

Tobacco Use Prevention and Cessation Advisory Committee

Minutes

January 23, 2007 3:00 p.m.
Oklahoma State Department of Health
Room 307
1000 North East Tenth Street
Oklahoma City, OK 73117

Members Present:

Dr. Mike Crutcher, Oklahoma State Department of Health; H.T. Scott (designee for Keith Burt), Oklahoma ABLE Commission; Marshall Cheney, Oklahoma Public Health Association; Gail Foresee; Gayle Jones (designee for Sandy Garrett), Oklahoma State Department of Education; Dr. Stephen Glenn, Oklahoma Dental Association; Dr. Sheila Simpson, Oklahoma Osteopathic Association; Frosty Peak; Dr. Janet Spradlin, American Heart Association.

Visitors:

Tracey Strader, Tobacco Settlement Endowment Trust; Wes Glinsmann, Oklahoma Alliance on Health or Tobacco; State Representative Doug Cox; Corey Love, Tulsa Health Department; Cayce Rogers, OPCA; Alison Williams, OPCA.

Tobacco Use Prevention Service Staff:

Doug Matheny, Chief; Linda Robertson, Administrative Programs Officer; Linda Wright Eakers, Cessation Systems Coordinator; David Wattenbarger, Program Consultant; Latricia Morgan, Program Consultant, Jennifer Wilson, Program Consultant; Carolyn Harris, Program Consultant.

Dr. Crutcher called the meeting and welcomed everyone. New member Gale Foresee of Shawnee was recognized. Dr. Crutcher thanked the Committee for their past and continuous efforts in addressing indicators to decrease tobacco use.

State Representative Doug Cox reported to the Committee that he had introduced HB 1033 which proposes to increase the legal age of purchasing tobacco products to age 21. He said that leaders of all Native American tribes have been contacted to ask for their support of the measure to commit retailers within their respective tribes to honor the age 21 limit if the bill becomes law. He listed several tribal leaders, including the Muskogee Creek Nation who had already made this commitment.

Wes Glinsmann then offered a brief report describing all tobacco related legislation introduced for the 2007 session. He said that he planned to meet with legislators as appropriate in regards to these bills, and will provide updates to the Committee at their next meeting. Dr. Crutcher

commented on the importance of avoiding any “backsliding” of the recent legislative progress on tobacco issues.

Doug Matheny offered a presentation on cigarette smoking among young adults in Oklahoma, highlighting current tobacco industry tactics to target young adults with free samples and promotional materials through solicitations at popular local bars. The highest smoking rates in Oklahoma are now among the 18 – 24 age group. About one-third of these young adult smokers consider themselves to be “social smokers” and do not yet smoke on a daily basis.

Several reports from Advisory Committee Action Teams were then presented.

Prevention Team – It was reported that the Team had met earlier that day to review data on young adults.

Cessation Team – It was reported that the Team had met earlier that day to work on updates to Strategic Plan.

Protection Team – It was reported that the Team had reviewed a draft resolution for possible future consideration by the Advisory Committee.

Disparities Team – It was reported that the Team had drafted updates to the Disparities Strategic Plan that were in the final stages of review by the Disparities Team and the Advisory Committee would be asked to review and approve the State Plan at their next meeting (April 24). It was also reported that Latricia Morgan had assumed the responsibility of staffing and facilitating the Disparities Team. Quarterly meetings are planned.

Evaluation Team – It was reported that the Youth Tobacco Survey and the Youth Risk Behavior Surveillance Survey are being closely coordinated and conducted at the same time to ease burden on schools.

Communication: It was reported that paid state-level media is running as planned and that the National Cancer Institute is also running ads to promote the national 1-800-QuitNow campaign.

Dr. Simpson then asked for an update on the number of school districts with “24/7” tobacco-free policies. Dave Wattenbarger reported that to date, 90 school districts have adopted the policy. A goal within the prevention component of the Strategic Plan is to reach 100 school districts with 24/7 policies by July 2007.

Tracey Strader provided an update from the Tobacco Settlement Endowment Trust (TSET). She reported that February 1 was the target date for completion of the next TSET Annual Report and that the next meeting of the TSET Board of Directors would be held on February 23. She announced that a new Request For Proposals is currently being developed to expand the number of grants available for local Community of Excellence comprehensive tobacco control programs. A facilitator will be helping the TSET Board through a strategic planning process for determining next steps in program funding, likely to include tobacco-related research activities.

Dr. Spradlin asked about a news article reporting Oklahoma had received an “F” for its level of funding for tobacco control programs. It was explained that the article was prompted by a national report released annually by the American Lung Association (ALA) grading states in each of four areas: smokefree air policies; youth access to tobacco policies; tobacco tax rates; and levels of funding for tobacco control programs. The report’s grades for tobacco control funding were based on how close states have come towards achieving the minimum “best practice” funding levels recommended by CDC. For Oklahoma, CDC recommends that at least \$21.8 million be spent each year for a comprehensive, statewide tobacco control program. Oklahoma will not receive a “D” grade on the ALA report until we reach at least 60 percent of this figure, or about \$13.1 million. Oklahoma is currently spending less than 50 percent of the CDC minimum recommended level, or about \$10 million. Though there is still much progress to be made, Oklahoma is fortunate that additional funds are being allocated to tobacco control programs each year as the TSET earnings continue to grow.

The television ads, supported with TSET funds, currently airing in Oklahoma to target young adults and youth with prevention messages were viewed by the Committee.

The Advisory Committee was invited to provide input on which program areas might be of most interest for future reports at these meetings. There was discussion on the importance of Advisory Committee resolutions and communications related to legislative activity. Gayle Jones asked about efforts to enhance public relations and media coverage of important issues in tobacco control. It was noted that much of the recent state-level “earned media” activities have been related to promoting the Oklahoma Tobacco Helpline and that there has been less media coverage of tobacco issues after the major policy changes of recent years became effective.

It was suggested that landmark program successes, including the progress in the number of school districts with 24/7 tobacco-free policies could be more actively promoted through various media outlets, including Dept. of Education newsletters. Dave Wattenbarger reported that it was newsworthy that Choctaw County was the first county in the state with every school district to adopt a 24/7 policy, and that Atoka County would likely soon achieve the same milestone.

Gayle Jones then reported on collaboration between Governor Brad Henry, Dr. Crutcher, and other agencies for the Healthy Oklahoma Wellness publication. She also reported on the “Be Smart, Don’t Start” program for for kindergarten through 5th grade co-sponsored by Blue Cross/Blue Shield, American Lung Association of Oklahoma, Cox Communication and the State Department of Education.

There were no public comments and the meeting was adjourned.