

**Tobacco Use Prevention & Control
Commission Meeting Minutes
July 26, 2013
AARP Boardroom, 600 E Court, Des Moines
9:00 a.m. to 12:00 p.m.**

Voting Members

- Chad Jensen - Chair
- David Vander Horst
- Robbyn Graves
- Shirley Daniels
- Thomas A Greene
- Mikki Stier (phone)
- Aislinn O'Brien, Youth Member
- Rand Obranovic, Youth Member

Non-Voting Members

- Senator Herman Quirnbach (phone)
- Matt Gannon, Attorney General's Office
- Savana Dorsey, I-STEP President
- Senator Michael Breitbach
- Representative Gary Worthan
- Representative Marti Anderson
- Dennis Janssen, Department of Human Services

Voting Members Not Present

- Bethany Dykes, Youth Member

Non-voting Members Not Present

- Molly Hammer, Dept. of Education

Tobacco Use Prevention and Control Staff: Meghan O'Brien, Garin Buttermore, Sheri Stursma, Don Owens, Sieglinde Prior, Joann Muldoon, Maggie O'Rourke, Fang Fang, Jerilyn Oshel

Guests: Natalie Ginty: Iowa Department of Public Health; Erica Johnson: Iowa Tobacco Prevention Alliance (ITPA), Stacy Frelund: American Heart Association, Micki Sandquist: American Lung Association, Karen Freund: ABD, Jessica Ekman: ABD, Dr. Mariannette Miller-Meeks: Director of IDPH, Heather Adams: AG's Office, Cathy Callaway: American Cancer Society-Cancer Action Network (ACSCAN), Cassandra Furlong: ACSCAN, Johnny Culver: Iowa Students for Tobacco Education and Prevention (I-STEP), Richard Lee: WHO Radio, Shayne O'Brien: Dubuque Police Department DARE, Aaron Todd: Iowa Senate Democrats, Jenn Schulte: ACSCAN, John Alessiu: Polk County, Kari Prescott: Webster County Health Department, Patty Funaro: Legislative Services Agency, Eileen Fisher: University of Iowa

I. Introductions & Welcome

Chad Jensen

II. Approval of Meeting Minutes

Chad Jensen

May 31, 2013: Tom Greene move to accept, Dave Vander Horst second, unanimous approval

III. Old Business

Chad Jensen

No old business

IV. New Business

Chad Jensen

A. Public Health and ACO Presentation

Kari Prescott

- Kari gave a presentation on accountable care organizations
- Copy of slides available on Commission webpage
www.idph.state.ia.us/TUPAC/Commission.aspx

B. New member orientation

Heather Adams

- A handout created by Attorney General's Office that is applicable for all boards and commissions was distributed.

C. Subcommittee Report on Administrative Rules

Sieglinde Prior

- Two draft copies of proposed changes were distributed
 - One with the proposed edits
 - The other as a clean copy to see the final wording
- Sieglinde Prior indicated that changes to rules are being made to bring rules in line with Department practice.
- The funding formula will be changed to ensure rural counties are not disadvantaged by low funding.
- Listed below is the timeline for rules change if noticed at July 26 meeting
 - Submission deadline is August 2
 - Published in Admin Bulletin August 21
 - Public Comment Period August 21 – September 10
 - 1st date eligible for adoption September 25
 - If adopted at September 27 meeting and notified by noon the earliest date the rules would go into effect would be November 20
 - If not adopted and notified by noon on September 27 the next effective date would be December 4.
- Thomas Green made a motion to accept changes for notice, Shirley Daniels second, unanimous approval

V. Director's Report/Update

Meghan O'Brien

A. Division Announcements:

- Meghan O'Brien announced that she is resigning as division director.
- Two new temporary employees have been hired. Fang Fang will be working on a supplemental BRFSS report with data from the extra questions that were asked in 2012; as well as working on aggregating county data. Robbyn Graves is going to be joining the division to work on youth prevention at the community level, especially youth engagement in I-STEP.

- Dr. Miller-Meeks asked for advice from commission about replacing Meghan. She presented three ideas for the Commission to consider.
 - A. One would be to appoint an interim director with the goal of merging the division with another division within the Department. Merging the division would require legislative changes:
 - Pro: Since tobacco is a component in at least 26 other programs a merge would allow more collaboration with the program.
 - Cons: Some people feel if tobacco isn't a standalone division the work that they do wouldn't be as effective.
 - B. Option two would be to proceed with hiring a full-time division director. The Tobacco Division would continue as always with no changes.
 - C. A third option would be to appoint an interim director until a decision about merging the division is made. There isn't a time frame currently for resolving this issue but it shouldn't be too long because of all the administrative activities that need to be done. At the next meeting there will be an agenda item on the topic of integration of tobacco into another division and recommendations on a permanent director.
- Heather Adams indicated that giving guidance to Dr. Miller-Meeks about a new director is appropriate within this agenda item.
- David Vander Horst moves to recommend Dr. Miller-Meeks appoint an interim director until next meeting when Commission can take up more discussion on this topic. Thomas Greene second. Vote: Robbyn Graves abstains, all others approve, and the motion carries.

B. Fiscal Year 13 Accomplishments/Metrics

- Meghan O'Brien report the division managed to have an increase in Quitline use from fiscal year Fiscal year 12 to Fiscal Year 13. The increase is probably due to free nicotine replacement therapy (NRT) offered in June and the addition of web based counseling. Prevalence of adult smoking is 20.4. That is equal to an 18.1% reduction from 2010 to 2012. The rate for youth has dropped from 11% in 2010 to 7% in 2012.

C. Budget

- Meghan O'Brien indicated the budget form in the handout packet has a lag in reporting. For example, the Quitline is actually 96% spent. The budget form shows Organization number 0219 has spent 81% but it is really closer to 95% spent. This system is the most accurate and up-to-date report. Actual spent for FY 13 will be available at the September meeting

D. Strategic Planning

- Meghan O'Brien reported on the Department Operational Plan indicating that during the last year the department's leadership and division leaders have been working on a plan for the health department. This plan's focus is how to best move forward to promote and protect the health of Iowans in the nation's changing healthcare landscape.

- Meghan O'Brien reported that the Comprehensive Tobacco Control Plan should be a plan that involves the division, the advocates and other partners. The Division has contacted a party at the Department of Management for assistance with this. The division needs to have this done by March for its CDC plan.

VI. Legislative Report

Legislators

Senator Quirmbach

- Senator Quirmbach thanked Meghan for service to division. He stated that this will be the 3rd transition in 2 years. He feels it would be a good time to review requirements of the commission in advising the director as to filling the position and made the following points:
 - The law requires the division to be a separate division within the Department and that merging the division with another division within the Department would require a change of law.
 - Within that division is the requirement to employ a separate division administrator whose sole responsibility is the oversight of the division. The division and oversight need to be separate.
 - Selection of the division administrator involves the commission to advise the director and consult with the director in hiring of the administrator.
- Sen. Quirmbach suggests a subcommittee be formed to communicate with the director in filling the administrator's position.

VII. Legislative Update

Advocates

No comments

VIII. TUPC Program Update

A. Youth Executive Council

Garin/I-STEP Executive Council

- Garin introduced the new president and youth commission members. Savana gave a review of summit.
- John gave a recap of a trip to DC he took as a guest of the Legacy Foundation. John and other youth from Iowa attended a webinar on Wednesday as part of the Warner Lecture Series. The webinar subject was on youth activism in tobacco control.

B. Quitline:

Jerilyn Oshel

- Jerilyn reported that June numbers are up which may be because of free NRT
- Jerilyn will provide Quitline numbers for web only in a handout next meeting.
- The Division is working on a memorandum of understanding (MOU) for Quitline / Medicaid before the current MOU ends in June 2014.

C. CDC Update

Sieglinde Prior

- Sieglinde reported that the division has just started the 5th and last year of Center for Disease Control and Prevention (CDC) cooperative agreement. This year is only tobacco as other partners have been blended into other funding mechanisms.

D. Community Partnership Update

Jerilyn Oshel

- Jerilyn reported that the division is currently funding 95 of 99 counties with Community Partnership Grants. Two contracts start August 1 and four other counties are eligible to submit proposals for a Request for Proposal that is active now.
- Jerilyn reported that \$200,000 of funding from Legislature is going to partnership training. \$1,000 for youth prevention training and \$1,000 for cessation training.
- Jerilyn reported that a Community Partnership Conference is being held September 11th and 12th. The conference will be open to advocates, public health agencies, and other partners on the 12th, the first day of the conference is for Community Partnerships. An agenda for the conference is in the handouts.
- Jerilyn gave an overview of what Community Partnerships are working on this fiscal year. See handout for details.

IX. Other Attendee Reports

A. Attorney General's Office

Matt Gannon

- Matt reported that the Master Settlement Agreement (MSA) prohibited tobacco brand sponsorship and also placed ban on product placement payments. There is a movie called *Rush* which opens in September. The movie displays a lot of Marlboro (historically accurate) signage. Both the states and Phillip Morris asked the movie studio to tune back the use of this signage.
- Matt also reported that the Food and Drug Administration gave advance notice of proposed rulemaking regarding menthol cigarettes.

B. Department of Human Services

Dennis Janssen

- Dennis reported that legislation was passed that created the Iowa Health and Wellness program which, in effect, expands Medicaid coverage in Iowa starting October 1st. The three different plan options are available for those who are eligible and could result in much greater coverage for tobacco cessation benefits.
- Dennis reported that Department of Human Services received a grant from the federal government called Adult Measure's Grant. This is being used to work with maternal health work group in reducing tobacco use by pregnant women.

C. Department of Education

(not present) Molly Hammer

D. Alcoholic Beverages Division

Stephen Larson

- Karen Freund presented in Stephen Larson's place. Karen reviewed the handouts that were placed in packet. Last fiscal year extra funds need to be reverted to general fund because of code language but this fiscal year any extra funds can be re-used for other tobacco activities.

X. Public Comment

- John thanked the Commission for the experience of being on the commission as the I-STEP President during the last year.
- The Commission gave thanks to Robbyn for her work on the commission even if it was rather short.
- Cassandra asked about the mechanism for replacing Robbyn? Meghan indicated that applications can be sent to the Governor's office for open Commission spots.
- The Commission gave thanks to Meghan for her work over the last year

XI. Adjournment

- Adjourn 11:30 am
- Thomas Greene moved, Shirley Daniels second, unanimous vote of approval.
- Next meeting 9/27/13 at AARP Building in Des Moines

Respectfully submitted by,

Garin Buttermore August 8, 2013