

**Tobacco Use Prevention & Control  
Commission Meeting Minutes  
May 31, 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

**Voting Members Not Present**

- Julin Popkin, Youth Member
- Bethany Dykes, Youth Member
- Vacant – Youth Member

**Non-Voting Members**

- Senator Herman Quirnbach
- Matt Gannon, AG's Office
- Johnny Culver, I-STEP President

**Non-voting Members Not Present**

- Senator Michael Breitbach
- Representative Gary Worthan
- Representative Marti Anderson
- Molly Hammer, Dept. of Education
- Dennis Janssen, DHS

**Tobacco Use Prevention and Control Staff:** Meghan O'Brien, Garin Buttermore, Sheri Stursma, Don Owens, Sieglinde Prior, Joann Muldoon,

**Guests:** Natalie Ginty: IDPH; Erica Johnson: ACS, Stacy Frelund: AHA; Cassandra Furlong: ACSCAN, Micki Sandquist: ALA, Karen Freund: ABD, Jessica Ekman: ABD, Threase Harms (phone): CAFÉ, Dr. Mariannette Miller-Meeks: Director of IDPH, Heather Adams: AG's Office: Megan Aucutt: CITP/ALA, Deborah Thompson: IDPH, Lonnie Cleland: IDPH, Cathy Callaway: ACS.

**I. Introductions & Welcome**

**Meaghan O'Brien**

**II. Approval of Meeting Minutes**

**Meaghan O'Brien**

- December 7, 2012: Chad move to accept, Tom second, unanimous approval
- March 29, 2013: Chad move to accept, Shirley second, unanimous approval

**III. Old Business**

**Meaghan O'Brien**

**A. Leadership/Commission Transition:**

- Nominating committee has selected Chad Jensen to be next Chairperson
- No other nominations put forward
- Thomas move to close, Robbyn second, Nominations closed
- Mikki move to accept Chad, Thomas second, unanimous approval Chad (abstain)

#### **IV. New Business**

**Chad Jensen**

##### **A. Introduction of New Commission Members**

- Robbyn Graves and David Vander Horst introduced themselves and were welcomed by the commission.

#### **V. Director's Report/Update**

**Meghan O'Brien**

##### **A. Budget:**

- Federal money holding steady, Quitline capacity grant being affected by Federal budget issue. We are waiting to hear about this grant
- State Budget saw a \$1.475 million increase to Division's budget. Much of it going to Nicotine Replacement Therapy (NRT), \$200,000 to strengthen infrastructure, 50k for social media, and \$25,000 for youth summit.
  - Members requested a budget be emailed to them as soon as possible once it is completed.
  - This year's budget (FY13) is on track to be spent down
- Starting June 1 the Division is able to provide 4 weeks of NRT for all Quitline Iowa (adult) callers. On July 1<sup>st</sup> the Quitline will be able to offer NRT to all callers for 12 months. There is a positive correlation between offering NRT and Quitline volume/quit attempts.

##### **B. Healthiest State Initiative Tobacco Workgroup:**

- Therese and Meghan are presenting the workgroup findings to committee next week.

##### **C. Administrative Rules:**

- Changes to the Administrative Rules need to happen in tandem with changes to the Community Partnership RFP. That process needs to start now. The Commission looked at the current rules last winter. The Division has studied the issue so they can give guidance to the subcommittee established at this meeting.
- Heather Adams: The Commission, as empowered by the Legislature, is to write the rules that govern the Division. Heather has been in favor of some changes regarding the funding of Partnerships because the current rules are out of date. This process would begin in July. Heather recommends that a committee of 3 or 4 be formed who can meet with me and Division staff for recommendations to be presented at July meeting. Heather will send out meeting dates in June so that the committee can meet.
  - Thomas Greene, Mikki Stier, and Sen. Herman Quirnbach volunteered to be the members of the subcommittee.
  - Division will send the committee members a document with suggested changes and Division staff will be able to explain those recommended changes to committee members at the meeting(s). (Sheri will forward minutes from December Meeting)

#### **VI. Legislative Report**

**Legislators**

##### **A. Senator Quirnbach**

- Besides passing the budget increase the legislature's largest accomplishment that relates to this committee is passing a version of Medicaid expansion. The law, as written, will require a

waiver from the Federal Government. This law will increase medical coverage for many lowans. Senator Quirnbach suspects that as a part of this bill we could see an increase in members attempting to quit smoking.

- Education bill had a tobacco free school's component but that provision was stripped in conference committee. This issue can come up again next session. It can also be done on an individual school process.
- B. Dr. Miller-Meeks reported that a bill also became law that will allow youth to call Quitline Iowa starting July 1 2013.

## **VII. Legislative Update**

## **Advocates**

### **A. Stacy Frelund**

- Stacy communicated it was great to get the additional funds for the division and that its being put to good use. The advocates had a lot of good discussion with many legislators, especially new ones, and those relationships should only get stronger next session.

## **VIII. TUPC Program Update**

### **A. Youth Executive Council**

### **Garin/I-STEP Executive Council**

- John reported the summit has been moved to June 12<sup>th</sup>. The summit is a full day from 10am to 9pm. Topics covered will be typical Tobacco 101 and also Social Justice. There will be no retreat before the summit so the council will be practicing the summit via conference call.
- Garin reported that other events at the summit include a 'Tobacco Free Ball' street marketing event which will be used in our web and social media activities, a "Congress" where the youth at the summit will plan and direct the program for the coming school year, and a candle light vigil which is a tradition from JEL summits which reminds everyone why the program is so important.

### **B. Disparities:**

### **Sieglinde Prior**

- Sieglinde Prior indicates we were able to fund several disparity coalitions in past years. The funds for those have been gone for a while but the LGBT coalition has been reborn and has been doing a lot of good work lately. This coalition is working on health equity which includes tobacco prevention/cessation. The College of Public Health in Iowa City has started a Latino coalition as well.

## **IX. Other Attendee Reports**

### **A. Attorney General's Office**

### **Matt Gannon**

- National Points: Several years ago the feds gave a lot of authority to the FDA to enforce tobacco laws. The cooperation between FDA and NAG has been lacking but, with the appointment of a new FDA director, that cooperation is now improving. The tobacco co-chairs of NAG (Missouri and North Dakota) received a letter from CTFK about Camel having ads in magazines.

This is the first time since 2007 that Reynolds has advertised in print for cigarettes. Under the MSA they are not allowed to run ads that target youth. The AGs office is going to work on this issue.

- E-Cigs: Matt reports that he gets more calls now about e-cigs and their legality than any other tobacco issue. There are a lot of questions about this from users and cities and everyone in-between. The current law in Iowa doesn't address these at all. It would be worth looking at this next year. This is an issue that is going to continue to grow. Especially with the colors and flavors that some of these products use.
- Sen. Quirnbach is requesting to meet with Matt this fall to work out some language and proposals that could look at this issue for next session.

B. Department of Human Services Dennis Jansen (not present)

- Meghan reported that she sits on a workgroup with Dennis that focuses on tobacco use and pregnant women. Medicaid is doing a quality improvement project as a part of this workgroup and TUPAC is partnering with them. With our increase in funding we are able to provide NRT for web based clients now, which is something that we weren't able to do before.

C. Department of Education Molly Hammer (not present)

- Garin recapped the youth conference that TUPAC and DOE held in April.

D. Alcoholic Beverages Division Stephen Larson (not present)

- Meghan pointed out that our relationship with ABD has improved a lot in the last year, much like our relationship with DHS. The appropriation language for ABD with "tobacco money" was changed to allow them to help with tobacco control if there is any money left after their compliance checks.

## X. Public Comment

- Thomas Greene: Living in a border town I see a lot of ads for Missouri and Illinois and their Quitlines? Do we look at other states and what works for them?
  - Meghan: Yes, our project officer, as a part of CDC conference calls, does that with us. We've been asked to present at a national conference as a part of promising practices. As far as advertisements: we've been limited in our ability to place them with budget issues.
- David Vander Horst: What does it mean to be rebuilding the summit? What is the issue for the last 10 years?
  - Discussion: There were more youth engaged but the summits cost hundreds of thousands of dollars. A few years ago this really blew up in the media and legislature. Some of the advertising was edgy which is a good way to get the attention of youth but also got the attention of some legislators. We had a good movement and I-STEP can be there again. JEL started grass roots but, by then end, many people knew what we were about. A lot of the marketing helped motivate youth. What about the giveaways? The language prohibiting us from giveaways has been removed from our budget for next year.

- We are planning a study of the youth program. We've received a lot of donations for this year's summit. The youth are the future and their involvement is very important.
- Mikki: American Lung Association is getting calls about the Smokefree Air Act. What can you tell me about what a citizen can do if the local law enforcement isn't enforcing the law?
    - Members suggested that the citizen talk to city government, if the officer is employed by them, and notify council members that officers aren't enforcing the law. It is also possible that what the citizen thinks is against the law really isn't.
  - Mikki: This is Iowa's 5<sup>th</sup> year of being Smokefree. Does the Commission or TUPAC have any plans to celebrate this anniversary? We'd like to coordinate with the division on any activities.
    - The Division will do an informational press release.

#### **XI. Adjournment**

- Adjourn 10:28 am
  - Thomas moved, David second, unanimous vote of approval.
- Next meeting 7/26/13 at AARP Building in Des Moines

Respectfully submitted by,

Garin Buttermore      July 8, 2013