

**Tobacco Use Prevention & Control
Commission Meeting Minutes
February 15, 2013
AARP Boardroom, 600 E Court, Des Moines
9:00 a.m. to 12:00 p.m.**

Voting Members:

- Cathy Callaway - Chair
- Gary J. Streit
- Thomas A Greene

Non-voting Members:

- Senator Herman Quirnbach
- Representative Kevin Koester
- Dennis Janssen, DHS

Voting Members Not Present:

- Mikki Stier
- Chad Jensen
- Shirley Daniels
- Bethany Dykes - Youth Member

Non-voting Members Not Present

- Senator Michael Breitbach
- Representative Mark Smith
- Matt Gannon, AG's Office
- Molly Hammer, Dept. of Education
- Johnny Culver - Youth Program President

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

Guests: Heather Adams, AG's Office; Kristin W. Ensign, AG's Office; Natalie Ginty, IDPH; Nicholas Kalas, IDPH; Threase Harms, CAFÉ; Erica Johnson, ACS; Stacy Frelund, AHA; Cassandra Furlong, ACSCAN; Micki Sandquist, ALA; Megan Aucutt, ALA/CITP; Dr. Patricia Quinlisk, IDPH

AGENDA

I. Introductions & Welcome

Cathy Callaway

a. Meghan O'Brien is unable to attend today's meeting for family medical reasons. She regrets the absence but has provided her staff with copies of her reports to present on her behalf.

b. Protocol for Meeting Agendas: Cathy noticed a few changes between the original agenda that was sent out and the agenda that is presented today. She would like for us to stay with the protocol the Commission agreed upon. An agenda will be sent out 2 weeks before the meeting, the commission will have a week to review and add to that agenda and then a final agenda will be posted a week prior to the upcoming meeting.

II. Approval of Meeting Minutes

Cathy Callaway

- Unable to approve minutes as a quorum was not reached
- Minutes handed out at the meeting had dark lines over parts of the minutes. This is because those areas were highlighted and became dark when photocopied. Minutes without those marks were distributed to the Commission electronically before the meeting.

III. Old Business

Cathy Callaway

A. Meghan's Performance Plan: (Cathy) A sub-committee of the Commission work on establishing some performance deliverables. Those were circulated to the Commission and a few changes were suggested. Those updated deliverables were sent to Heather Adams who reviewed them and offered some 'performance and leadership' items she suggests are added. With the addition of Heather's comments the Commission is ready to present the plan to Meghan and Dr. Miller-Meeks. The plan will be presented to Meghan before the next meeting in March and discussion of the plan can happen then.

B. Administrative Rules: (Cathy) Based off of discussion at the last meeting Cathy and Meghan met to make the suggested changes. Changes will be made before the next RFP grant is released in January or February, 2014. The rules process is several months and needs to be complete before the RFP is released.

C. Youth Consent in Iowa: (Heather) The Division has asked the legislature to approve a youth consent provision to allow them to consent to tobacco cessation services. Heather provided a handout explaining the other youth consent laws and rules in Iowa.

D. IDPH Strategic Planning: (Dr. Quinlisk) Strategic Planning is continuing with major efforts into determine which programs are critical to the success of Public Health and which aren't. Members of the Commission asked about a timeline when public input could go into the Department's plan. Those concerns will be brought back to Dr. Miller-Meeks by Natalie.

E. FY12 Budget: (Cathy) The budget from last FY was distributed electronically. Dr. Quinlisk read a statement from Meghan regarding the budget. The statement covered FY 13 budget matters regarding several cuts that are forthcoming from the Federal Budget. Questions about the FY 12 budget will have to wait until Meghan returns.

(Director's report came before Report to Legislature per Cathy's request)

IV. New Business

Cathy Callaway

A. Report to Legislature per 142

- This report has taken many forms in years past.
Cathy: Senator Quirnbach, what would be the best way to report to the legislature this year?

Sen. Quirnbach: Probably a presentation to a Senate sub-committee. It would be good to talk to an appropriations sub-committee. There may be some time between first and second funnels for speaking to some of these committees.

Cathy: The Commission is responsible to make the report rather than the Division. Because this will happen before our next meeting we will have to communicate via email about this.

Cathy will circulate information from Miki and other recommendations to the Commission.

V. Director's Report/Update

Meghan O'Brien

A. Budget See statement above in the FY 12 Budget section

B. Quitline Iowa:

Jerilyn Oshel

- Alere planning to come to the March meeting. Jerilyn will confirm that.
- Billboards promoting Quitline are up and running through March. The billboards were created by a partnership that also had a CPPW grant.
- Coasters are planned to be produced and distributed in the Spring. They have not been created but would promote Quitline to the male demographic that uses Quitline the least. The Department has had other programs, Colorectal Cancer, use coasters in 18 counties to reach this demographic. Distribution of coasters will probably be done through the Partnerships and maybe with ABD.
- Dashboard (handouts): Medical providers are using the Quitline fax referral system the most. We hope that will continue and the numbers will increase. Women are more likely to use Quitline than men. Friends and family are the group most likely to ask tobacco users to use the web-only Quitline services. Community Partnerships have been given training and access to the web-only webpage. We hope this will increase users. The Partnerships are the main way the web-only counseling is promoted.
- Tips Two is a media campaign that the CDC will start soon, March, which promotes use of Quitline services. Last year Tips One created a large influx of Quitline participants and the Quitline is anticipating a similar response to this year's campaign.
- Web-based counseling is not supported for Medicaid clients to receive their NRT/prescription benefit. This is because of Federal Rules. The web-based counseling is too new to say whether it is as effective as phone counseling. This issue goes back to the budget and the lack of evaluation that is able to be funded.
- Medicaid clients can use the web-based counseling if they like but no prescription benefit is allowed. 67% of current web-only participants are insurance covered so Medicaid clients are getting the message about the lack of benefits on web-only. If Iowa participates in the expansion of Medicaid Dennis believes that the newly enrolled will be able to access Medicaid's full cessation benefit.

C. Activities Update:

- Website update: (Garin): The Division has changed the format of the website. The new format is centered on the Division's Core Services and is more user friendly to the general public. Some concerns have been raised that the new website does not list

the same data sources that the previous website did. This is due to the age of those data sources but they can be relisted rather easily. The older data is important to advocates at the Capitol when they are speaking with new legislators about the history of the Division. The new website address was given to the Commission and will be emailed out again after the meeting. The old web address will link to the new site for several more months.

- Community Partnership Profile: Examples of the Community Partnership profiles have been handed out. The profiles will be posted to the website. The data on the profiles comes from BRFSS. The handout has 2011 data but the new data will be on the profiles posted to the web. The new and old methodology in BRFSS cannot be directly compared with each other. Differences between the data sets will be noted on any public documents the Division releases.
 - Gary asked about comments a newspaper attributed to Meghan that suggested the numbers from previous BRFSS reports were unreliable. Sieglinde handed out information that Meghan presented to the reporter.
 - Gary: It is interesting to look at rate of smoking below poverty level, from the Division's Profile handout sheet. This data helps inform decisions about where the Division should be going, Medicaid expansion, etc... This handout is also valuable to show how the Division's budget has been reduced in recent years.
 - Tom: At my pharmacy there is a lot of information about other diseases but nothing on smoking. Is there something that can be distributed to pharmacies?
 - Jerilyn: Our information at the local level is distributed by the Partnerships. It depends on the Partnership as to what is available but we will ask them to speak to pharmacies directly. The CDC also had information directly for pharmacies. Pharmacists could also take our online training about Ask Advise Refer (AAR). 1 CME is available. Jerilyn will get that info to Tom.
- Blue Zone and Healthiest State Initiative: These groups are continuing and will be presenting at the Governor's Conference about tobacco prevention.
- RFA: on February 5 the Division released the Community Partnership RFA. We are responding to the submitted questions next week and hope to finalize applications in early April. The four unfunded counties are not able to be funded this year because it's an RFA.
- Quality Improvement: The Division is changing responsibilities within the Division and working on team building activities.
- Articles: Dr. Quinlisk would like to share four different articles that recently came out that the Commission may like to discuss them at the next meeting.

D. Presentation to SBOH:

- A handout was given to the Commission with information that Dr. Miller-Meeks presented to the State Board of Health.

VI. Legislative Report

Legislators

- A. Senator Quirnbach: Department has submitted a bill which contains the change to consent for minors. This is in his subcommittee and he didn't hear anyone had a problem with it.
- B. Representative Koester: It's important to have an abbreviated version of the Commission's report on everyone's desk as well as to have it distributed electronically.

VII. Legislative Update

Stacy Frelund

- A. Casino Exemption: There are two bills in the Senate that would remove the casino exemption from the Smokefree Air Act (SFAA) One of the bills did not make it out of a Senate State Government sub-committee last week. The House leadership has said they do not intend for such a bill to make it through the House. The Governor has been supportive of removing this exemption and has said he would sign a bill to that effect.
- B. Budget Request from Division: TUPC has requested \$50,000 for additional social media resources. That was not included in the Governor's request, which was level funding. Level funding is approx. \$3.5 million, including the part that goes to ABD. Advocates have requested \$10 million for the Division. Sen. Hatch has talked about doubling the budget rather than \$10 million.
- C. New Tobacco Products: There is a lot happening at the national level with the advocates trying to get information about new products as well as have the FDA assert their authority. The state's funding is not even enough to provide education and prevention for conventional cigarettes much less the new products.
- D. Day at the Hill: Advocates with the Tobacco Prevention Alliance staffed two booths that day. One booth asked to increase funding, raise tax, support cessation and join community partnerships. They provided a sheet about 'What is a Community Partnership'. Booth workers had several one on one conversations with legislators, the Governor and the Lt. Governor.
- E. Healthiest State Workgroup: There is now a Healthiest State tobacco workgroup. The group will work on three different issues. This is a good group of high level people involved in tobacco prevention. The subcommittee will make recommendations to the Board and the Healthiest State group. The advocates may pick up what the Healthiest State doesn't and try and move those recommendations forward.
- F. Tobacco Free Schools Bill: There is not a bill for this issue this year. The coalition agreed that this wouldn't be taken up this year but work is still going on at the local level.

VIII. TUPC Program Update

- A. CDC Application

Sieglinde Prior

- The Division submitted our application for our Cooperative Agreement and it's in the pre-approval process

B. Youth Executive Council

Garin/I-STEP Executive Council

- No youth present. Garin updated, with handout, the findings from the January run of the Worth Fighting For (WFF) Campaign. Several schools have taken pictures of their youth wearing the WFF shirts. Those pictures are posted on the Turnyourbackontobacco Facebook page. The campaign in January raised the number of likes on the Facebook page. Posters and Facebook links were the most common way of reaching the webpage where the WFF videos are hosted. Partnerships were not required to participate in the WFF Campaign. Some schools decided not to allow the WFF posters or shirts because the acronym is too close to WTF.
- Gary: Is the plan to be able to quantify how many youth are participating in the campaign compared to how many were involved in the JEL program?
- Garin: No. The focus right now is to steer youth to the Facebook page where information can be presented to them. The Division has plans to create a separate webpage that, similar to one that is used in Wisconsin, allows the tracking of participation.
- Cathy: Has the Division's use of t-shirts come into question by members of the Legislature?
- Garin: No. Any dealings that Meghan has had with former opponents of the Division's youth programming have been positive.
- Natalie: Dr. Miller-Meeks has spoken to the Governor about this campaign and said he is supportive of it.
- Discussion of the language in the Department's appropriation bill, prohibiting the Department's use of "unnecessary promotional items", was discussed. The advocates should speak with Sen. Hatch about keeping this language out of future appropriation bills.
- Sen. Quirnbach does not like a message that schools won't allow. He would like future messages to be acceptable to all schools. Other Commission members thought that an edgy message that resonates with youth is important.
- Cathy: Is there any opportunity to print shirts that say Worth Fighting For instead of WFF?
- Garin: That would go back to the ability of the Division to purchase new shirts. The WFF shirts were leftover from past years and have all been printed with WFF.

IX. Other Attendee Reports

A. Attorney General's Office

Matt Gannon

- (Kristin W. Ensign presenting for Matt): Nothing new to report. The matter of the lawsuit of nonparticipating manufactures is still in process.

B. Department of Human Services

Dennis Janssen

- There has been no change in NRT utilization.

- IME meets regularly with Maternal Health Taskforce. IME brought up importance of cessation to expecting mothers. They don't have much to report but have started the conversation with this group.

C. Department of Education

Molly Hammer

- Not Present

D. Alcoholic Beverages Division

Stephen Larson

- (Karen and Jessica presenting for Stephen): ABD had 2 handouts about budget. Had to order more calendars. Any questions?
Cathy: Will the request for ABD's part of the Division's budget be changing?
Karen: I don't think we make that request. We may also want to discuss about what to do with any of those funds that are left over.
Sheri: I don't think IDPH requests that either.
Cathy: We'll want to figure out who is asking for these funds and see if there are any changes.
Sheri: I think this comes straight from the appropriation language and not from the Department.
- Tom: If appropriation rules disallow shirts and other promotional items then the counties should approach service organizations. Rotary, lions, etc... Those organizations are often eager to help.

X. Public Comment

- none

XI. Adjournment

- adjourn 11:21am
- Next meeting 3/29/13 at AARP Building in Des Moines