



2014 OHIP Work Group Quarterly Report
2nd Quarter (October - December); 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 2018, enact key public policy measures including repeal preemptive clauses in state tobacco control laws* and increasing prices on tobacco products (indexed to at least the national average).</p> <p>*Youth access to tobacco act includes the prohibition of furnishing tobacco products or transferring any material or device used in smoking, chewing or consumption of tobacco to minors, retail establishment signage regulations, display and sale of tobacco regulations, enforcement by the ABLE commission and the restriction of vending machine sales, distribution of product sample or sale of tobacco products except in original, sealed packaging.</p> <p>a) Engage and involve state policy leaders in discussion on prohibiting the sale of novel (non-traditional) products to youth by November 2014.</p> <p>b) Engage and involve state policy leaders in discussion on repeal preemptive clauses in state tobacco control laws by January 2018.</p> <p>c) Engage and involve state policy leaders in discussion on increasing prices on tobacco products by January 2016.</p> <p>d) Engage and involve tribal leadership in a manner that recognizes the sovereign status of Tribal Nations (ongoing)</p> <p>e) Assure legislative champions (ongoing)</p> <p>f) Address objections of legislative opponents (white sheets, strategic communications, etc.) (ongoing).</p>	<p>Target date listed with each individual item</p>		<p>Lead:</p> <p>a)</p> <p>b)</p> <p>c)</p> <p>d)</p> <p>e)</p> <p>f)</p> <p>g)</p> <p>h)</p>	<p>Measures:</p> <ul style="list-style-type: none"> • Preemption repealed • Tobacco taxes increased 	<p>There will be some type of smoke-free air policy included on the ballot, but the specifics have not been decided yet.</p>

<p>g) Educate the public (ongoing).</p> <p>h) Continue to monitor and anticipate consequences of FDA regulation and provide feedback on proposed regulations (ongoing).</p> <p>--Repealing preemption regarding smoke-free air is in "Protect" goal area, but it has a key role in prevention as well.</p>					
<p>2. By September 2018, fully implement evidence-based health communications mass media campaigns targeting young adults and families 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) <u>SWAT Campaigns</u></p> <p>h) <u>Compliment what the FDA and the Legacy Foundation are doing through their media campaigns</u></p>	<p>September 2018</p>		<p>Lead: TSET</p>	<p>Measures:</p> <ul style="list-style-type: none"> • Mass media campaign implemented 	<p>HAVOC is continuing to have smokefree bar nights.</p>

<p>3. Maintain compliance with laws and ordinances to prevent illegal sales of tobacco to youth to at least 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 state contracted enforcement program made available by the U.S. Food and Drug Administration. c) Encourage the use of developed infrastructure 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 Synar retailers and the local city, law enforcement, and chamber leadership (ongoing). g) Review the process for retailer access to accurate, prevention-focused tobacco retailer information by January 2015. 	<p>Ongoing objective</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