

Tobacco Use Prevention and Control  
Commission Meeting Minutes  
January 28, 2011  
AARP Boardroom, 600 E. Court Street, Des Moines  
9:00 a.m. to 12:00 p.m.

**Voting Members Present**

Cathy Callaway-Chair  
Dr. Chris Squier  
Gary Streit  
Tim Hungerford  
Sandra Meder-Just Eliminate Lies  
Alisa Holverson- Just Eliminate Lies  
Dr. Bob Russell

**Non-Voting Members Present**

Matt Gannon-Attorney General  
Representative Lisa Heddens-*via phone*  
Senator Herman Quirmbach  
Dennis Janssen-Department Human Services  
Bryant Hickie- Just Eliminate Lies, President

**Voting Members Absent**

Ryan Brookbank-Just Eliminate Lies

**Non-Voting Members Absent**

Steve Larson-Alcoholic Beverage Division  
Cyndy Erickson-Department of Education  
Julie Pottorff  
Gary Kendall

**Tobacco Use Prevention and Control Staff:**

Bonnie Mapes; Ramona Ubaldo; Garin Buttermore; Jerilyn Oshel; Maggie O'Rourke; Sheri Stursma; Rob Semelroth; Don Owens; Sieglinde Prior; Don Shepherd; Joann Muldoon

**I: Introductions:**

Cathy Callaway called the meeting to order at 9:20 a.m. and introductions were made.

**II: Approval of Minutes:**

Cathy Callaway, Chair, made the motion to approve the minutes from the December 3, 2010 meeting with two changes. The motion was seconded by Alisa Holverson. The minutes were approved.



December 2010  
Commission Minutes.p

**III: Old Business:**

Bonnie Mapes addressed the need for new appointments to the commission. Cathy Callaway said she will be working with the governor's staff to recommend appointees.

**IV: Legislative Report:**

Representative Lisa Heddens reported on the governor's budget recommendations for fiscal year 2012, Given pending budget cuts, including cuts to tobacco control program funding, she said it would be especially important this session to have the input of the advocacy groups.

Senator Herman Quirnbach reiterated that, with the anticipated budget struggles, a lot of community support will be needed. He commented that \$900 million currently in the state reserve funds and revenue figures ahead of what was forecast should make substantial cuts to programs unnecessary.

Cathy Callaway said she is talking with legislators about eliminating the casino exemption in the Smokefree Air Act. Other amendments to the Act, including one allowing smoking in bars that do not allow entry to minors, would likely be shelved. Senator Robert M. Hogg and Senator Matthew McCoy will be sponsoring a bill mandating insurance coverage of cessation services. She announced that American Cancer Society lobby day is in February and to check the calendar.

## **V: Legislative Update:**

Kerry Wise reported that the American Lung Association (ALA) had the chance to speak to legislators after release of the ALA report card [on tobacco control in Iowa]. Stacy Frelund from the American Heart Association and Mikki Sandquist from the American Lung Association stated that they have been meeting with legislators and plan to continuing advocating on behalf of tobacco prevention and cessation programs during the session. Commission members thanked the advocacy groups for their efforts.

Ms. Callaway inquired about the costs of JEL equipment, such as the mobile van and "give a ways" and stressed limiting those costs as much as possible. She said the JEL program needs to be re-evaluated and that new and more efficient ways to reach youth needed to be identified.

Ms. Callaway requested success stories surrounding the positive effects of JEL, Quitline Iowa, and local programs in order to show program results to the legislature. Rob Semelroth gave a brief explanation of the time frame and process of collecting story information and the necessary permissions.

## **VI: Other Attendees Reports**

### **A. Alcoholic Beverages Division**

No representative was present.

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

Mr. Gannon provided the update for the Attorney General's office. He reported on efforts by states Attornies General regarding depictions of the use of tobacco products on You-Tube. RJ Reynolds and Altria have responded. Matt provided copies of their response letters.



Altria ltr for  
commission mtg. 1-28



RJ Reynolds ltr for  
commission mtg 1-28-

Mr. Gannon updated the commission on the state's role in the PACT Act. He said that internet tobacco sellers must provide regular reports of their sales to the state for the purpose of tax collection and that Attorney General's Office will be working with the Department of Revenue to coordinate collection of those reports.

### C. Department of Human Services

Dennis Janssen reported that Medicaid was seeing a decrease in clients utilizing Quitline Iowa and said that Chantix is still the drug of choice with smokers attempting to quit.

### D. Department of Education

No representative present.

## VII: TUPC Program Updates

### A. Smokefree Air Act cardiovascular disease impact update

Joann Muldoon presented a fact sheet prepared in collaboration with Dr. Chris Squier which summarized the study of the cost of hospital admissions for tobacco –related diseases in Iowa since passage of the Smokefree Air Act. Admissions have declined by 10.7% resulting in \$348 million in health care cost savings. Dr. Squier said that these were very impressive findings and asked if a press release might be appropriate.



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### B. 2010 BRFSS report-(This report was moved to the first report of the meeting due to a scheduling conflict.)

Don Shepherd presented a summary of data from tobacco-related questions on the recently released BRFSS report. This is the first BRFSS survey with state level data that also includes cell phone data. Mr. Shepherd reported that 8.8% of adults sampled reported using smokeless tobacco and the majority of smokeless tobacco users are also smokers. The current smoking rate is 17.2%. He also noted that the smoking rate is doubled along person for whom mental health is also a factor. A list of the tobacco questions to be included on the 2011 BFRFSS survey was included.



BRFSS rpt for  
commission mtg 1-28-

### C. JEL

Garin Buttermore reported that a regional JEL summit that was held in December in the Quad Cities and that the Keep It Real mobile tour was in Hancock and Floyd counties earlier in March. Cathy Callaway asked for a breakdown of where the tour has been since it started, the number of youth JEL has made contact with through the tour, and information on the impact of a particular stop.

Mr. Buttermore stated that JEL has been conscious of costs and looked for ways to cut costs; such as asking youth to bring their own t-shirt to screen print at events; limiting the Battle of the Bands promotion to all on-line with no final live show; and utilizing more media instead of mass media.

Bryant Hickie reported to the commission on the JEL council member activities. At the upcoming retreat members will work on strategies for gathering success stories and how to best communicate with legislators. Bryant also reported that JEL applied for the Youth Advocacy Group of the Year award. The winner will be announced in March. The council has also been working on letters to the editor and several letters have been published and will be posted on our website. Cathy Callaway requested a fact sheet on JEL street marketing: what it is, how it works, what is involved, and a breakdown of the summit activities over the years.



Battle of the Bands  
flyer for commission

#### **D. Tobacco Free Schools**

Maggie ORourke reported that Department of Education has officially signed on in support of the Tobacco Free Schools initiative.

Senator Quirnbach said that he had spoken with Representative Kevin Koester and that Koester and Representative Ako Abdul-Samad will support the bill in the house. If necessary, Senator Quirnbach will support a companion bill in the Senate.

Beverly Walsmith reported that when the bill was returned from the drafters it did not contain the language that covered products such as e-cigarettes and included language concerning alcohol use. She said the e-cigarette language would be added back into the bill and the alcohol removed from the bill.

#### **E. CPPW Grant Update**

Jerilyn Oshel reported that Ringgold County is working with their city council on a cessation initiative targeting pregnant women called “Be the Model,” and that Operation 83 kits [promoting cessation counseling] are being distributed to providers in the area. She said that the program is actively working with the Ringgold County fair boards to support passage of a tobacco free fairgrounds policy.

Ms. Oshel also reported that Linn County is working with their local board of health concerning ordinances to ban the sale of dissolvable tobacco products in the county and to prohibit free sampling of smokeless tobacco products.

#### **F. ACA grant update**

Don Owens updated the commission on the pilot project to with three substance abuse agencies to establish tobacco free facilities and cessation counseling policies. Mr. Owens reported the grant award letter was received in December 2010 and that one center has already signed up to send staff to nicotine treatment certification training at Mayo. Mr. Owens also reported that they provided a summary of the project at the State Association of Substance Abuse Agencies meeting and that attendees seemed to be very interested in the direction of the project.

### **VIII: Director’s Report**

#### **A. TUPC Fact Sheets**

Bonnie Mapes provided the commission with the previously requested FY2009 SYNAR report comparing states' compliance with laws prohibiting tobacco sales to youth. Iowa currently has a 10.0% noncompliance rate.



Synar rates rpt for  
commission mtg 1-28-

Ms. Mapes also provided the commission with a list of business who are currently on the “radar” for Smokefree Air Act noncompliance and are scheduled for compliance checks and/or enforcement actions.



Radar business rpt  
for commission mtg 1-

## **B. FDA enforcement grant application**

Ms. Mapes updated the commission on the status of the Division's plans for FDA enforcement application. The noncompetitive application is for a contract, not a grant, for a period of one year with the option of two additional years of funding. It includes enforcement of tobacco sales to minors and FDA tobacco advertising regulations. A meeting with the Alcoholic Beverages Division and the Attorney General's office is needed to clarify questions about enforcement authority and ensuring that the evidence collected will be acceptable for enforcement of Iowa's retail sales law.

## **C. FY2011 expenditures report**

Ms. Mapes reviewed the most recent 2011 expenditure report for the Division. A review of line items with changes was discussed, and Ms. Mapes reported that 43% of funding had been expended. She said that no information was available yet about how much restoration funding the division might receive.



FY2011 budget  
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## **D. 2010 Adult Tobacco Survey update**

Bonnie Mapes reported that the Centers for Disease Control still has not released the data for the 2010 Adult Tobacco Survey, which we first expected to receive September 2010. As a consequence, no new data on adult tobacco use in Iowa will now be available to provide to legislators during this session. The 2010 survey report was to be used as the Commission's required annual progress report to the legislature. Bonnie said that without the report, the Commission needed to consider how they might want to deliver a progress report. Cathy Callaway suggested a sit down meeting with legislatures to provide a history of the Division and progress made in Iowa. She asked that the Commission look to Senator Quirnbach and Representative Heddens for guidance.

## **IX: New Business**

Senator Quirnbach requested the May 20, 2011 meeting date be changed due to a conflict. The date was changed to June 3, 2011.



2011 TUPC  
Commission Meeting 5

## **X. Public Comment**

No public comments were made

## **XI. Adjournment**

Meeting adjourned at 12:11am

Next meeting will be **March 25 2011, AARP boardroom, 9-12:00**

Respectfully submitted by,  
*Ramona L. Ubaldo February 11, 2010*