

# Tobacco Use Prevention and Cessation Advisory Committee

## **Minutes**

December 16, 2003

Oklahoma State Department of Health

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

Oklahoma City, OK

**Members Present:** Richard Barnes, Marta Patton (designee for Keith Burt), Sherry Bynum, Marshall Cheney, Larry Didier (designee for Dr. Terry Cline), Dr. Mike Crutcher, Deonte Douglas, Gayle Jones (designee for Sandy Garrett), Dr. Dianne Gasbarra, Sallie McLaughlin, Dr. Mike Morgan, and Dr. Gary Watson.

**Members Absent:** Dr. Frank Collins, Dr. Robin Gurwitch, Jackie Myles, Dr. Sheila Simpson, Dr. Francene Weatherby, Danny Wesley, and Koorosh Zahrai.

**Visitors:** Kathy Johnson (Oklahoma Department of Mental Health & Substance Abuse Services), Misha Mowdy (University of Central Oklahoma), Wiley Hugos (Oklahoma City County Health Department), Danielle Dill (University of Central Oklahoma Wellness Center), Ann Stockton (PreventionWorkz/Students Working Against Tobacco), Tammy Randazzo (Pittsburg County Health Department), Tracey Strader (Tobacco Settlement Endowment Trust), Sarah Jane Carlson (Oklahoma State Medical Association – Smoke Free Beginnings), Joy Leuthard (Oklahoma Alliance for Health or Tobacco/Oklahoma State Medical Association), and Arturo Vasquez (Latino Community Development Agency).

**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), Debbie Shandy (Community Outreach Coordinator), Jennifer Wilson (Students Working Against Tobacco Program Coordinator), Janet Love (Director of Program Services), Linda Eakers (Cessation Systems Coordinator), Doug Matheny (Chief, Tobacco Use Prevention Service), Joe Mallonee (Deputy Commissioner, Disease & Prevention Services), and Misty Worley (Health Educator for Chronic Disease's Cardiovascular Program).

Dr. Crutcher, Chair, called the meeting of the Advisory Committee to order. He welcomed everyone and asked for introductions. He also welcomed new Advisory Committee members Deonte Douglas, a youth member, Marshall Cheney, director of a community-based youth program or club, and Dr. Diane Gasbarra, a board-certified pulmonary disease medical doctor. Also mentioned, but not present, were Danny Wesley, a new member who has experience in retail business, and Jane Rohweder, a new member who has advertising and marketing experience.

The meeting minutes for the following meetings were presented for approval:

- March 11, 2003 – Sallie McLaughlin made the motion to approve the minutes and Gayle Jones seconded the motion.

- June 17, 2003 – Sallie McLaughlin made the motion to approve the minutes and Marta Patton seconded the motion.
- August 19, 2003 – Dr. Gary Watson made the motion to approve the minutes and Richard Barnes seconded the motion.
- September 23, 2003 – Richard Barnes made the motion to approve the minutes and Dr. Gary Watson seconded the motion.

All meeting minutes were approved unanimously.

**Public Policy Update:** Discussion ensued regarding the expected activity during this legislative session surrounding the tobacco excise tax. Perspectives from the Oklahoma Alliance for Health or Tobacco, the Tobacco Settlement Endowment Trust and the Oklahoma State Department of Health were shared with the group. Advisory Committee members will receive updates at each Advisory Committee Meeting this year.

Dr. Crutcher asked for reports from each of the teams.

- **Prevention team** – Larry Didier said the team had met three times since the last Advisory Committee meeting. They have focused on strengthening the language in the State Plan and the Strategic Plan. Team members focused on writing clear and succinct measurable outcomes.
- **Cessation team** – Linda Eakers reported they are focusing on the Strategic Plan for cessation. They identified several issues as a result of a site visit by Abby Rosenthal of the CDC and are working towards that goal.
- **Protection team** – Richard Barnes said the team met 2-3 times since the last Advisory Committee meeting and have identified a new issue for the State Plan. Team members have identified a need to address smoke free outdoor public places and work places, in particular, the distance from the doorway that a smoker should stand, or public events, like in stadiums where large groups of people standing in small areas. Mr. Barnes said that that the statements regarding smoking in indoor public places and work places in the State Plan should be left the way they are for now.

The discussion moved on to reviewing draft amendments to the State Plan. Statutory language requires any changes to the State Plan to be reviewed and recommended by January 1<sup>st</sup> of each year by the Advisory Committee. One of the changes included page 36, where the spit tobacco figures for 2001 were wrong. It should read 13% for high school and 7% for middle school. There was also general consensus to modify the goal for 2010 to change the spit tobacco figure for high school to 6% and middle school to 3%. Tracey Strader requested the opportunity to edit the language regarding the Tobacco Settlement Endowment Trust on page 4, third paragraph. A motion was made by Larry Didier, and seconded by Dr. Mike Morgan, to recommend the changes to the State Plan as drafted and discussed. The motion passed unanimously.

After reviewing the proposed meeting dates and times for 2004, a motion was made by Dr. Gary Watson, and seconded by Sherry Bynum, to accept. The motion passed unanimously. The 2004 meeting dates are as follows:

February 3, 2004  
 3:00 pm – 5:00 pm  
 Oklahoma State Department of Health – Room 806

April 6, 2004  
3:00 pm – 5:00 pm  
Oklahoma State Department of Health – Room 806

August 3, 2004  
3:00 pm – 5:00 pm  
Oklahoma State Department of Health – Room 806

November 2, 2004  
3:00 pm – 5:00 pm  
Oklahoma State Department of Health – Room 806

**Oklahoma State Medical Association, Smoke Free Beginnings:** Sarah Jane Carlson, Project Coordinator of the Oklahoma Medical Association's Smoke Free Beginnings Project, presented her report. She presented at the National Conference on Tobacco or Health in December. The project is adding 4 new practices every quarter, so they will have 16 clinics this year. Starting January, they will be in the Choctaw Nation Health Services Women's Clinic, Okeene Medical Clinic, OU Family Residency Program in Tulsa, and the Southeast Area Health Center in Oklahoma City. They are also using the fax referral form with the Oklahoma Tobacco Helpline as part of their protocol.

**Tobacco Settlement Endowment Trust (TSET):** Tracey Strader, Director of the Tobacco Settlement Endowment Trust, provided a handout of a press release presented by the Tobacco Settlement Endowment Trust on November 13<sup>th</sup>. The Board decided to allocate all the funds from the Endowment for the next 3-5 years to tobacco control programs. The goal is to fit into the statewide effort to fulfill the State Plan, based in part on the recommendations offered by the Advisory Committee. The Board voted to fund four initiatives. Up to \$1.35 million was authorized to fund Helpline services, media promotion and evaluation, to meet the increasing demand for services. Up to \$500,000 was authorized for community-based planning and implementation grants in 2004. Ms. Strader said that they expect to see the greatest growth in this initiative over the next few years as earnings increase and they can bring more communities into the grant program. The goal is to do the effective community work illustrated so well in other states. The Board also authorized up to \$900,000 in youth prevention counter-marketing campaigns similar to those used in Florida's campaign when they were able to reduce their youth smoking rates in half in two years. TSET has obtained a commitment from the American Legacy Foundation to match the counter-marketing initiative dollar-for-dollar. The Board also authorized up to \$500,000 for a public education initiative on effective state and local policies in tobacco control.

**Tobacco Use Prevention Service (TUPS) Update:** Doug Matheny provided an update on the Tobacco Use Prevention Service. He related that Oklahoma's American Legacy Foundation grant for the statewide Students Working Against Tobacco program, in the amount \$750,000 per year for 3 years, would be ending on June 30th. TUPS is also facing budget cut in state funds from 1.75 million to 1.43 million. TUPS has an existing contract with OU for conducting an Adult Tobacco Survey, and will use some state funds available this fiscal year to expand the size of the survey sufficient to evaluate Tulsa County compared to the rest of the state to collect data to help determine tobacco-related disparities in Oklahoma. Under the evaluation update, it was announced that the 2002 National Youth Tobacco Survey had recently been released and that Oklahoma's 2002 YTS data can now be compared. It was noted that although Oklahoma's rates are still higher than national rates, the gap is closing. The following comparative statistics were briefly presented:

\* Tobacco use among Oklahoma middle school students dropped from 20.7 percent in 1999 to 15.8 percent in 2002. Nationally, the middle school tobacco use rate dropped from 15.1 percent in 2000 to 13.3 percent in 2002.

\* Specifically, cigarette smoking among middle school students in Oklahoma saw an even more significant decline -- from 17.1 percent in 1999 to 10.3 percent in 2002. Nationally, the middle school smoking rate dropped only slightly -- from 11.0 percent in 2000 to 10.1 percent in 2002.

\* Tobacco use among Oklahoma high school students dropped from 42.1 percent in 1999 to 31.9 percent in 2002. Nationally, the high school tobacco use rate dropped from 34.5 percent in 2000 to 28.4 percent in 2002.

\* Cigarette smoking among high school students in Oklahoma declined from 33.5 percent in 1999 to 24.0 percent in 2002. Nationally, high school smoking dropped from 28.0 percent in 2000 to 22.9 percent in 2002.

**Tobacco Industry Documents:** No report was made during this meeting.

**New Business:** Tracey Strader announced that Medicaid would now cover the five first-line cessation products for Medicaid recipients, including over-the-counter products. Participants could receive the products one time without counseling, but a second issuance would require participation in counseling, either through the Oklahoma Tobacco Helpline or other program.

**Public Comment:** There were no public comments.

Dr. Crutcher adjourned the meeting.