

Tobacco Use Prevention and Cessation Advisory Committee

Minutes

September 23, 2003
Oklahoma State Department of Health
1000 N.E. 10th, Room 806
Oklahoma City, OK

Members Present: Richard Barnes, Dr. Leslie Beitsch, Marta Patton (designee for Keith Burt), Sherry Bynum, Robin Gurwitch, Sallie McLaughlin, Dr. Mike Morgan, Dr. Sheila Simpson, Dr. Gary Watson, and Koorosh Zahrai.

Members Absent: Dr. Matthew Britt, Dr. Terry Cline, Dr. Frank Collins, Sandy Garrett, Lacey Masterson, Jackie Myles, Mike Thornbrugh, and Dr. Francene Weatherby.

Visitors: Tracey Strader (Tobacco Settlement Endowment Trust), Sarah Jane Carlson (Oklahoma State Medical Association), Lesa Byford (Cherokee Nation), Tedra Williams (OPLA), and Mike Echelle (Pittsburg County Health Department).

OSDH Staff Present: Sally Carter, Pamela Charboneau, Janet Love, Doug Matheny, Bob Miner, Joyce Morris, Debbie Shandy, and Jennifer Wilson.

Dr. Morgan called the meeting of the Advisory Committee to order. He welcomed everyone and asked for introductions.

A quorum was not present, so Dr. Morgan asked the Advisory Committee members who were in attendance to review the meeting minutes of the August 19, 2003 special meeting. A discrepancy was found in the individuals who attended the meeting and a request was made to correct the discrepancy for the next meeting.

The Advisory Committee meeting dates for 2004 were discussed, and the proposed regular quarterly meetings dates and times were as follows:

- February 3rd, 3 p.m. to 5 p.m.
- April 6th, 3 p.m. to 5 p.m.
- August 3rd, 3 p.m. to 5 p.m.
- November 2nd, 3 p.m. to 5 p.m.

Dr. Morgan suggested sending the proposed meeting dates to all the Advisory Committee members to consider. The dates will be voted upon at the December 9, 2003 meeting.

Bob Miner provided an update on Clean Indoor Air issues. He discussed the new secondhand smoke laws, which became effective September 1, 2003. He covered the exemptions, smoking rooms, city, county, and state buildings, smoking outside, and provisions for restaurants. He discussed the methods

for educating the public, including the BreatheEasyOK.com website and presentations to various groups, and the process of mailing information to employers, restaurants, and local officials. The complaint process was also discussed and the consequences of failing to comply with the new law.

The Protection, Communications, and Evaluation teams had not met since the last Advisory Committee meeting, so they were unable to provide a report at this time. Doug Matheny provided a report of the Prevention Team. He stated they would meet the first Thursday of the month through December. They plan to discuss the strategic plan process and the State Plan at their October 2nd meeting. Sally Carter provided a report for the Cessation Team. They were instrumental in Abby Rosenthal's visit. They had several contractors participate on the team and are looking at nicotine replacement therapies and Help Line promotion.

Sally Carter provided a presentation on the new statewide Help Line. The core workgroup members included Tracey Strader, Linda Wright Eakers, Laura Beebe, Sally Carter, Joy Leuthard, Sara Jane Carlson, Leslie Ballinger, Joyce Morris, and Chris Berger. Tracey Strader also consulted with other states. The Advisory Committee members were provided with the hours of operation for the Help Line service and were told a logo has been designed. Brothers and Company was chosen to promote the Help Line.

The Advisory Committee members were provided with items that are given to the participants in the Help Line program. Other materials are also being developed; including provider brochures, resource materials, and physician fax referral forms. The Help Line anticipated 5,000 calls annually, but received approximately half that volume in the first four weeks. Abby Rosenthal with the CDC speculated the public is eager for anything to meet cessation needs. Several publications are currently in the works, including Spanish translation of the fax referral form, Native American population materials, and community involvement materials. The next step is to pace the advertising to achieve a stabilized call volume and community awareness. There were questions from several Advisory Committee members on promoting the Helpline within their own agencies and obtaining materials.

Dr. Morgan presented Dr. Beitsch with a Certificate of Appreciation for all his dedicated work. Dr. Beitsch is returning to Florida. He announced that Dr. Mike Crutcher would be the Interim Commissioner.

Tracey Strader provided a report of the Tobacco Settlement Trust Fund. She thanked the Advisory Committee and Advisory Committee teams for developing the funding recommendations. The Trust Fund Board agreed in their meeting on August 27th that for the next 3-5 years all funding would go toward tobacco control programs. They have a board retreat November 7th & 8th in Tulsa, in which they hope to nail down some specifics to enable her to develop RFPs. They have five very broad areas in which to stick with their original rationale to fund tobacco control programs. Robert Butkin attended the Trust Fund Board meeting on August 27th and certified approximately 2.7 million dollars in earnings from FY03. With the carry over from several sources and reserves from this year, there will be approximately 3.3 million for programs, and will need to meet their obligation for the Help Line from that. This will still leave approximately \$2 million for new programs.

Sarah Jane Carlson provided the OSMA Smoke Free Families report, stating they entered the pilot phase of their program to go into physicians' offices and partnering with them to help their pregnant patients to quit smoking. They have also added a postnatal program. The pilot phase will address four different types of practices: family physicians, OB physicians, Enid Family Residency Program, and

the Native American Clinic at Carl Albert Indian Hospital. They have heard good comments from physicians involved in the program. Full implementation of the program is planned for January 2004.

The By-laws will be addressed at a future meeting.

Sally Carter provided each Advisory Committee member present with a copy of the Open Meeting Act booklet. She said it was important for members to be familiar with the Open Meeting Act and the Open Records Act.

Due to time constraints, there were no industry documents presented at this meeting.

Public comments were welcomed. Janet Love mentioned there would be a CDC/OSDH Community Preventive Guidelines Workshop on October 21st at the Springlake MetroTech Campus.

Dr. Crutcher stated that he would try to provide effective leadership as the Interim Commissioner and is looking forward to working with the Advisory Committee.

There were no other announcements.

The meeting was adjourned.