

Tobacco Use Prevention and Cessation Advisory Committee

Minutes

April 24, 2007, 3:00 p.m.

Oklahoma State Department of Health (OSDH)

Room 307

1000 North East 10th Street

Oklahoma City, OK 73117

Members Present:

Laura Buxton, Designee for Sandy Garrett, Oklahoma State Department of Education; Dr. Mike Crutcher, Oklahoma State Department of Health; Marshall Cheney, Oklahoma Public Health Association; Margaret Crump, American Lung Association; Dr. Sherri Edwards, Oklahoma Psychological Association; Erika Pasley-Richards, Youth Member; Frosty Peak, Retail Business Member; Dr. Sheila Simpson, Oklahoma Osteopathic Association; Dr. Janet Spradlin, American Heart Association; Dr. Francene Weatherby, Oklahoma Nurses Association; Lenae Clements, Designee for Terri L. White, Oklahoma State Department of Mental Health and Substance Abuse Services; Casey Worthen, Oklahoma Institute for Child Advocacy.

Visitors:

Neil Hann, OSDH Community Health Service; Julie Cox-Kain, OSDH Disease and Prevention Services; Hiawatha Bouldin, Eagle Ridge Institute; Annette Hendricks, CMA Strategies; Joy Leuthard, Oklahoma Alliance on Health and Tobacco (OAHT); Jonas Mata, Tobacco Settlement Endowment Trust (TSET); Cayce Rogers, Oklahoma Primary Care Association; Mark Schlachterhaufen, Capital Network News

Tobacco Use Prevention Service Staff:

Linda Robertson, Administrative Programs Officer; Linda Wright Eakers, Cessation Systems Coordinator; David Wattenbarger, Latricia Morgan, and Carolyn Harris, Local Program Consultants; Karolyn Motte, Training Coordinator; Doug Matheny, Chief.

Dr. Crutcher called the meeting to order and asked for introduction of Advisory Committee members, guests and staff.

The meeting minutes for November 14, 2006 were presented for approval. A motion was made and seconded to approve the minutes as drafted. The motion was approved unanimously. The meeting minutes for January 23, 2007 were presented for approval. A correction was noted. A motion was made and seconded to approve the minutes as corrected. The motion was approved unanimously.

Neil Hann offered a presentation on the “Strong & Health Oklahoma” campaign, which centers on the message of “Eat Better, Move More, and Be Tobacco Free.” The campaign was initiated by Governor Henry due to the poor health status of Oklahomans. One such indicator is that Oklahoma is ranked #1 in the nation for deaths due to heart disease. The campaign initially targeted state employees and is now expanding to reach all Oklahomans. More information can be found at www.strongandhealthy.ok.gov. Campaign booklets were distributed to those at the meeting. Additional copies are available by calling 405/271-5585.

“Make It Your Business” (MIYB) is one component of the Strong and Healthy Oklahoma campaign. A MIYB employer’s toolkit has been developed to encourage business leaders to adopt key actions to reduce tobacco use among their workers. These actions include full coverage of cessation products through employee group health plans, active promotion of the Oklahoma Tobacco Helpline (1-800-QUIT-NOW), and adoption of 100% tobacco-free properties. The toolkit is currently being expanded to also address key actions needed by employers in the areas of nutrition and exercise. Businesses implementing such actions can gain formal recognition through the Oklahoma State Turning Point Council “Certified Healthy Business” program, co-sponsored by the State Chamber of Commerce.

Joy Leuthard then provided an update on current state and federal tobacco policy issues. Regarding state legislation, two bills have been killed that would have had the effect of lowering the state tobacco tax. OAHT is still closely monitoring the language and legislative activity on a separate bill that addresses various tax-related issues. A bill was killed that would have allowed restaurants the option of becoming an all-smoking restaurant. A bill authored by Senator Branam proposes that smoking be banned at zoos and has easily passed the House and Senate. A bill by Representative Cox to increase the legal age of purchase of tobacco from 18 to 21 failed to advance in Committee and will probably not be considered further this legislative session.

Regarding federal legislation, Ms. Leuthard offered a brief overview of HR 1108/S 625 (the Family Smoking Prevention and Tobacco Control Act). This bill would grant the Food and Drug Administration (FDA) authority to regulate the manufacture and marketing of tobacco products.

A resolution in support of the federal legislation to grant FDA authority over tobacco products was distributed. The resolution had been drafted by Mr. Wes Glinsmann of the American Heart Association and submitted for possible consideration by the Advisory Committee. The resolution including a finding that the “legislation would reduce illegal sales of tobacco products to children and adolescents, restrict advertising and promotions that appeal to children and adolescents, require the reduction or elimination of harmful chemicals, prohibit unsubstantiated health claims about so-called “reduced risk” tobacco products, require the disclosure of tobacco product content and tobacco industry research about the health effects of their products, and require larger and more informative health warnings on tobacco products.” Further, the resolution stated: “Therefore, be it resolved that the Oklahoma Tobacco Use Prevention and Cessation

Advisory Committee respectfully encourages all members of the Oklahoma congressional delegation to support the Family Smoking Prevention and Tobacco Control Act.” After discussion, a motion was made and seconded to approve the resolution as drafted. The motion was approved unanimously.

The Disparities Action Team reported that they had last met on February 28, 2007. Draft changes to the “Strategic Plan to Identify and Eliminate Tobacco-Related Disparities” are now being reviewed to better link the proposed activities to specific objectives. The next meeting of the Disparities Action Team will be held May 4, 2007 at 1:00 in room 507 of OSDH. All were invited to attend.

Jonas Mata reported that the TSET Request for Proposals for “Wave II” of the Communities of Excellence (CX) grant program is posted on the TSET website. On Friday, April 27, 2007 a workshop will be held at Metro Tech, Springlake Campus, Oklahoma City, for interested applicants to attend and learn more about the grant requirements and to ask questions of TSET. It is expected that six to 10 grants will be awarded with an starting date of October 1, 2007.

Doug Matheny offered an update on activities of the Tobacco Use Prevention Service. The Students Working Against Tobacco (SWAT) Summit III was held February 16-18, 2007 with approximately 300 participants. Jennifer Wilson, State SWAT Program Coordinator, has been invited to the states of Wyoming and Montana to present on the success of SWAT in Oklahoma. In addition, Janet Love, Director of Program Services, has been invited to present on the Oklahoma SWAT Program at a meeting of the Board of Directors of the American Legacy Foundation.

Mr. Matheny also reported that a new media campaign, “Tobacco Stops With Me” is under development. It will be the first major tobacco control media campaign created in Oklahoma using formative research from focus groups conducted in the state.

The Advisory Committee was invited to the Ethnic Tobacco Education Networks Forum to be held on May 18, 2007, in Oklahoma City and to the National Conference on Tobacco or Health to be held in Minneapolis, MN. October 24-26, 2007.

It was noted that the next meeting of the Advisory Committee will be September 25, 2007.

The meeting was adjourned.