

# Tobacco Use Prevention and Cessation Advisory Committee

## **Minutes**

January 24, 2006

Oklahoma State Department of Health

1000 N.E. 10<sup>th</sup>, Room 806

Oklahoma City, OK 73117

**Members Present:** Marshall Cheney, Dr. Michael Crutcher, Dr. Sherri Edwards, Sarah Houk, Gayle Jones (designee for Supt. Sandy Garrett), Sarah Maple, Becki Moore (designee for Dr. Terry Cline) Erika Pasley, Forest (Frosty) Peak, H.T. Scott (designee for Keith Burt), Dr. Sheila Simpson, Dr. Janet Spradlin, Yolanda Varela and Dr. Francene Weatherby.

**Visitors:** Sandy Foster of Comanche County Memorial Hospital, Wes Glinsmann of Oklahoma Alliance on Health or Tobacco, Summer Holleyman of Capitol Network News, Wiley Hugos of Oklahoma City County Health Department, Amaya Melendez of Community Service Council APRC, Ameyka Pittman of OSDH Maternal and Child Health, and Tracey Strader of Tobacco Settlement Endowment Trust.

**Tobacco Use Prevention Service Staff:** Linda Eakers, Cessation System Coordinator; Janet Love, Director of Programs; Doug Matheny, Service Chief; Celestine McCleave, Administrative Assistant; Bob Miner, Clean Indoor Air Coordinator; Dr. Joyce Morris, Assessment and Disparities Coordinator; Debbie Shandy, Program Consultant Team Leader; and Dave Wattenbarger, Program Consultant and School Programs Coordinator.

The Chair called the meeting to order. He welcomed all to the meeting and asked for introductions of members, staff and visitors. Several new members were in attendance.

Previous meeting minutes were approved for September 21, 2005 and November 15, 2005.

Ms. Sandy Foster, Communities of Excellence (CX) Program Coordinator for the Southwest Tobacco Free Oklahoma Coalition offered an overview of the CX program in Comanche County. She briefly introduced a document listing of “community indicators” and “social capital assets” used by all 17 local CX programs across the state. Some of the major current coalition activities in Comanche County include promoting smokefree policies at local restaurants and encouraging use of the Oklahoma Tobacco Helpline. Other activities included bringing Dave Goerlitz (former Winston ad model) to Oklahoma to speak in local schools and providing technical assistance to Cameron University as they consider adoption of a tobacco-free campus policy.

Dr. Crutcher mentioned that he had recently presented information on Oklahoma tobacco use rates to members of the State House of Representatives and the State Senate. He said it is critically important that our efforts are effective in improving Oklahoma’s national rankings for tobacco use and that he expects such improvement will require a lot of continued hard work. Several Action Team reports were offered.

Prevention – Ms. Becki Moore reported that Oklahoma’s most recent non-compliance rates for tobacco sales to minors has dropped to 8.8 percent for 2005, an improvement from 13 percent in 2004. She distributed a report prepared by the Oklahoma Department of Mental Health and Substance Abuse Services summarizing compliance data as collected by the ABLE Commission.

Cessation – Ms. Linda Wright-Eakers reported that 300 dental clinics had recently been mailed surveys to determine potential training needs related to use of the “Five A’s.” (Ask, Advise, Assess, Assist, and Arrange) tobacco use cessation counseling method.

Protection – Dr. Janet Spradlin distributed and briefly introduced a draft resolution being recommended to the Advisory Committee by the Protection Team to encourage all Oklahoma restaurants to become entirely smokefree rather than building smoking rooms.

Mr. Bob Miner presented information regarding the development of administrative rules for implementation of the Oklahoma Smoking in Public Places and Indoor Workplaces Act. He noted that the draft rules were being reviewed by OSDH legal counsel and would be presented for formal consideration by the Board of Health at their March 9 meeting. A public comment period for the proposed rules would begin on February 1 and copies would be available on request. All comments received would be presented to the Board of Health. The draft rules were being constructed to essentially mirror the Act as adopted by the State Legislature in 2003.

Disparities – Dr. Joyce Morris announced that the Disparities Team would meet on February 24. Oklahoma has received a one-year grant from CDC to continue the planning process and to begin to market and implement the state strategic plan to address disparities. It was noted that Ms. Latricia Morgan of the Tobacco Use Prevention Service had been added as a member of the core team of the project and would coordinate efforts to identify and recruit new members to serve on the Team.

Communications – Ms. Janet Love announced that an important training opportunity entitled “Principles of Social Marketing” would be presented in Oklahoma City on February 28-March 2 by faculty of South Florida University. She invited anyone interested in serving on the Communications Team to try to attend both this training and a subsequent “Communications Planning Workshop” to be conducted by Oklahoma State University (on April 21). It was noted the Communications Team would be formally convened sometime after these two trainings.

No revisions to the Strategic Plan were presented by any of the Action Teams.

A draft resolution entitled “Encouraging All Oklahoma Restaurants To Be Entirely Smokefree,” as recommended to the Advisory Committee by the Protection Team was then considered. After discussion, a motion was made and seconded to adopt the resolution as drafted. The motion was approved unanimously. It was noted that a press release would be distributed the next day announcing formal adoption of the resolution.

The next item on the agenda was a request for the Advisory Committee to allow “statistical updates” to be made to the State Plan as needed whenever new data becomes available. To date, such statistical updates have been made only on annual basis following the same statutory timeline and procedure as used for substantive changes to the narrative of the Plan. This has resulted in outdated statistical information remaining in the Plan for six months to a year after

new data have been available. After discussion, a motion was made and seconded to allow such statistical updates as may be needed. The motion was approved unanimously.

Mr. Wes Glinsmann, Chair of the Oklahoma Alliance on Health or Tobacco offered a brief summary of all tobacco-related bills that had been introduced for the 2006 Legislative session. He also discussed the status of the tobacco tax/tribal compact concerns then being addressed on several fronts, including requests for arbitration and legal actions by both the state and tribal nations. Of particular concern was one legislative proposal that would reduce the state tobacco tax for all non-tribal retail outlets located within a 25-mile radius of any tribal smokeshop.

Ms. Tracey Strader, Executive Director of the Tobacco Settlement Endowment Trust (TSET), briefly summarized Senate Bill 1091. As introduced, this bill would place a statutory cap on administrative expenses as a percentage of certified earnings, rather than a specific dollar amount, and provide exemption from the Central Purchasing Act for the agency's grant-making initiatives to allow the establishment of "user-friendly" funding protocols that are more accessible to the community. It appeared that there would be strong support within the Legislature for both of these changes.

A brief update on current activities of the Tobacco Use Prevention Service was then offered. It was stated that much of the program activity is related to contract monitoring and technical assistance for the various contracts funded by TSET and/or the state health department. Current or announced contracts or agreements include 17 Communities of Excellence programs (16 funded by TSET), five regional SWAT (Students Working Against Tobacco) programs, and three state Ethnic Tobacco Education Networks. In addition to other opportunities for technical assistance, each contract typically requires at least one formal "site visit" per year. An extensive schedule of training events was being offered to help support these programs.

It was noted that contractual relationships are also ongoing with the Oklahoma State Department of Education (school nurses in rural districts), Brothers and Company (statewide media/marketing vendor), Free and Clear (Oklahoma Tobacco Helpline vendor), University of Oklahoma (general program evaluation and data analysis), and Oklahoma State University (disparities program evaluation and specific surveillance activities). Other collaborators for major programmatic activities included TSET, the national Tobacco Technical Assistance Consortium (TTAC), the American Legacy Foundation, the University of South Florida, and the Oklahoma Alliance on Health or Tobacco.

Public education media campaigns underway or soon to be underway included "Truth" ads targeting teens, promotion of the Oklahoma Tobacco Helpline, "Expect Smokefree" Breathe Easy ads, and two general secondhand smoke ads targeting youth and families.

After further discussion, Dr. Crutcher encouraged all in attendance to keep up the good work.

The meeting was adjourned.