Oklahoma City-County Health Department
Neil Hann, Oklahoma State Department of Health
Randle Lee, Oklahoma Alzheimer's Association
Sjonna Paulson, Tobacco Settlement Endowment Trust
Steve Buck, Oklahoma Department of Mental Health and Substance Abuse
Steve Rogers, Oklahoma State University
Yvon Fils-Aime, Oklahoma Department of Mental Health and Substance Abuse