

**2013 OHIP Work Group Quarterly Report**  
**3rd Quarter (January - March); SFY Ending June 30, 2013**



**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><del>*youth access to tobacco act</del></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  b)Turning Point  c)Amer. Lung Association  d) Native American Tobacco Education Network  e)  f)  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• Preemption repealed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>The workgroup plans to update this section's dates and objectives to reflect current needs and efforts of state.</p> <p>More legislative updates can be found under the "Protect all Oklahomans from exposure to secondhand smoke" goal report.</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"> <li>• Mass media campaign implemented</li> </ul>	<p>The second phase of CDC's "Tips from Former Smokers" campaign was released on March 28, 2013 and will air from April 1<sup>st</sup> to June 23<sup>rd</sup>. The ads feature individuals with smoking and secondhand smoke exposure related health conditions. The campaigns can be viewed at <a href="http://www.cdc.gov/tips">www.cdc.gov/tips</a>. It complies with the Best Practices reach with TRP's.</p> <p>The Tobacco Stops With ME and Oklahoma Tobacco Helpline campaigns continue and meet Best Practices reach with TRP's.</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 ODMHSAS via contract with the ABLE Commission has completed the 2012 Synar study and is slated to submit the annual report to SAMHSA for approval prior to December 31<sup>st</sup>. The Retailer Violation Rate is 8.5%. The ODMHSAS has completed the 2013 Synar coverage study. The coverage study is required every 3 years and is intended to assess the completeness of the sampling frame utilized by the State for the annual Synar study.</p>
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***Specific activities towards objectives completed this quarter:***

***Other items to share:***

**Co-Chairs:** Tracey Strader, Tobacco Settlement Endowment Trust  
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**Team Members:** Ann Roberts, INTEGRIS Health Center  
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