

# Tobacco Use Prevention and Cessation Advisory Committee

## **DRAFT**

### **Minutes**

December 13, 2004, 3:00 pm  
Oklahoma State Department of Health  
Room 806  
1000 North East Tenth Street  
Oklahoma City, OK 73117

### **Members Present:**

Sherry Bynum, Dr. Mike Crutcher, Dr. Dianne Gasbarra, Gayle Jones (designee for Sandy Garrett), Andrea LaFazia (designee for Terry Cline), Sallie McLaughlin, Jackie Myles, Dr. Sheila Simpson, Dr. Gary Watson, Francene Weatherby, M.E. Shanta (designee for Keith Burt)

### **Members Absent:**

Marshall Cheney, Deonte Douglas, Danny Wesley

### **Visitors:**

Jonás Mata of the Tobacco Settlement Endowment Trust; Joy Leuthard of Oklahoma State Medical Association and the Oklahoma Alliance on Health or Tobacco; Debbie Johnson of PreventionWorkz, Guthrie; Candy Cernigliaro and Wiley Hugos of Oklahoma City-County Health Department; Melissa Thomas of Central Oklahoma Healthy Start; Susan Vineyard of PreventionWorkz, Enid; Mr. Andrew Spivak, Department of Political Science, University of Oklahoma.

### **Tobacco Use Prevention Service Staff:**

Doug Matheny, Chief; Sally Carter, Director of Planning and Administration and Executive Director of the Tobacco Use Prevention and Cessation Advisory Committee; Linda Robertson, Administrative Programs Officer; Linda Wright Eakers, Cessation Systems Coordinator; Robert Miner, Clean Indoor Air Coordinator; Debra Shandy, Program Consultant; Jennifer Wilson, Program Consultant; David Wattenbarger, Program Consultant; Dr. Joyce Morris, Assessment and Disparities Coordinator.

Dr. Crutcher called the meeting to order. He welcomed everyone and asked for introduction of Advisory Committee members and all staff and visitors in attendance.

The meeting minutes for April 6, 2004 were presented for approval. Dr. Sheila Simpson made the motion to approve the minutes and Dr. Gary Watson seconded the motion. The minutes were approved unanimously. The meeting minutes for August 3, 2004 were presented for approval.

Dr. Watson made the motion to approve the minutes and Dr. Simpson seconded the motion. The minutes were approved unanimously.

Dr. Crutcher thanked everyone for their support related to the increase the cigarette tax approved by voters on November 2. Dr. Crutcher reported on findings from an article in the United Health Foundation Journal that Oklahoma has improved its ranking related to health and education from 45<sup>th</sup> to 40<sup>th</sup> place. One variable that affected this improvement was the ranking of prevalence of smoking in the state, which raised Oklahoma's ranking from 46<sup>th</sup> to 36<sup>th</sup> place compared to the rest of the nation. However, Oklahoma ranked the highest in citizens affected by cardiovascular diseases.

Ms. Sally Carter presented possible new meeting dates for calendar year 2005. The group agreed to meet on first Tuesday of each quarter: February 1, April 5, August 2, and November 1, 2005. Meetings will begin at 3:00 pm, to promote participation from youth currently enrolled in school.

Mr. Doug Matheny offered an update on the draft five-year strategic plan. Action Teams had met throughout the summer and early Fall to review drafts of the strategic plan to provide feedback and suggestions. Drafts of the strategic plan sections related to the initial three goal areas (Prevention, Cessation and Protection) were distributed. The fourth goal area, Disparities, is being developed by a special workgroup. After initial adoption of the complete Strategic Plan by the Advisory Committee, key stakeholders will be approached to identify the role they may play in implementing the strategic plan and to identify resources needed to achieve specific results.

Several Action Team reports were offered. A member of the Prevention Team, Andrea LaFazia reported that the Department of Mental Health and Substance Abuse Services (DMHSAS) is responsible for assuring compliance with the Synar Amendment. DMHSAS sub-contracts with the Alcohol Beverage Laws Enforcement Agency to monitor compliance statewide. Ms. LaFazia reported that Oklahoma is well within the compliance limits set at the national level.

Ms. Linda Wright Eakers reported that the Cessation Team had met immediately before the Advisory Committee meeting. Ms. Eakers updated team members on the Department of Corrections' decision to go to a smoke free campus at all correctional facilities. The Oklahoma State Department of Health (OSDH) has been providing technical assistance and consultation with this initiative. A report was given on the Oklahoma Tobacco Helpline call volume reports, including the number of callers registered to receive services. It was noted that collateral printed materials have now been translated into Spanish. Ms. Eakers also informed members present that the National Quitline has been launched and is being staffed by the National Cancer Institute. They may be reached at 1-800-QUITNOW. If states have a working quitline/helpline, callers will be transferred to the in-state line.

Mr. Bob Miner reported that the Protection Team had reviewed the strategic plan during the summer and had submitted comments electronically. Mr. Miner stated that the Oklahoma Smoking in Public Places and Indoor Workplaces Act would go into full effect for all restaurants statewide in just 14 months. Dr. Crutcher encouraged local communities and all Turning Point Coalitions to maximize the current momentum and work with as many restaurants as possible to encourage their early compliance with the law. It was also noted that a number of Oklahoma

hospitals had recently adopted tobacco-free campus policies. Mr. Miner extended an invitation to Advisory Committee members to serve on the Protection Action Team.

Mr. Matheny presented the proposed updates to the State Plan, section by section. Most of the changes relate to statistical and public policy-related updates. Members asked questions throughout the presentation and offered suggestions. Mr. Matheny reported that the Tobacco Use Prevention Service would like to improve the format of the State Plan, adding more charts and graphics and reducing the amount of uninterrupted narrative. Dr. Watson encouraged local communities to use the State Plan in all of their local planning efforts.

The motion was made by Dr. Watson, and seconded by Dr. Simpson, to accept all of the proposed changes and edits and to formally recommend the State Plan. The motion was approved unanimously.

Dr. Joyce Morris provided a handout and discussed disparity needs and duties, and the need for the formal creation of an Advisory Committee Action Team to address these needs.

It was noted that there are five Action Teams that had been created by the Advisory Committee:

- Prevention
- Cessation
- Protection
- Evaluation
- Communication

A motion was made by Dr. Francene Weatherby and seconded by Jackie Myles and Dr. Simpson to form an Advisory Committee Action Team on Tobacco-Related Disparities. The motion was approved unanimously.

Mr. Jonás Mata, Director of Grants and Programs, reported on behalf of the Oklahoma Tobacco Settlement Endowment Trust. Mr. Mata indicated that the TSET had funded 20 local comprehensive tobacco use prevention and cessation programs. Mr. Mata shared a list of grantees and provided those in attendance with a map where the grantees are located around the state. He explained that during the first year grantees will be expected to develop local strategic plans. In subsequent years, grantees will implement the strategic plans.

Ms. Joy Leuthard, Director of Health Policy, Oklahoma State Medical Association (OSMA) and Chair, Oklahoma Alliance on Health or Tobacco gave a two-part report. First, she updated the members on the passage of State Question 713 which provided for an increase in the state excise tax. Ms. Leuthard expressed appreciation to those present in the room who had assisted with the effort, acknowledging that some took annual leave to offer their help and assistance.

She went on to tell the members that next year there will be a focus on providing support for the new tobacco excise tax and on promoting local ordinances related to clean indoor air and reducing youth access to tobacco. A particular emphasis will be placed on educating new legislators about critical tobacco use prevention and cessation issues.

Ms. Leuthard went on to report on the Smoke Free Beginnings Project at the OSMA. She indicated that 16 sites (physician practices and clinics) have now institutionalized key systems changes as part of their practices. Dr. Laura Beebe with the College of Public Health at the University of Oklahoma has been contracted to provide the evaluation of the project. She indicated they are in the last year of a three-year grant project and will be looking for sustainability in the future with new or alternate funding.

Mr. Matheny provided an update on the Tobacco Use Prevention Service, and discussed the service organizational chart. New staff are being added to the service to provide technical assistance and support to the new TSET initiative. He described the role of the Tobacco Use Prevention Service to serve as the “State Program Office” for TSET grantees. Mr. Matheny also stated that the Tobacco Use Prevention Service will be receiving a small portion of the new revenue from the increase in the tobacco excise tax. These new monies will be used primarily to help support cessation activities in the state.

Mr. Andrew Spivak, Department of Political Science, University of Oklahoma gave a PowerPoint presentation entitled, “Tobacco Industry Lobbying and Smoking Regulation in Oklahoma.”

Mr. Matheny announced that this will be the last Advisory Committee meeting that Dr. Watson will be able to attend due to his recent acceptance of a position in Georgia. Dr. Watson was enthusiastically thanked by the members for his many years of dedicated service to the Advisory Committee.

Ms. Sallie McLaughlin announced that Gateway to Prevention in Shawnee has received a Robert Wood Johnson Foundation grant.

No public comments were offered.

The meeting was adjourned.