

Tobacco Use Prevention and Control  
Commission Meeting Minutes  
July 23, 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, *via phone*  
Ryan Brookbank-JEL  
Sandy Meder-JEL  
Alisa Holverson-JEL

**Non-Voting Members Present**

Matt Gannon-AG's office  
Dennis Janssen-DHS  
Rep. Lisa Heddens-*via phone*  
Senator Herman Quirmbach  
Bryant Hickie-JEL

**Voting Members Absent**

Tim Hungerford  
Dr. Chris Squier  
Bob Russell

**Non-Voting Members Absent**

Steve Larson-ABD  
Julie Pottorff  
Senator David Hartsuch  
Gary Kendall  
Dept. of Education-representative

**Tobacco Use Prevention and Control Staff:**

Bonnie Mapes; Ramona Ubaldo; Garin Buttermore; Chris Doster-Ringgold County Publ Jerilyn Oshel; Maggie O'Rourke; Joann Muldoon; Sheri Stursma; Brent Saron

**Guests:**

Jill Roeder-Linn County DPH; Chris Doster-Ringgold County DPH; Kate Bergener-IA/NEPCA; Disa Cornish-UNI/CSBR; Debra Helsen, LSA

**I: Introductions:**

Cathy Callaway-Chair called the meeting to order at 9:12 a.m. Introductions were made and special introductions were made for the newly elected JEL council members. Council members introduced were: Ryan Brookbank, JEL; Sandy Meder; Alisa Holverson and Bryant Hickie-JEL president.

**II: Approval of Minutes:**

A quorum was not present therefore minutes were not approved and will be on the agenda for the September 2010 meeting.

**III: Old Business:**

None

**IV: Legislative Report:**

Sen. Quirmbach provided the legislative report. He stated that revenues estimates are ahead of predictions and that final numbers would be available when the state books close in September. He did not expect any that there would be mid-year revisions to the current budget.

Bonnie Mapes inquired about the directive that another \$85 million in budget savings be found for the current fiscal year. Sen. Quirnbach stated that more state employees took the early retirement than expected and that will provide additional savings. In January 2011, the legislature will re-examine the cost savings impact. Debra Helsen, from legislative services, reported that most of the \$85 million would likely be coming from the Department of Human Services budget.

Lisa Heddens concurred with Sen. Quirnbach and reminded everyone that it will be very important to show the legislature which programs need to be funded and to also show them the results from those program efforts.

## **V: Legislative Update:**

No update was given.

## **VI: Communities Putting Prevention to Work**

### **A. Linn County-Jill Roeder, presenter, Health Community Branch Manager**

Jill Roeder reported on progress toward grant objectives in Linn County. They have achieved great response from their leadership team with outreach to the communities. She reported they are currently going through a revision of their CDC action plan to focus on following objectives:

- Limit point of purchase and outdoor tobacco advertising within 2000ft of schools, daycares
- Cap the number of tobacco retail sales licenses issued in Linn County
- Work with Linn County employers to establish tobacco free policies.
- Reduce the number of events that allow tobacco sampling. This will go before the city council

Jill reported that their achievements include:

- GIS mapping of all tobacco retail sites
- Helping two city councils with drafting tobacco policies
- Pushing for art-related community activities that are smoke free
- Pushing for a medical district in Cedar rapids that is a smoke free area

Jill reported that their barriers include gathering local data, difficulties working with some decision makers who are smokers, and resistance from landlords concerning smoke free policies.

### **B. Ringgold County-Chris Doster, presenter**

Chris Doster reported on progress for Ringgold County's grant activities. They too are experiencing push back from some county leaders who are long time smokers, but he said he felt that their staff has the experience to draw on to successfully outreach to and change the mindset of communities in the county. He also commented that they are encountering the same challenges as Linn County when it comes to collecting county-level data.

Chris reported that they have set the following objectives:

- County and city operated parks will be tobacco free
- All schools and daycare centers will be tobacco free

- Tobacco sales and advertising will be prohibited within 1000 feet of schools and daycare centers
- Tobacco sampling and advertising will be prohibited during all events at the Fairgrounds. Have received good community support on this objective.
- Fax referrals to Quitline Iowa from health care providers will increase.

Chris distributed a report on a survey of county residents about tobacco control issues conducted during the Ringgold County fair.



Ringgold Co. Fair  
Survey-July 2010.pdf

Cathy Callaway mentioned that Altria had requested, via the Freedom of Information Act, information regarding the CPPW grants. The company has also hired a new lobbyist in Iowa.

Sen. Quirnbach questioned what data we have that shows the smoking prevalence between rural and urban areas? Bonnie responded that an earlier Iowa Tobacco Control survey had done a comparison of rural and urban tobacco use and had found no significant differences. The biggest difference in prevalence of tobacco use in Iowa is related to income. She added that the final report on the 2010 Adult Tobacco Survey should be available in November or December 2010.

## **VII: TUPC Program Updates**

### **A. JEL**

Bryant Hickie, the newly elected JEL president, provided the update for JEL. He reported that the focus of JEL this year would be working for Tobacco Free School legislation. JEL representatives attended the June 23, 2010 meeting of the committee kicking off those efforts. He said that at the upcoming JEL retreat to be held August 1-3, 2010, members will discuss priorities and goals for the coming year.

Alisa Holverson updated the Commission about her work for the Youth Activism Fellowship with the American Legacy Foundation. Her assignment is a “Black College Project” focused on campuses and churches to assist with development of model tobacco control policies to help the populations they serve. Urban Dreams is also involved in this project.

Alisa said that she has been in contact with the University of Northern Iowa regarding starting a student organization similar to JEL at the university and is currently looking for an adult to be a sponsor and advisor to this organization. Bonnie asked that she keep the TUPC Division informed of her activities as we can offer assistance. She added that Disa Cornish, who works on the cessation services evaluation for the Division, might be a good contact for a sponsor.

Garin Buttermore reported that the JEL summit held at Central College in Pella June 17-19 went very well. There were 53 counties represented. The educational sessions were designed to be smaller than in the past, youth presenters were well-prepared, and participants provided good input. The street marketing event had good media coverage.

Garin gave an overview of the new JEL media campaign: Keep It real. One new feature this year will be a Keep It Real Mobile Tour using a JEL van to go to youth-focused events across the state to

promote JEL and the campaign. Garin provided the scripts of the new ads for the campaign and asked Commission members to review them. He would be asking for approval via email in the upcoming week.



JEL-2010 Summit  
county map attende



JEL Summit  
Attendance 2010-per



JEL-KEEP IT  
REAL-2010 marketing



JEL-2010-ad  
campaign scripts.pdf

## **B. Cessation**

### **1. Quitline Iowa**

Bonnie distributed the FY 2009 report in call volume to Quitline Iowa. She said that the elimination of NRT in the coming year might reduce call volume by about a third. She mentioned that, as part of their CPPW grants, Linn & Ringgold counties are offering free NRT to all their residents who call the Quitline.

Bonnie expressed some concerns about the Quitline Iowa budget for FY11. The Quitline budget for FY10 was about \$1,650,000. The Quitline budget for FY11 has been reduced to \$900,000.

Bonnie reported that the Quitline Iowa website is being redesigned to make it more interactive and allow for on-line registration and email coaching. It should be “live” in 30-45 days. A feature to support motivational text messaging to Quitline registrants will be added in January 2011. New Quitline brochures targeting the five priority populations, as well as women of reproductive age, are being finalized and will go to print in August or September.



QL call volume graph  
July 2009-June 2010.

### **2. IANEPCA**

Bonnie then discussed the FY11 budget for IANEPCA. Their budget has been reduced to \$580,000. In order to maintain services, IANEPCA will begin asking for \$5.00 co-pay for cessation pharmaceuticals. This will prevent a big reduction in the number of clients who can be served and help move the program toward sustainability. They are exploring ways to partner with Proteus to provide cessation services at the migrant health clinics. CPPW grant funds are also being used by IANEPCA to support a mini grant which will focus on integration of cessation services into electronic medical records systems at health care facilities.

### **3. Cessation Evaluation**

Disa Cornish provided the update on the cessation services evaluation procedures. She attended the CPPW conference in Atlanta in June and has been busy making the changes to the follow-up process mandated by CDC, as well as changes to the contract with IDPH to include no telephone follow or chart audits of IANEPCA clients. Disa said that the CDC is looking for higher response rates at follow-up, so she will be sending out reminder postcards to clients in August.

Disa said she will be presenting the final FY10 cessation evaluation report to the Commission at the September 2010 meeting. She also mentioned that UNI/CSBR had submitted a grant in June to NIH for analysis of marketing of new tobacco products in Iowa.

Cathy Callaway asked if they could also include the effects of the new co-pay requirement on clients. Disa indicated that they would try to pull that information out of the data.

### **C. Tobacco Free Schools**

Maggie O'Rourke gave a brief update to the Commission on the progress of the Tobacco Free Schools project. She reported that the first stakeholder' meeting was held in Des Moines on June 23, 2010. Two state legislators (Rep. Ako Abdul-Samad and Rep. Kevin Koester) attended and offered to sponsor tobacco free schools legislation in the 2011 legislative session.

Cathy Callaway added that the policies should include newer products not currently covered under FDA regulations. She asked to see the tobacco free school policy model after it is written, and Maggie agreed to send to all Commission members once it was finalized.

## **VIII: Director's Report**

### **A. Community Partnership Grants**

Bonnie Mapes provided update on the grants awarded to the partnerships. Eight counties are unfunded, two of which did not apply for funding. A full list of funding awards by county is available by request.

### **B. Tobacco Retailer Enforcement Program**

Bonnie discussed the planned transition of the retailer enforcement program from a subcontract with ABD to being housed at IDPH by the beginning of FY 12. In the coming year, Alcohol Beverages Division will keep four investigators and will complete the 28E agreements with local law enforcement. The program coordinator position, which was vacated at ABD by a retirement, will now be an IDPH employee. The coordinator will also be responsible for overseeing enforcement of the Smokefree Air Act. Brent Saron will act as interim coordinator to help coordinate the transition of the enforcement program over to IDPH. Bonnie reminded the Commission that this will require a change in the statute.

### **C. Staff Changes**

There were now two vacant positions the Division: a Program Planner 2 and a Community Health Consultant. The PP2, who acted a field staff for JEL, will not be replaced. The CHC will be replaced and will one-half time with the JEL program and one-half time with other Division duties. The enforcement coordinator is a new position which is planned as an Executive officer 2. Bonnie is currently working on those position descriptions will keep the Commission posted on the hiring process.

### **D. FY 11 Budget Update**

A draft of the FY11 budget was presented for review. Bonnie noted that the budget could not be finalized until the final amount of FY10 carryover funding was determined in September. Each line item in the budget was discussed and changes from FY 10 funding levels were noted. The

final FY11 budget will be presented to the Commission for approval at the September 2010 meeting. Bonnie added that the FY10 final expenditure report will be presented at that meeting, as well.



FY2011 DRAFT state  
funds budget-7-2010

#### **E. NALBOH/NACCHO Grant**

Bonnie reported that the CDC site visit in July went well with good comments coming from the CDC project officers who participated. One suggestion was to include more “process evaluation” of Division activities. She said she had requested further guidance and technical assistance from CDC concerning process evaluation methods.

#### **F. Online 2011 IYTS**

Bonnie Mapes reported that the Division had gotten the go-ahead from the CDC to conduct the Iowa Youth Tobacco Survey as an on-line survey in Fall 2011. Iowa will be the first state to do this.

### **IX: Other Attendee Reports:**

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

No representative present. No report given.

#### **B. Attorney General Office**

Matt Gannon presented the update for the AG’s office. His office has been reviewing the new FDA legislation and they have found a few conflicting requirements regarding local voluntary agreements. Their office is working through them and providing feedback.

Mr. Gannon then provided update on the PACT ACT [which limits how tobacco products bought on-line may be shipped] and the challenges they are facing with it. The Department of Revenue is involved due to the licensing of companies selling via the internet. He reminded the Commission that sales of tobacco over the internet are illegal in Iowa.

#### **C. Department of Human Services:**

Dennis Jansen reported for DHS. Medicaid staff are currently interviewing people who have participated in the [cessation] program, particularly targeting pregnant women. The department is also hiring staff to review and assist with implement-tation of the many requirements of the newly enacted health care legislation.

#### **D. Department of Education:**

No representative present. No report given.

## **X. New Business**

### **A. Preference for Contact from Outside Agencies**

Bonnie Mapes is requesting that Commission members let the Division know what contact information they wish the Division to provide to outside agencies when requested. An email will send an email to all members requesting this information.

A letter sent to the Commission concerning the elimination of the NRT benefit for Quitline Iowa is what prompted this request. Cathy Callaway will draft response letter from the Commission.

## **XI. & XII. Public Comment & Adjournment**

No public comments were made.

Cathy Calloway-Chair made the motion to adjourn and Alisa Holverson seconded the motion. The motion was approved.

Meeting adjourned at 11:49am

Next meeting will be **September 24, 2010, AARP boardroom, 9-12:00**

Respectfully submitted by,  
*Ramona L. Ubaldo September 2, 2010*