

# Tobacco Use Prevention and Cessation Advisory Committee

## **Minutes**

November 14, 2006

Oklahoma State Department of Health (OSDH)

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

Oklahoma City, OK 73117

**Members Present:** *Julie Cox-Kain (designee for Dr. James Crutcher), H.T. Scott (designee for Keith Burt), Jane Clark (designee for Dr. Terry Cline), Dr. Sherry Edwards, Gayle Jones (designee for Sandy Garrett), Dr. Stephen Glenn, Sarah Maple, Erika Pasley, Frosty Peak, Dr. Sheila Simpson, Dr. Janet Spradlin, Yolanda Varlea and Dr. Francene Weatherby.*

**Visitors:** *Sandy Foster of Comanche County Memorial Hospital, Wes Glinsmann of Oklahoma Alliance on Health or Tobacco, Erin Boechman of Capitol Network News, Tracey Strader of Tobacco Settlement Endowment Trust, Eugene Johnson of African American Tobacco Education Network, John Alan Harding, Executive Director of the Oklahoma City Area Tribal Health Board, Diana Cournoyer of Native American Tobacco Education Network, and Christie Byars, Chickasaw Nation Health System.*

**OSDH Tobacco Use Prevention Service Staff:** *Doug Matheny, Service Chief; Linda Wright-Eakers, Cessation Systems Coordinator; Carolyn Harris, Program Consultant; Natalie Hughes, Administrative Technician; Janet Love, Program Director; Celestine McClearse, Administrative Assistant; Bob Miner, Clean Indoor Air Coordinator; Dr. Joyce Morris, Assessment and Disparities Coordinator; Debbie Shandy, Program Consultant & Team Leader; and Jennifer Wilson, Program Consultant & SWAT Coordinator.*

Dr. Sheila Simpson, Vice-Chair, welcomed all and asked for introductions of members, staff and visitors.

A motion was made and seconded to approve the April 25 and September 26 minutes as drafted. The motion was approved unanimously.

Mr. Doug Matheny reported that the Secretary of Appointments in the Office of the Governor had confirmed that she had received all but one of the reappointment applications from current members and expected that the reappointment process would be completed soon. It was reported that it had also been confirmed with Governor's office that 11 members of the Committee must be present at a meeting to achieve a quorum and that only the four agency leaders as named in state law may choose to select and send a delegate to represent them at meetings. However, if anticipated sufficiently in advance of a meeting that other members cannot attend and that there will be a problem in achieving a quorum, the Governor's office may be able to quickly appoint a nominated individual to represent the absent member for that single meeting.

The next item on the agenda was "Consideration of Approval of Executive Director Appointment" It was noted that state law requires the Commissioner of Health to appoint an

Executive Director for the Advisory Committee but that the appointment must also be approved by a majority vote of the members of the Committee. A motion was made and seconded to approve the Commissioner's appointment of Doug Matheny to serve as Executive Director of the Committee. The motion was approved unanimously.

There were no considerations of proposed revisions to the State Plan for Tobacco Use Prevention and Cessation.

Several amendments to the prevention component of the state strategic plan were proposed by the Prevention Team. The amendments were primarily related to the Intermediate Outcome Objectives (Behavior Change) and Short Term Outcome Objectives (Knowledge & Attitudes). After introduction of each significant change, a motion was made and seconded to approve the amendments as drafted. The motion was approved unanimously.

On behalf of the Cessation Team, Mr. Gene Johnson presented a draft resolution stating "that the Tobacco Use Prevention and Cessation Committee respectfully encourages all employers within the state of Oklahoma to consider purchasing only those health insurance plans that offer full tobacco dependence treatment benefits for their employees." A motion was made and seconded to approve the motion as drafted. The motion was approved unanimously.

Ms. Jennifer Wilson of the Tobacco Use Prevention Service then offered a presentation and overview on the history, status, and upcoming activities of the Oklahoma Students Working Against Tobacco (SWAT) program. Of particular note was an announcement that on February 16-17, SWAT will host a Teen Summit in downtown Oklahoma City involving several hundred youth and adult participants from across the state, with the theme of "Spit Out Big Tobacco." The central and culminating event of the Summit will be a public protest by SWAT youth at the national US Smokeless Tobacco Challenger (USSTC) Tour Championship being held at the Ford Center the evening of February 17. The protest is part of a national campaign to urge the Professional Bull Riders, Inc. and all other major rodeo associations to replace the USSTC sponsorship with a more appropriate sponsor for such family events. The message "Rodeo YES! Tobacco NO!" will be the general theme of the protest.

Several reports from Advisory Committee Action Teams were then presented.

Protection Team – Nothing to report (met earlier that day).

Prevention Team – Nothing additional to report (met earlier that day).

Cessation Team – Nothing additional to report (met earlier that day).

Disparities Team – Dr. Joyce Morris reported that the Disparities Team had been meeting regularly and would meet again later that week. She reported that the Team had recently completed drafting revisions to four of the five goals listed in the disparities component of the state strategic plan, including the development of specific action steps.

Communication Team – Ms. Janet Love, offered a comprehensive update of major current state and local “earned media” activities. Of particular note was that Thursday, November 16 would be the 30<sup>th</sup> anniversary of the “Great American Smokeout” and that 25 hospitals and health care facilities located in Tulsa and northeast Oklahoma would be implementing 100% tobacco-free campus policies on that day. Regarding paid media activities, Ms. Love reported that several television ads on the health consequences of tobacco use had begun airing on October 9 and would run through December 31. Another series of television ads would start in January.

Mr. Wes Glinsmann, Chair of the Oklahoma Alliance on Health or Tobacco, then offered a brief update on current tobacco policy issues. He reported that a 80 cent cigarette tax increase proposed on the Missouri general election ballot had narrowly failed to pass but that a one-dollar per pack increase in Texas would become effective on January 1, 2007. Regarding upcoming legislative activity in Oklahoma, Mr. Glinsmann reported that State Representative Doug Cox had expressed interest in raising the legal age to buy cigarettes to age 21. Mr. Glinsmann also noted that efforts are ongoing to urge the Oklahoma State and Education Employees Group Insurance Board to provide a full tobacco cessation benefit to their health insurance plans and thereby serve as a positive example for all private insurers to do the same. He announced that the Oklahoma Alliance on Health or Tobacco would hold their 2006 Annual Meeting on November 16 in conjunction with the Great American Smokeout.

Ms. Tracey Strader, Executive Director of the Tobacco Settlement Endowment Trust (TSET) then offered a Partner Update. She announced that the next TSET Board meeting would be held on November 17 and that the Board would be considering a resolution to commend the Tulsa Area Hospitals' tobacco-free campus policies that are to become effective this week and the Greater Oklahoma City Hospitals' tobacco-free campus policies that had been adopted previously.

Mr. Matheny reported that the tobacco-related criteria for Oklahoma businesses to become recognized as a Certified Healthy Business by the Oklahoma Turning Point Council had recently been strengthened to match the three recommendations within the “Make It Your Business” community-based program, specifically encouraging businesses to 1) provide a group health insurance plan that includes a full tobacco cessation benefit for all employees, 2) establish a 100 percent tobacco free property policy, and 3) promote use of the Oklahoma Tobacco Helpline among employees.

Mr. Bob Miner stated that in addition to the Tulsa area hospitals, the campuses of both St Mary’s Hospital and Bass Integris Hospital in Enid would also be tobacco free effective November 16.

The meeting was adjourned.