

Tobacco Use Prevention and Cessation Advisory Committee

Minutes

March 11, 2003

Oklahoma State Department of Health

1000 N.E. 10th, Room 806

Oklahoma City, OK

Members Present: Richard Barnes, Dr. Leslie Beitsch, Keith Burt, Sherry Bynum, Larry Didier (designee for Dr. Terry Cline), Dr. Frank Collins, Gayle Jones (designee for Sandy Garrett), Sallie McLaughlin, Dr. Mike Morgan, Jackie Myles, Dr. Sheila Simpson, and Dr. Gary Watson

Members Absent: Dr. Matthew Britt, Sue Ellis, Robin Gurwitch, Lynne Kennedy, Lacey Masterson, Mike Thornbrugh, Dr. Francene Weatherby, and Koorosh Zahrai.

Visitors: Tracey Strader (Tobacco Settlement Trust Fund), Brenda Peters (NATCO), Sandy Foster (Community SWAT & Oklahoma PTA), and Marta Patton (ABLE Commission).

OSDH Staff Present: Sally Carter, Bob Miner, Jennifer Wilson, Janet Love, Joyce Morris, Dave Wattenbarger, Linda Wright Eakers, Doug Matheny, and Pamela Charboneau.

Dr. Leslie Beitsch called the meeting to order. He welcomed the members and visitors and asked for introductions.

The Advisory Committee members reviewed the December 10, 2002 meeting minutes. Dr. Gary Watson made a motion to accept the meeting minutes as drafted, and Jackie Myles seconded the motion. The Advisory Committee members voted unanimously to accept the minutes.

Sally Carter was introduced. Dr. Mike Morgan made a motion to approve Sally Carter as the Executive Director of the Tobacco Use Prevention & Cessation Advisory Committee, and Dr. Gary Watson seconded the motion. The Advisory Committee members voted unanimously in favor of accepting her to the position.

Doug Matheny introduced and discussed statistical changes made to the State Plan. The Advisory Committee reviewed the changes. Sallie McLaughlin made a motion, and Sherry Bynum seconded the motion, to accept the updated State Plan. The vote passed unanimously in favor of acceptance.

Under item #5 on the agenda, Dr. Beitsch informed the committee that approval from the governor's office has not been received to replace the non-attending members. There was discussion to request the addition of a 21st member suggested by NATCO. Doug Matheny mentioned some of the Advisory Committee members' terms were up in September. If they choose not to continue, and they are from an organization, the suggestion was made to ask that they be replaced in such a way as to provide more diversity to the committee.

Dr. Beitsch requested initial reports from each of the five Advisory Committee Teams who had met for the first time prior to this meeting. The Prevention team felt there was a need for greater collaboration and a need to bring together different agencies; there should be continued collaboration on the various surveys the Oklahoma State Department of Health and the Department of Mental Health and Substance Abuse Services is conducting; and a need to have a central database of information available. Dr. Beitsch suggested the need for legislation to limit youth access to tobacco. Keith Burt mentioned the ABLE Commission was not enforcing the sales to minors because their enforcement team was lost due to the budget cuts. The Cessation team reported the Quit Line excited them. They also suggested conducting an annual Tobacco Summit, which could be used to reach more people in the medical community, and they would like to offer cessation programs to High Schools. The Protection team differed meeting until a later date. The Communications team discussed seeking an ad agency to help with the Quit Line promotion. They suggested forming a media advisory team and finding people from each of the five regions. They would like to look at other communication plans. Their goal is to form a plan by January. The two new public service announcements were shown to the committee, who were informed that they should begin appearing on television any day. The Evaluation team reported they would be looking at a disparity analysis. They looked at the BRFSS and the CDC Action Plan's goal areas and timetable and felt they were appropriate. A suggestion was made to talk to the Department of Journalism at OU to see if they could obtain suggestions on measuring effectiveness of media ads.

Agenda item #7 called for a discussion to draft by-laws for the Advisory Committee. After some discussion, it was decided that Sally Carter would provide some examples of by-laws to be considered for action at the next Advisory Committee meeting.

Under agenda item #8, Richard Barnes related that SB 566 and SJR 21 had passed out of the Senate. Another bill, HJR 1011, is being considered. The goal is to have all three bills pass. In an effort to keep all Advisory Committee members informed of the progress of this legislation, it was decided that a staff member of the Tobacco Use Prevention Service would send emails to the committee members as needed. Dr. Beitsch mentioned that no bill had been heard regarding tobacco taxes. However, tribal compacts were discussed in committee and the tobacco tax may still be viable. The Board of Health is discussing making the emergency rules passed in 2002 permanent. The Board of Health would strongly prefer that the state legislature pass legislation to achieve the same goal.

Doug Matheny addressed program funding. He discussed the SFY 2002 Annual Report of State Funded Services and the CDC Action Plan. He mentioned the Tobacco Use Prevention Service was entering a new 5-year funding period with the CDC. Doug invited the Advisory Committee to review the CDC Action Plan and offer suggestions by March 14th. He mentioned a need for letters of support, especially from the different organizations. Tracey Strader provided an update of what is happening with the Tobacco Settlement Endowment Trust Fund. Doug Matheny mentioned the American Legacy Foundation Grant ends August 31st. There was some discussion on trying to receive funding from the Trust Fund Board of Directors to continue the SWAT Program.

Under New Business, the Advisory Committee was informed that the Ethics Commission contacted the Tobacco Use Prevention Service to obtain information to send the committee members a Statement of Financial Interests form to be completed and returned to the Ethics Commission by April 15th.

There were no public comments.

Upon invitation by Dr. Beitsch, Jackie Myles made a motion, and Sallie McLaughlin seconded the motion, to adjourn the meeting. The motion was approved unanimously.