

Tobacco Use Prevention and Cessation Advisory Committee

Minutes

September 23, 2008
Oklahoma State Capitol
Governor's Large Conference Room
Oklahoma City, OK

Members Present:

Marta Patton, Designee for Keith Burt, ABLE Commission; Marshall Cheney, Oklahoma Public Health Association; Margaret Crump, American Lung Association; Gail Foresee, Behavioral Health & Youth Program; Gayle Jones, Designee for Sandy Garrett, Oklahoma State Department of Education; Dr. Stephen Glenn, Oklahoma Dental Association; Dr. Katherine Little, Oklahoma State Medical Association; June Maher, Behavioral Health and Youth Program; Frosty Peak, Retail Business Member; Janet Spradlin, American Heart Association; Dr. Francene Weatherby, Oklahoma Nurses Association; Steven Buck, Designee for Terri White, Oklahoma Department of Mental Health and Substance Abuse Services.

Visitors:

Wes Glinsmann, Oklahoma Alliance on Health or Tobacco; Sjonna Paulson, Tobacco Settlement Endowment Trust; Tracey Strader, Tobacco Settlement Endowment Trust; Sandra Manco, Oklahoma Health Care Authority

Tobacco Use Prevention Service Staff:

Janet Love, Director of Programs; Doug Matheny, Chief; Bob Miner, Clean Indoor Air Coordinator; Joyce Morris, State Assessment Coordinator; Linda Robertson, Administrative Programs Officer; Amanda Bradley, Administrative Assistant.

Dr. Crutcher, Chair, was unable to attend and had requested that Doug Matheny, Executive Director, serve as the facilitator for this meeting. Dr. Sheila Simpson, Vice Chair, was also not in attendance as she had opted to not submit an Application for Reappointment to the Advisory Committee after having served for four full terms. The election of a new Vice Chair will be added to the agenda for the November 18 meeting.

Meeting dates for calendar year 2009 were considered. After discussion, there was general consensus that the meetings be held on January 20, April 21, September 22 and November 17. All of these meetings will be held on Tuesdays at 3:00 as before.

The meeting minutes for April 22, 2008, were presented for approval. A motion was made and seconded to approve the minutes as drafted. The motion was approved unanimously.

A draft of proposed amendments to the Oklahoma State Plan for Tobacco Use Prevention and Cessation was distributed and then discussed at length. Many suggestions were offered for improving the draft document. Each of the four primary Action Teams (Disparities, Cessation, Prevention, Protection) will meet in advance of the next meeting of the Advisory Committee to review the draft State Plan and offer additional input for improving the proposed State Plan amendments.

The Tobacco Settlement Endowment Trust (TSET) FY08 Annual Report and the TSET Strategic Plan were distributed and briefly reviewed.

The Cessation Action Team reported that all HMO plans available through the State Employee Benefits Council are expected to offer full cessation benefits effective January 1, 2009.

The Protection Team announced a publication by Northeastern State University, Fritz Laux, Ph.D. on *Economic Impact of Oklahoma's Smokefree Air Policies on Restaurants*.

Wes Glinsmann, Chair of the Oklahoma Alliance on Health or Tobacco (OAHT) reported the Alliance will be more aggressive during the 2009 legislative session on legislative efforts to remove the loopholes in state smoking laws and repeal local pre-emption. The 2008 OAHT annual meeting will be held October 2 in Oklahoma City. Cynthia Hallett, Executive Director of Americans for Nonsmokers Rights, will serve as the keynote speaker.

Tracey Strader, Executive Director of the Oklahoma Tobacco Settlement Endowment Trust (TSET), reported that \$15.5 million had been certified for use during FY09. Additional funding will be made available to all Communities of Excellence (CX) Grantees. Additional funding will also be made available to the Oklahoma Tobacco Helpline. The Helpline served 22,000 registered callers during FY08. Oklahoma is now ranked sixth-highest nationally in the proportion of smokers who registered for Helpline services.

Ms. Strader also announced that new ads for the "Tobacco Stops With Me" (TSWM) media campaign are now being developed and will begin airing in October. Testimonials are being sought from Helpline users that will be uploaded to the TSWM website. The taping of the testimonials will be conducted in October.

The Oklahoma Tobacco Research Center (OTRC) has contracted with a national firm to conduct a longitudinal survey involving 4,000 participants over a three-year period to aid in evaluation of the Tobacco Stops With Me media campaign. Dr. Beebe, Executive Director of the OTRC, would likely be willing to present findings to the Advisory Committee from this or other activities related to evaluation of the Oklahoma Tobacco Control Program.

The latest data on Oklahoma tobacco use were reviewed, including preliminary findings from the Behavioral Risk Factor Surveillance System for the first six months of 2008.

It was announced that the 2008 Oklahoma Adult Tobacco Survey is in progress and a training for all local partners volunteering to help conduct the 2009 Oklahoma Youth Tobacco Survey is scheduled for early December.

Gayle Jones of the Oklahoma State Department of Education reported that the 2008 Safe and Healthy Schools conference will be held on November 1.

It was announced that a celebration/press event for the 10th anniversary of the Master Settlement Agreement is being planned by the State Attorney General's Office for November 17, 2008 in the Blue Room of the Capitol.

The meeting was then adjourned.