

Tobacco Use Prevention and Control
Commission Meeting Minutes
January 22, 2010
AARP Boardroom, 600 E. Court Street, Des Moines
9:00 a.m. to 12:00 p.m.

Voting Members Present

Cathy Callaway-Chair
Gary Streit
Tim Hungerford
Jenna Zimmer
Dr. Bob Russell
CJ Petersen

Non-Voting Members Present

Senator Herman Quirmbach
Matt Gannon, Attorney General's Office
Lynn Walding
Aaron Swailes
Dennis Janssen
Rep. Lisa Heddens

Voting Members Absent

Nora Kurtovic
Alisa Holverson
Dr. Chris Squier

Non-Voting Members Absent

Julie Pottorff
Senator David Hartsuch
Elizabeth Calhoun

Tobacco Use Prevention and Control Staff:

Bonnie Mapes, Garin Buttermore, Jerilyn Quigley, Sheri Sturmsma, Aaron Swanson, Maggie O'Rourke, Rob Semelroth, Don Owens, Joann Muldoon, Don McCormick

Guests:

Jim Kuhlman-ABD; Sara Dixon-Gale, Peggy Huppert, Rebecca Williams, Kerry Wise, Beverly Walsmith, Debra Houlson, Jeneane Moody

I: Introductions:

Cathy Callaway called the meeting to order at 9:10 a.m. Members and visitors introduced themselves.

II: Approval of Last Minutes:

A motion was made by Gary Streit to approve the December 2009 commission meeting minutes. The motion was seconded by Jenna Zimmer. Minutes were approved.

III: Old Business:

None

IV: Legislative Report:

Rep. Heddens said that the HHS Committee met yesterday for the first time. She also stated that the governor's budget proposal should be out next week.

Sen. Quirmbach said he felt that the budget and government reorganization are the two things that may affect the tobacco program the most.

V: Legislative Update:

Peggy Huppert reported on a bill introduced to exempt veteran's organizations from the Smokefree Air Act. She said that this bill and any other bills to amend the SFAA aren't likely to be considered.

VI: Health benefits of the Smokefree Air Act:

Joann Muldoon presented data from hospital admissions in Iowa for a variety of conditions that are caused or exacerbated by tobacco smoke and smoking. Data on some conditions that would not be expected to be altered by exposure to tobacco smoke were also included controls. The results show large decreases in hospital admissions for cardiovascular diseases in the year immediately following implementation of the Smoke Air Act: coronary heart disease (24% reduction), acute myocardial infarctions or heart attacks (8% reduction), and stroke (5% reduction).

There was no change in the admission rates for the control conditions (kidney infections, pancreatitis).

VII: 2009 Tobacco Control Progress Report:

Gene Lutz and Disa Cornish presented a summary of data and analysis from the 2009 Tobacco Control Progress Report. (See attached presentation.)



Iowa_2009_Tobacco
_Progress_Report.pdf

VIII. Director's Report

A. Federal stimulus funding applications

Bonnie reported that the award of the two noncompetitive components of the "Communities Putting Prevention to Work" grants is expected to begin January 31, 2010. The first grant of \$600,256 will promote passage of a tobacco free schools law in spring of 2011. The second grant of \$635,919 will augment the cessation services being offered by Quitline Iowa, including a project to fund referral and nicotine replacement products for clients of Broadlawns.

The Centers for Disease Prevention and Control reported that the review process for the competitive grants was completed, but we have not been informed of when we might hear about any awards.

B. CDC Cooperative Agreement Application

Bonnie said the continuing application for FY 11 CDC funding had been submitted. Available funding is level with current funding. CDC funds primarily support division staff and a portion of Quitline services.

A copy of the CDC plan will be emailed to commission members.

C. Community Partnership FY 2011 funding changes

Bonnie provided the commission with an overview of the funding that will be available for community partnership grants under the new RFP planned for release in February. Funding as determined by the formula in administrative rule has been \$2,033,775 since 2000 based upon 1998 census estimates. For each of the last four years the division has added an additional \$792,045 in funding for the rural counties.

Funding levels in the new RFP will be based upon 2008 census estimates. Nine counties are now classified as metro counties. Because of changes in population, the amount of funding required by administrative rule has increased significantly. Minimum funding for the small counties must be reduced to below the current minimum of \$20,000. While metro counties will be required to support comprehensive programs addressing all three CDC goal areas, rural counties will only have to address one or two of the goal areas depending upon their funding level. Competitive supplemental grants will also be made available to rural counties to support additional objectives. The total Community Partnership funding allocated for FY 2011 will be \$2.8 million.

Bonnie said that the CDC is doing a National Adult Tobacco Survey this year, so the division will not be conducting a state survey. However, the division has paid for some additional questions and for an increased number of surveys, so we should have comparable ATS data for 2010. Data collection should be finished by March, and we should be receiving the data by the end of June.

I also passed out a fact sheet on savings in healthcare costs. Isn't that anywhere on the tape?

IX. TUPC Program Updates

A. Partners Website

Rob Semelroth gave an update on progress toward the PARTNERS website. Infinite Computing, a firm from Cedar Rapids, received the contract for the website. The website is intended primarily as a communication tool for the Community Partnerships and will include, among other things, a shared calendar, discussion board and document library.

B. JEL

Aaron Swailes reported that JEL had applied for the Youth Advocacy Group of the Year award sponsored by the Campaign for Tobacco Free Kids. He also said that JEL is preparing for the JEL summit and activities at high school rodeos.

CJ Peterson outlined plans to start a pilot anti-tobacco use group for college-age students.

Garin Buttermore discussed plans for the joint JEL/ELEVATE conference that will be held in Ames on February 13. This will be the first joint youth conference in Iowa, and 160 youth have registered so far.

C. Smokefree Air Act

Aaron provided a fact sheet to update complaint and enforcement activities. He noted that there had been 68% decrease in the number of complaints. (See attached presentation.)



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D. Cessation Services

Aaron Swanson said that there have been 49,000 calls to Quitline since January 2008. That is more than the total number of calls received to Quitline for FY01 thru FY07. In FY09, 6 % of adult smokers called the Quitline.

Sarah Dixon-Gale from IANEPKA said there had been a decrease in the number of patients enrolled in cessation services, but the enrollees seem to be more serious about quitting, and quit rate was now at 20%. Patients have been served by the cessation program in 83 of the 99 counties.

X. Other Attendee Reports

A. Alcoholic Beverages Division

Lynn Walding commented that ABD had not seen an increase in the number of bars closing after implementation of the Smokefree Air Act.

Nearly all tobacco retailers have been checked once so far this year, with a 92.2% compliance rate. The number of retailer tobacco permits has fallen to 3,375 establishments, down from 6,000-7,000 retailers when the program started. He noted that 485 taverns that had held tobacco retail permits have given up their permits since Smokefree Air Act was implemented.

B. Attorney General's Office

Matt Gannon provided an update on litigation of Larry Duncan's suit against the Smokefree Air Act. A ruling from the judge in the case has yet to be released. The AG's office is waiting on the ruling before moving ahead with any actions concerning violations of the Smokefree Air Act. He said an appeal of the case is likely no matter the outcome.

There is currently discussion as to whether e-cigarettes should be taxed as other tobacco products.

Discussion by whom? AG and Dept of Revenue?

C. Department of Human Services: Dennis Janssen had not update to report,

D. Department of Education: Not present

XI. New Business:

Cathy asked that the division develop some bullet points on the effectiveness of counter marketing for youth tobacco use prevention.

It was suggested having a lunch and learn showing the new tobacco products and showing advertising techniques that are used sometime in early. For whom???

There was discussion on dates of the commission meetings for the rest of the year. The meetings are scheduled as follows:

March 26, 2010

May 28, meeting has been changed to May 21

July 23, 2010

September 24, 2010

November 26, meeting has been changed to December 3.

XII. Public Comment & Adjournment

Debra Houlson from Legislative Services Agency commented that when the legislature set the budget they are giving a lump sum to the Tobacco Division and the division sets the amounts given to their contractors.

Meeting adjourned at 12:00 p.m.

Next meeting will be March 26, 2010

Respectfully submitted by,
Sheri L. Stursma