

Tobacco Use Prevention and Cessation Advisory Committee

Minutes

April 6, 2004

Oklahoma State Department of Health
1000 N.E. 10th, Room 806
Oklahoma City, OK

Members Present: Richard Barnes, Marta Patton (designee for Keith Burt), Marshall Cheney, Larry Didier (designee for Dr. Terry Cline), Deonte Douglas, Gayle Jones (designee for Sandy Garrett), Dr. Dianne Gasbarra, Dr. Mike Morgan, Jackie Myles, Dr. Sheila Simpson, and Dr. Francene Weatherby.

Members Absent: Sherry Bynum, Dr. Mike Crutcher, Dr. Robin Gurwitch, Sallie McLaughlin, Dr. Gary Watson, Danny Wesley, and Koorosh Zahrai.

Visitors: Tish Engel, Ty Engel, Ruth Johnson (PreventionWorkz), Ernestine Jennings (Oklahoma State Medical Association), Tiffany Taylor (High School Student), June Maher (Cherokee Nation), Betty King (Cherokee Nation), Sandy Foster (Comanche County Health Department), Margrete Dixon (Red Rock West Area Prevention Center), Vicki Lentz (MATCH Program-Tulsa Health Department), Tracey Strader (Tobacco Settlement Endowment Trust), Joy Leuthard (Oklahoma State Medical Association/Oklahoma Alliance on Health or Tobacco), Eugene Johnson (Tulsa Community College/African American Tobacco Education Network), Barbara Moore (Asian American Pacific Islander Ethnic Network), Wiley Hugos (Oklahoma City County Health Department), Doreen Robinson (School Nurse, Elk City), and Lesa B. Byford (Cherokee Nation).

OSDH Staff Present: Sally Carter (Director of Planning & Administration and Executive Director of the Oklahoma Tobacco Use Prevention & Cessation Advisory Committee), Pamela Charboneau (Administrative Assistant), Bob Miner (Clean Indoor Air Coordinator), Janet Love (Director of Program Services), Linda Eakers (Cessation Systems Coordinator), Doug Matheny (Chief, Tobacco Use Prevention Service), Kevin Pipes (Chief of Staff, Oklahoma State Department of Health).

Dr. Morgan, Vice-Chair, called the meeting of the Advisory Committee to order. He welcomed everyone and asked for introductions. The meeting minutes for February 3, 2004 were presented for approval. Dr. Diane Gasbarra made a motion to approve the minutes. Marshall Cheney seconded the motion. The minutes were approved unanimously.

Possible Action on Advisory Committee By-laws: Sally Carter discussed the draft copy of the By-laws. She mentioned receiving comments from members of the Committee that were implemented into the draft. Article 2, item number 3 was a clarification and actual quotation from the law. Item number 4 was deleted due to the change in item number 3. Under article number 5, the change allows a limited flexibility in regards to attendance requirements necessary to maintain membership. The latest revision increases the number of allowed absences to 3-4 regularly scheduled meetings in a year's time. A change was made to articulate the Executive Director's responsibility to contact the Advisory Committee member if that member fails to show for regularly scheduled meetings. Article number 7 suggests that in the rare event that the Chair or Vice-chair fails to report for a meeting, the meeting can

still be conducted. Finally, a change was made to state that a simple majority was needed rather than a two-thirds majority to be more consistent with the statutory language. Dr. Simpson made a motion to approve the By-laws. Dr. Gasbarra seconded the motion. The By-laws were approved unanimously.

Public Policy Issues: Kevin Pipes and Joy Leuthard (Chair of the Oklahoma Alliance on Tobacco or Health) then provided updates on various public policy issues. Mr. Pipes stated that the proposed increase in the tobacco tax appears to be slowly gaining support among the various interest groups. In particular, legislators seem interested in funding a trauma center and increasing health services for Oklahomans. Mr. Pipes reported that at this time, the bill is still just a “shell.” If it passes the House of Representatives it will then go to Conference Committee. If the bill comes out of Conference Committee, it will then go back to the House and Senate for a final vote.

When asked about the pending legislation to reduce youth access to tobacco, Joy Leuthard reported that, if adopted, SB1256 would penalize the owner of the store for selling to a minor, rather than only penalizing the clerk. Under this bill, a store owner’s license to sell tobacco could be suspended for up to 30 days. SB1256 has been “petitioned” out of committee and will go to the House floor, probably to be heard on April 14th. There should also soon be a related joint press release from the Department of Mental Health and Substance Abuse Services (ODMHSAS) and the ABLE Commission. Ms. Leuthard stated that the bill would also ban placement of both vending machines and self-service tobacco displays from any area where minors are allowed. Customers would be required to request assistance from the clerk to obtain a tobacco product.

Ms. Leuthard also reported that a bill to mandate certain insurance coverage for cessation assistance had been approved by a Senate Committee and awaits action by the full Senate.

Discussion and Possible Action on the State Plan: A handout was provided listing the statutory deadlines for the Advisory Committee to make any changes to the State Plan. At the December meeting, the Committee had provided recommendation to amend the State Plan, including changes to the statistical information and various program updates. Also under the proposed approach, certain information would be taken from the State Plan to become part of a Strategic Plan now being drafted by several Advisory Committee Teams. The Strategic Plan would be considered a companion document and would “operationalize” the long-term vision of the State Plan.

It was noted that various new statistical data could still become available before the State Plan is published. Dr. Sheila Simpson made a motion to accept the State Plan with the suggested changes and to allow staff to update the statistical information as needed prior to publication. Jackie Myles seconded the motion. The motion passed unanimously.

Reports from Advisory Committee Teams: Dr. Morgan asked for reports from each of the teams.

Prevention Team – It was reported that the Prevention Team had secured the assistance of an out-of-state facilitator provided by the national Tobacco Technical Assistance Consortium (TTAC). The facilitator will meet with the Prevention Team on both May 12th and June 23rd. Dave Wattenbarger stated that the 24/7 tobacco-free school policy was adopted by the Oklahoma City Public Schools on April 5th. He also noted that Governor Henry had provided a letter of support for the 24/7 effort. Larry Didier stated the first-ever site visit to Oklahoma by the National Center for Substance Abuse Prevention, which oversees the implementation of the Synar regulation, had been conducted during the previous week and that the site visit team’s feedback had been positive.

Cessation Team – Gene Johnson reported that, among several other significant issues, the Team had begun to review a series of reports from the Helpline vendor. They had also engaged in a discussion regarding providing senior citizens with nicotine replacement therapy to complement the cessation counseling provided through the Helpline. The Cessation Team’s next meeting will be June 2nd.

Protection Team – Bob Miner stated that during their last meeting, the Protection Team had worked on a draft of the protection component of the strategic plan. They are now looking for broader input and will set a date for the next meeting soon.

Oklahoma State Medical Association, Smoke Free Beginnings: Ernestine Jennings provided an update for Smoke Free Beginnings, on behalf of Sarah Jane Carlson. A Robert Wood Johnson Foundation grant to OSMA supports the demonstration project for providing cessation services to pregnant women. The program offers health care providers both materials and counseling strategies. Currently, they have established 12 of the 32 program sites needed for the demonstration.

Tobacco Settlement Endowment Trust (TSET): Tracey Strader, Executive Director of the Tobacco Settlement Endowment Trust, stated that the Board of Directors last met on February 13, 2004. The Board had adopted a resolution commending the Department of Mental Health and Substance Abuse Services for their tobacco-free workplace policy that extends to all DMHSAS campuses. The resolution can be found on the TSET website at <http://www.tobaccosettlement.state.ok.us>. A new TSET Board member is Kenneth Rowe, appointed to complete Brian Maddy’s term. Dr. Robert McCaffree was elected to fill Mr. Maddy’s seat as Vice-Chair. The Board has approved preliminary operating and program budgets, including funding for four broad program areas: the Oklahoma Tobacco Helpline; youth prevention counter-marketing campaign; public education; and the comprehensive community tobacco control grants program.

Ms. Strader also noted that a contract amendment with the Oklahoma State Department of Health had been approved to enable a cooperative partnership with the American Legacy Foundation for an expanded Truth counter-marketing campaign. Truth ads can be viewed on the TSET website or the Legacy website at <http://www.thetruth.com>.

Ms. Strader announced that the next TSET Board meeting would be May 14, 2004, and that the Board may consider approving a Request for Proposals (RFP) for a community grants program that would then be forwarded to the Department of Central Services for possible release soon thereafter. In addition, she announced that the annual special joint meeting of the Board of Directors and the Board of Investors would be held on August 13, 2004 in the Governor’s Conference Room at the State Capitol. Ms. Strader encouraged everyone to attend both meetings.

OSDH Tobacco Use Prevention Service (TUPS) Update: Doug Matheny commended the TSET’s new initiatives and the increased opportunities for collaboration. Regarding current evaluation activities, the 2004 Oklahoma Adult Tobacco Survey is in progress through a contract with the Oklahoma State University. There will be 3,000 telephone interviews using a 70-question survey instrument.

It was also noted that TUPS is collaborating with the OSDH Child and Adolescent Health Division and the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) to fully coordinate the OSDH Youth Risk Behavior Survey (YRBS), the OSDH Youth Tobacco Survey (YTS), and the ODMHSAS Prevention Needs Assessment (PNA). The goal of the collaboration is to minimize the potential impact on the schools selected to participate in any of these three important surveys. A

letter was being drafted for Dr. Crutcher (Commissioner, OSDH), Dr. Cline (Commissioner, ODMHSAS) and Sandy Garrett (State Superintendent, Department of Education) that would be sent to all school districts statewide to introduce the plan to fully coordinate the three surveys.

Mr. Matheny reported that the funding period for the American Legacy Foundation's Statewide Youth Movement grant program would soon end and that state budget cuts had also been absorbed. TUPS staff are simultaneously realizing an increase in duties as a result of the major initiatives being launched by TSET. As a result, remaining state and federal funds are being shifted to provide maximum support to the anticipated new TSET community grantees. New positions will likely be needed to accommodate the increased workload.

Tobacco Industry Documents: Doug Matheny provided a handout that featured several internal tobacco industry documents exposing strategies used by the tobacco industry to fight against increased state tobacco taxes. He encouraged everyone to consider a free subscription to the Anne Landman "daily doc" e-mail service (<http://www.smokefree.net/doc-alert/>).

New Business and Announcements: Richard Barnes announced that this would be his last meeting as a member of the Advisory Committee. Mr. Barnes reported that he had been awarded a tobacco control fellowship with Dr. Stan Glantz at the University of California in San Francisco for the next 1-3 years. Fellow Committee members gave Mr. Barnes a standing ovation for his outstanding accomplishments during his tenure on the Committee.

Public Comment: No comments from the public were offered.

Marta Patton made a motion to adjourn the meeting and Jackie Myles seconded the motion. The motion passed unanimously.