

**Tobacco Use Prevention & Control  
Commission Meeting Minutes  
March 29, 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
- Chad Jensen
- Shirley Daniels
- Bethany Dykes, Youth Member

**Non-voting Members:**

- Senator Herman Quirnbach
- Representative Kevin Koester
- Dennis Janssen, DHS
- Matt Gannon, AG's Office
- Johnny Culver, Youth Program President

**Voting Members Not Present:**

- Mikki Stier
- Thomas A Greene
- Julin Popkin, Youth Member
- Vacant – Youth Member

**Non-voting Members Not Present**

- Senator Michael Breitbach
- Representative Mark Smith
- Molly Hammer, Dept. of Education

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

**Guests:** Natalie Ginty, IDPH; Erica Johnson, ACS; Stacy Frelund, AHA; Cassandra Furlong, ACSCAN; Micki Sandquist, ALA; Kara Linton, Alere, Mary Kokstis, Alere; David Vander Horst; DeAnne Decker, IDPH; Jane Ohcle; Karen Freund, ABD, Jessica Ekman, ABD; Robbyn Graves, Beverly Walsmith, ITPA; Jen Schulte, ACS/CAN, Threase Harms, CAFÉ

**I. Introductions & Welcome**

Cathy Callaway

**II. Approval of Meeting Minutes**

Cathy Callaway

- Minutes: February 15: Gary move, Shirley second, unanimous approval
- December meeting's minutes: The Commission will take this up at next meeting as they weren't distributed at this meeting

### III. Old Business

Cathy Callaway

#### A. Meghan's Performance Plan:

- The commission submitted recommendations to Dr. Miller-Meeks who had a couple questions about recommendation on youth and adult prevalence. Cathy will forward the recommendations onto the rest of the commission. This item is considered done

#### B. Report to Legislature:

- After speaking to some legislators it has been suggested that the commission wait until after the April 8<sup>th</sup> funnel to circulate information from the Commission.
- Gary spoke with Michael Boussetot, the Governor's health advisor, and asked for more funding for the Division. Michael thought the Division's budget was the same as previous years. Gary gave him an accurate budget sheet.
- Sen. Quirnbach: Will the Commission present a live presentation to the Senate Human Services Sub-Committee? If so, it should be done soon.

#### C. Four Articles from Dr. Quinlisk:

- *Garin will make sure a link to these articles get sent to Commission.*

#### D. FY12 Budget:

- Question about how we were able to get all of last year's budget spent down. Meghan explained where the FY 12 line item sheet is in the handouts. A sheet she presented in October (approx.) gave some of the same information but was in a more decision making usable form.

#### E. Data Sources on new Website:

- The new website is missing a lot of the studies and data sources that the Division has gathered since 2000. *Garin will post those studies to the new webpage.*

#### F. F: New Item?:

- Sen. Quirnbach: Commission leadership transition items need to be discussed since this is Gary's and Cathy's last meeting. Sen. Quirnbach suggests that a nominating committee be established to interview potential chairs. The committee will meet by conference call and consist of Gary, Cathy, Micki Sandquist and Bethany.

### IV. New Business

Cathy Callaway

#### A. Alere Wellbeing

Mary Kokstis/Kara Linton

- Alere Wellbeing presentation.
- *Alere will provide cost estimates of providing NRT to the commission a.s.a.p. so that they can use that information in their report to the legislature.*

### V. Director's Report/Update

Meghan O'Brien

#### A. Healthiest State Initiative Tobacco Workgroup

Meghan/Sieglinde

- Sieglinde attended a subgroup of the subcommittee meeting and provided information to that group about the Division's activities.

Gary: I've heard that there is pushback on the committees about making changes at the state level regarding tobacco control changes. I would like to push the members not to issue a 'vanilla' report but to push for changes.

Micki: The workgroup is part of the Healthiest State Group. The workgroups will make recommendations to the main group.

Sen. Quirnbach: This is part of the Governor's workgroup and the group will only have as much power as they are independent.

Meghan: I'm having a different experience with the Blue Zones folks who are very focused, at the local level, on policies and how they may work with the SFAA and preemption. Blue zones are working locally on 3 tobacco/smoking issues.

Cathy: Are the Blue Zones people working with the advocacy groups?

Meghan: I don't know. I think they are more concerned right now with legal issues regarding preemption.

Cathy: A county fair board can pass a policy without it being a preemption issue. The advocates have a lot of experience in this and would love to be a resource to those who are attempting this.

#### B. Budget

- The Division received notice of grant award from CDC for year 5. Today is the first day of the new grant cycle. Changes at the CDC are making future grants very competitive. Our current award has an 8% cut but they have backfilled that cut with carryover funds to bring the Division to level funding. This award affects this year's budget as it frees up dollars that had been set aside in anticipation of a cut from the CDC. These funds may be used for Quitline promotion.

#### C. CPPW (added)

- Gary: Jerilyn, can you tell us if there is any evaluation data from the CPPW grant?
- Jerilyn: They are in the process of writing those and I should have them in the next month.

#### D. BRFSS Numbers (added)

- Meghan: Once we get final BRFSS numbers, we will see a drop in prevalence rates for last year. We don't know when those numbers will be released but Dr. Sheppard has told me 'soon'.

## VI. Legislative Report

## Legislators

#### A. Senator Quirnbach

- Tobacco-free schools language is still in the Senate's education bill. I don't know if it will survive in the House. I can't think of any smoking related policy information bills. The Senate passed their education reform bill this week and will take up the House's education reform bill this week. I suspect the bill will end up in a conference committee.
- The Senate, on Monday night, also passed their version of Medicaid expansion. I don't know if there are tobacco specific measures within that expansion of coverage.

#### B. Rep. Koester:

- I'm happy that both chambers' bills are done. House also passed, this week, a bill to allow teens to access Quitline without parental permission. That bill should be in the Senate next week.
- I have heard no talk about cuts to the Tobacco Division's budget from the House or Senate.

## VII. Legislative Update

Stacy Frelund

- Stacy: Thank you to Cathy and Gary for all the work and leadership they have shown on the commission.
- Stacy: All the advocacy groups have been sticking to the 10 million dollar budget when speaking to the Legislature. It's good that the Senate increased the budget to 4.1 but they are still working the \$10 million number.

Jen: Working especially with Rep. Heaton on the house budget.

Mary: Alere; has a slide showing the return on investment for using Quitline services.

Meghan: We are going to use that information in a Quitline factsheet.

Cathy: Can we get that this week? Or the data point/source?

Meghan: *Yes, this week.*

Threse: We very much need information from the local level for funding and how that budget is being used in their district. Community Partnerships need to contact their legislators to say how the funds are being used in the districts. It's much more important to hear from a constituent than from a paid lobbyist.

Cathy: We know the line between advocating and education and any encouragement the Dept. can give to allow the Community Partnerships to do that would be appreciated.

Meghan: I thought that the drive was to get legislators to contact the Community Partnerships?

Micki: The street needs to go both ways, CPs contacting legislators and legislators need to talk to CPs.

Cathy: One pager for each partnership would be very helpful as soon as they are done.

Rep. Koester: An online link would be helpful.

## VIII. TUPC Program Update

### A. Youth Executive Council

Garin/I-STEP Executive Council

- John: The Education Dept. Conference is the next event for I-STEP. The council is presenting a game of choices. We are also talking about summer summit and applications for council. Next retreat is set for June 14th but we don't know where. *John will make sure the agenda and location is distributed to the commission and that the adults are invited.*

Cathy: Do you have any info on the summer summit?

John: We have narrowed down the date to be sometime in July.

Garin explained plans for web based games that the council has worked on.

- Meghan is working with a workgroup to combine point-of-sale surveillance methods of tobacco and other drugs.

### B. Rural Programing:

Maggie O'Rourke

- Maggie, who is on leave, has a broad outline of how to increase the division's reach to rural areas. Sieglinde shared some of those ideas such as working with ag businesses on going smokefree, and providing handouts for partnerships on how to work with local boards and chambers.
- Meghan: Although Maggie isn't here right now this work will go on as it is a gap in services.

C. Smokefree Air Act

Don Owens

- *Don provided a handout.*
- Meghan: I meet with ABD this week and they have agreed to perform compliance checks for their licensees regarding the Smokefree Air Act.
- Karen: Since tobacco is already paying for two investigators the compliance checks will not cost the Division any additional funds.
- Matt: I met with John Lindquist yesterday. One difficult enforcement point has been “smoke shops” and whether or not they are allowed to skirt the law. We have also been speaking with the Department of Revenue about how they can help enforce this point.

IX. Other Attendee Reports

A. Attorney General’s Office

Matt Gannon

- The AGs office has concluded the enforcement trial for the state of Iowa. We should hear sometime this summer. 19 of the states reached a settlement with the tobacco companies. Iowa did not join that settlement.
- MSA payments will be made to Iowa next month. Should be a status quo payment. \$50 to \$70 million in payments which 78% goes to bond holders and 22% goes to general fund.
- FDA graphic warning case has been won by tobacco companies. The justice Dept. will not appeal to the Supreme Court about whether or not they can use the graphic warning labels.
- Providence Rhode Island: The flavoring case has been won by the city. The case is going to be appealed.
- New York City’s’ ban on favored smokeless tobacco won an appeal.

B. Department of Human Services

Dennis Janssen

- We are not doing anything new but that’s not to say we aren’t doing anything. We sent out a lot of information to our members and provide information on our website. Smoking status is also asked during our covered doctor visits. Education was sent to providers re-advising them of the fax number change.

Meghan: The division is now working with the medical society warning providers that they are faxing to the wrong number which is a HIPAA violation.

C. Department of Education

Molly Hammer

- Not Present

D. Alcoholic Beverages Division

Stephen Larson

- Karen distributed a handout (travel expenses should be under postage)
- Left over funds from the tobacco appropriation will be returned to the general fund.
- Cathy: Is there any way to use those funds? Anything that the Division could do? If the legislature did something?

- Meghan: Yes, but in the future. If the language appropriating those funds was loosened then there would be the ability to do additional tobacco prevention work with those funds.
- Cathy: So there is nothing that can be done this year?
- Meghan: No
- Cathy: It would be best to do away with all the line items in the appropriation language. We will make sure that this recommendation gets presented to the legislature.
- Jen: Language could be added to a bill that would allow those funds be used this year.

#### **X. Public Comment**

- none

#### **XI. Adjournment**

- adjourn 11:24am
- Next meeting 5/31/13 at AARP Building in Des Moines