Tobacco Use Prevention & Control

Commission Meeting Minutes

February 14, 2014

American Association of Retired Persons Boardroom, 600 East Court, Des Moines 9:00 a.m. to 12:00 p.m.

Voting Members	Non-Voting Members
 Chad Jensen - Chair David Vander Horst Rand Obranovic (phone) Mikki Stier Kierstin Perryman John Culver 	 Senator Herman Quirmbach (phone) Savana Dorsey, ISTEP President Dennis Janssen, Dept. of Human Services
Voting Members Not Present	Non-voting Members Not Present
Shirley DanielsThomas A Greene	 Representative Marti Anderson Representative Gary Worthan Molly Hammer, Dept. of Education Senator Michael Breitbach Matt Gannon, Attorney General's Office

Tobacco Use Prevention and Control Program Staff: Garin Buttermore, Sheri Stursma, Sieglinde Prior, Joann Muldoon, Jerilyn Oshel, Robbyn Graves, Don Owens

Legal Counsel to Commission: Heather Adams: AG's Office

Guests: Jessica Ekman: Alcohol Beverages Division, Gerd Clabaugh: Interim-Director of Iowa Department of Public Health, Jen Schulte: American Cancer Society Cancer Action Network, Megan Aucutt (phone): American Lung Association, Julie Florian: Harrison County Home Public Health, Threase Harms (phone): Café, Stacy Frelund: American Heart Association, Christy Hillman: American Lung Association,

I. Introductions & Welcome

Chad Jensen

Meeting called to order at 9:10AM

II. Approval of Meeting Minutes

Chad Jensen

December 6, 2013: Mikki Stier move, David Vander Horst second, unanimous approval

III. Old Business Chad Jensen

A. Strategic Planning

- Plan has been presented in handouts
- David Vander Horst move to accept, Mikki second, unanimous approval

B. Proposal of Integration of Tobacco Division

• Chad received input from partners around Iowa about this proposed integration. This was done at the request of Dr. Miller-Meeks who presented her ideas about the benefits of doing so. All the partners that Chad spoke to were opposed to the integration of the Division. This recommendation, that the Division not be merged, will be presented to Gerd Clabaugh, the Interim-Director of IDPH. Mr. Clabaugh will address this subject in his report to the Commission.

C. Permanent Tobacco Division Director

• Chad met with Gerd Clabaugh and learned that the search for a permanent Tobacco Division Director is on hold until a new Department Director is appointed by the Governor. This will also be addressed in Gerd's report.

D. Establishing a Committee for nomination of Executive Committee of Commission

• The last time a new chair was selected a three member subcommittee was formed to discuss nominations. This is not required by rules. Heather Adams suggests that an agenda item to elect a chair be added to the next meeting's agenda and a vote happen then. No other discussion about a chair from voting members. Chad is willing to serve again.

IV. New Business Gerd Clabaugh

A. Gerd Clabaugh, Interim Department Director

- Mr. Clabaugh introduced himself and described what he believes his role in the Department is until a permanent Director is appointed. He is working to keep work and policies status quo and wrap up loose ends in readiness for a permanent Director. Department has filed no legislation for merging the Division in this session. A new Department Director may change that. A Tobacco Division Director is not a hire that he will make. Concerns about spending obligations are being addressed with Jerilyn so that they can be spent responsibly on effective projects. Gerd has also been working with Division Directors to fill vacancies on boards and commissions. The Governor's office has been notified about vacancies. Office of Drug Control Policy has been invited to attend these Commission meetings as they are, statutorily, part of the Commission.
- Sen. Quirmbach is pleased to hear news that Gerd presented, especially about not moving to merge the Division.
- Budget: The Governor's recommendations for FY 15 are for basically a status quo budget. A few changes
 were proposed. Tobacco changes include a reduction of \$75,000 which was one time spending for social
 media.

V. Director's Report/Update

Jerilyn Oshel

A. Quitline Update

Quitline dashboards are presented in handouts. Increase of Quitline users from Oct to Jan 31. This
coincides with the offer of Nicotine Replacement Therapy. We anticipate seeing an increase due to the
Center for Disease Control's latest tobacco cessation program, Tips 3. This series of ads just started so we
have not yet seen the affect it may have on Quitline call volume. Web-only Quitline use has also
increased.

B. FY14 Budget

- Budget is in handouts. Will have discussion of spending down items that have not been obligated.
- Unit 0203: Cessation: \$195,000 is currently unallocated. We have a Quitline 101 training planned for Partnerships. Looking for quit cards targeting youth and web coaching. Quitline is producing monthly flyers for our Partnerships to use. We are also ordering items to promote Quitline lowa that Partnerships can use. Doing add with lowa Barnstormers for Quitline (and youth program).
- Unit 0219: Community Partnerships and operation costs: We are working with Partnerships to see if they are planning to revert funds.
- Unit 0221: IDPH to ABD transfer: 100% transferred
- Unit 0223: ISTEP: Most of spending happens in June due to summits. This is not out of line.
- Unit 0231: Social Media: Youth program has plans to spend the rest of these funds. The change in marketing contract has delayed some of this funding being spent.
- Unit 0233: Strengthening Partnerships: The trainings that the Community Partnerships have signed up for haven't all happened, so these funds are still being spent. We have plans to offer face-to-face meetings for our Partnerships this spring. We are also looking at needs for other trainings.
- Chad: Requests that Jerilyn look at the one time monies and see if those can come back. Would like more specifics about those dollars as they are written into the funding bill.

VI. Legislative Report Legislators

• **Senator Quirmbach**: The budget process is at a critical phase next week. The main tobacco substantive current bills are the e-cigarette bills. There is some concern about the subtleties each bill includes. Sen. Quirmbach will vote for the strongest bill that will pass. Not passing a bill to keep youth from buying e-cigarettes is unacceptable

VII. Legislative Update Advocates

- **Jen Schulte**: The public health community is concerned with the e-cigarette bill that passed out of the House due to the language that defines what e-cigarettes are. House bill would allow for: samples, no manufacturing license required, non-nicotine e-cigarettes not regulated, etc... Advocates are looking forward to working with Senate on strengthening the bill. Asking for funding levels to be restored to FY 08 levels.
- **Stacy Frelund**: The confusion between nicotine and non-nicotine containing e-cigarettes is a concern. All advocacy groups opposed to these loopholes. Also in support of funding increase for the Division.

VIII. Tobacco Use Prevention and Control Program Update

Robbyn/ISTEP Council

A. Youth Program

- Handouts: How the youth program is using social media, Facebook insights for Red Ribbon Week (RRW) and Great American Smokeout, and our registered youth membership has also increased to over 600.
- Summit Update:
 - Summit materials have been sent to Partnerships, website launched for summit, and posters for schools are also coming.
 - Change in summit: we will be visiting 4 towns around lowa on 4 different days. This is a change from the traditional one day, one location summits of the past. The council is prepared for summit.

 Presentations were finished (for review) at the January retreat.

- Through With Chew Week (TWCW) update: We have a campaign called 'Would you rather?' for chew tobacco. Example may be, "Would you rather have mouth disease or be tobacco free?" Savana was in our latest video for TWCW. We are doing a contest with chapters/ schools which show what they would rather do than chew tobacco.
- Kick Butts Day (KBD) update: We are planning for KBD. We are planning a super-hero theme. We are planning a mini-series for "Superswag vs. Dr. Marbo."
- Executive Council Update: The summit website also includes applications for next year's Executive Council. If you know of a young person who would be interested, send them to the website.

B. Centers for Disease Control Update

Sieglinde Prior

• We are in our final year of 5 year contract with the CDC. We were expecting a brand new funding opportunity announcement (FOA) but we have been offered a 1 year extension to our current FOA. We will be applying for this.

IX. Other Attendee Reports

A. Attorney General's Office

Matt Gannon

• Not in attendance

B. Department of Education

Molly Hammer

Not in attendance. Jerilyn has an update from Molly. Updates will be sent by email when she can't be
present. Iowa Youth Survey questions have been updated to include e-cigarettes. No questions were
changed only questions added.

C. Department of Human Services (DHS)

Dennis Janssen

• Maternal health task force is still meeting. This task force includes input from the Division. This is to reduce smoking in women of child bearing age and those who are pregnant. Goal of a 19% use rate, down from 22%. Flyers just finalized and sent to DHS for their use. These will go out in April newsletter for members and providers. We are additionally adding these posters to our provider and general webpages. Also an informational email in March.

D. Alcoholic Beverages Division

Jessica Ekman

 Jessica distributed cost breakdown handout; and an update of compliance checks and retailer trainings handout.

X. Public Comment

• The Division newsletter, in handouts, can go out electronically.

XI. Adjournment

- Adjournment 10:29 a.m.
- David Vander Horst move, Mikki Stier second, unanimous vote of approval
- Next meeting 3/28/14 American Association of Retired Persons Building

Respectfully submitted by

Garin Buttermore February 20, 2014