

# Tobacco Use Prevention and Cessation Advisory Committee

## **Minutes**

September 26, 2006

Oklahoma State Department of Health

1000 N.E. 10<sup>th</sup>, Room 307

Oklahoma City, OK 73117

**Members Present:** Dr. James Crutcher, Dr. Stephen Glenn, Gayle Jones (designee for Supt. Sandy Garrett), Leslie Clinkenbeard (designee for Dr. Terry Cline), Erika Pasley, Frosty Peak, H.T. Scott (designee for Keith Burt), Dr. Sheila Simpson, Dr. Janet Spradlin, and Yolanda Varlea.

**Visitors:** Brian Ervin of GIT; Sandy Foster of Comanche County Memorial Hospital; Wes Glinsmann of Oklahoma Alliance on Health or Tobacco; Tracey Strader of the Oklahoma Tobacco Settlement Endowment Trust; Amanda Cliff, Central Region SWAT Coordinator; Alan Harder, Executive Director of the Oklahoma City Area Tribal Health Board; Diana Cournoyer, Native American Tobacco Education Network; Christie Byars, Chickasaw Nation Health System; and Shannon Welch, Oklahoma County SWAT Coordinator.

**Tobacco Use Prevention Service Staff:** Doug Matheny, Service Chief; Natalie Hughes, Administrative Technician; Bob Miner, Clean Indoor Air Coordinator; Celestine McCleave, Administrative Assistant; Jennifer Wilson, Program Consultant & SWAT Coordinator; Dr. Joyce Morris, Assessment and Disparities Coordinator.

Dr. Michael Crutcher called the meeting to order. He welcomed all and asked for introductions of members, staff and visitors. Due to a lack of a quorum, it was determined that the various possible action items on the agenda would be addressed at the November meeting.

Mr. Doug Matheny offered information related to the reappointment process for those Advisory Committee members whose terms had expired on September 1, 2006. He noted that the Governor's office had confirmed that all appointees to the Advisory Committee are considered "active" until they either resign or are replaced. To be formally reappointed for a new two-year term, members who wish to continue to serve are asked to complete and submit a one-page form.

Matheny stated that there are three vacant positions on the Advisory Committee. He reviewed the specific areas of expertise and/or experience required for all candidates for appointment to these positions. The vacancies, combined with several unexpected absences, resulted in being one member short of having a quorum for today's meeting. Discussion followed on the possibility of seeking legislation to remove from state law all specific eligibility requirements for appointment to the Committee. In related discussion, Matheny expressed his appreciation of the diligent attendance by those present and promised to place a reminder call to all members prior to the next meeting.

Article 5 of the Advisory Committee By-Laws was then briefly reviewed. The by-laws state that should an appointed member of the Tobacco Use Prevention and Cessation Advisory Committee

fail to attend three of four regularly scheduled quarterly meetings within one year's time, a recommendation of replacement letter to the Governor's office may be sent.

The Advisory Committee's meeting dates for calendar year 2007 were discussed. There was general consensus among all members present that the quarterly meetings for 2007 be scheduled for January 23, April 24, September 25 and November 13. As in 2006, all quarterly meetings for 2007 will be held from 3:00 to 5:00 p.m.

A powerpoint presentation entitled "Progress Towards Accomplishing Objectives of State Plan" was then provided, highlighting several statistical updates to "Appendix A: Measures & Target Outcomes" of the Oklahoma State Plan for Tobacco Use Prevention and Cessation.

Several reports from Advisory Committee Action Teams were then presented.

Prevention Team – Frosty Peak announced that the Prevention Team had held multiple meetings to review and recommend changes to the Prevention component of the state strategic plan. These changes will be presented to the Advisory Committee at the November 14 meeting.

Cessation Team – Diana Cournoyer of the Native American Tobacco Education Network, reported that the Cessation Team met earlier that day. She briefly introduced several findings of a report distributed at the meeting that provided summary demographic information for all callers to the Oklahoma Tobacco Helpline during fiscal year 2006.

Ms. Cournoyer stated that a significant concern had been discussed during the Team meeting regarding the apparent unavailability of free nicotine replacement therapy (NRT) to Native Americans through the Oklahoma Tobacco Helpline (OTH). Because the current OTH protocol considers the Indian Health Service (IHS) to be "insurance" and, because free NRT is provided by the OTH only to the uninsured, all Native Americans calling the OTH are currently being denied free NRT. Assurances were provided by Doug Matheny and by Tracey Strader that this serious concern would be fully considered and addressed.

Protection Team – Though the Team had not met, Mr. Bob Miner offered an update on related matters. He stated that overall compliance with the March 1, 2006 effective date for smoking restrictions in restaurants was very high, largely due to the hard work of many active community coalitions across the state. He estimated that over 98 percent of the state's 7,000 restaurants were entirely smokefree. He reported that of the approximately 140 restaurants statewide that originally sought to build optional smoking rooms, only about 85 of the smoking rooms had passed inspection by local health departments and about 55 had failed such an inspection.

Mr. Miner briefly discussed the recent release of the U.S. Surgeon General's report on "The Health Consequences of Involuntary Exposure to Tobacco Smoke." He also referred to recent statewide polling data by Oklahoma State University. Among other key findings, the poll results indicated that 84 percent of all Oklahoma adults, including 57 percent of adult smokers, support the current state law on smoking in public places and workplaces.

Disparities Team – Dr. Joyce Morris reported the Team had met twice since the last Advisory Committee meeting and is continuing to further refine the plans of the original work group,

particularly in the area of developing specific strategies. Future meetings are scheduled for October, November and December prior to beginning to implement strategies in early 2007.

Communications Team – The Communication Plan for 2007 was distributed. It was reported that Janet Love, Director of Program Services for the Tobacco Use Prevention Service, had convened one Team meeting for statewide partners and two regional Team meetings for community partners.

Mr. Wes Glinsmann offered an update on various tobacco policy issues. He congratulated the Committee for the progress being made. Mr. Glinsmann reported that state legislation considered during the 2006 session that would have dramatically lowered tobacco tax rates across much of the state did not become law but may still be revived by tobacco retailers in the 2007 session. He offered updates on several issues related to tribal tobacco compacts, including an unconfirmed report that the Governor's office is close to reaching a new tobacco compact agreement with the Muskogee Creek Nation.

Mr. Glinsmann also summarized a recent ruling regarding the U.S. Justice Department lawsuit which found the tobacco industry guilty of racketeering practices and a separate court decision that granted class action status to anyone that has smoked light cigarettes.

Ms. Tracey Strader then offered an update on the activities by the Tobacco Settlement Endowment Trust (TSET). She stated that the impressive progress being made to reduce the toll of tobacco in Oklahoma has been accomplished with less than half of the funding level recommended by CDC and is largely due to everyone focusing on policies and programs shown to be most effective.

Ms. Strader credited the Oklahoma Health Care Authority for the decision to make Oklahoma among the very few states with Medicaid programs that offer reimbursement for physicians, dentists and other health care providers who intervene and counsel their patients regarding tobacco cessation. The reimbursement rates are approximately \$11 for three to nine minutes with a patient and approximately \$20 for ten minutes or longer.

Ms. Strader also reported that a "while supplies last" temporary Father's Day promotion for free two-week NRT starter kits to all who enroll in OTH counseling had been successful and that OTH call volume has remained high even after the promotion ended.

Ms. Strader announced that four five-year grants had been awarded through the new "Addressing Tobacco in Specific Populations" program. The recently-funded programs include: 1) Rural Health Projects, Inc. based in Enid, to focus on preventing smokeless tobacco use among youth in six counties in Northwest Oklahoma; 2) Oklahoma State University Seretean Wellness Center in Stillwater to focus on preventing tobacco use and promoting cessation among college students at OSU campuses in Stillwater and eventually statewide; 3) Oklahoma State University Center for Health Sciences in Tulsa to reduce tobacco use among youth and adults in low income housing in Tulsa county with an eventual expansion to Creek and Payne counties; and 4) Communication Services for the Deaf, based in Tulsa, to provide prevention and cessation services to the deaf and hard of hearing statewide.

Ms. Strader also announced that all 16 TSET Community of Excellence (CX) program grantees had been funded for a second year of local program implementation and two of the CX grantees had added new counties to their consortiums. A new "Wave II" CX grant program is now being planned. Regarding continued support for existing CX grantees beyond the current five-year grant cycle, Ms. Strader stated that the TSET Board has recently affirmed their commitment to support and encourage effective community programs but that any final funding decisions will ultimately depend on program evaluation results. Ms. Strader also stated that the TSET Board had decided to allocate 10 percent of all program funding to research by FY 2010 and had recently convened a research study group to identify potential research priorities and granting processes.

Several 30-second public education television and theatre commercials originally produced in other states and recently acquired through CDC for paid use in Oklahoma were then viewed. The ads focused on primary themes found to be among the most effective for preventing tobacco use among young people, including credible testimonials of the health consequences of tobacco use.

Under New Business and Announcements, all were invited to attend the annual meeting of Oklahoma Tobacco Control Program grantees to be held October 23-25, 2006 at the Moore Norman Career Tech Center.

There were no comments from the public. The meeting was adjourned.