

Tobacco Use Prevention and Control
Commission Meeting Minutes
August 5, 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 (phone)
Gary Streit
Klyne Burr-Just Eliminate Lies (JEL)
Morgan Brittain - JEL
Sammy Perryman - JEL
Dr. Bob Russell

Non-Voting Members Present

Matt Gannon-Attorney General
Representative Lisa Heddens (phone)
Senator Herman Quirnbach (phone)
Dennis Janssen-Department Human Services
Nicole Schimerowski- JEL, President

Voting Members Absent

Tim Hungerford

Non-Voting Members Absent

Cyndy Erickson-Department of Education
Julie Pottorff
Senator Robert Bacon-*new member*
Steve Larson-Alcoholic Beverage Division (ABD)

Tobacco Use Prevention and Control Staff:

Interim Director Dr. Patricia Quinlisk, Aaron Swanson, Garin Buttermore, Maggie O'Rourke, Rob Semelroth, Don Owens, Joann Muldoon, Sheri Stursma

Guests/Presenters:

Don McCormick-Iowa Department Public Health (IDPH); Virginia Tonilli-IowaPCA; Beverly Walsmith-Iowa Tobacco Alliance (ITPA); Peggy Huppert-American Cancer Society (ACS); Rod Boshort-CR Gazette; Kris Bell-Sen. Democratic Staff; Sen. Jack Hatch; Tony Leys-DM Register; Bryan Lovan-JEL; John Culver-JEL; Sue Lerdal-Legislative Services Agency; Angie Doyle Scar-IDPH; Kaili Burger-JEL; Lynn Campbell-IowaPolitics.com; Kerry Wise-American Lung Association (ALA); Micki Sandquist-ALA; Stacy Frelund-American Heart Association (AHA); DeAnn Decker- IDPH; Samantha Schwarz-JEL; Britney Samuelson-JEL; Deb Vander Plas- Community Health Partners of Sioux County; Laurene Hendricks-IDPH; Holly Smith-IDPH; Emily Carlson-WHO TV; Disa Cornish-University of Northern Iowa (UNI); Richard Lee-WHO Radio;

I: Introductions:

Cathy Callaway-Chair called the meeting to order and introductions were made. A conference call phone line was established to accommodate attendees.

Dr. Quinlisk introduced herself and made brief remarks regarding the recent events within the division and department. Dr. Quinlisk had a letter sent to partnerships asking for their input regarding the division by August 10. Input would be accepted after that time as well.

II: Approval of Meeting Minutes:

Gary Streit moved to approve the minutes from the June 3, 2011 meeting. The motion was seconded by Dr. Russell. The minutes were approved unanimously.

III: Old Business:

No old business was discussed

IV: New Business:

A. Review of Commission Roles and Responsibilities

Cathy Callaway read to the commission the roles and responsibilities for the commission as set forth in Chapter [142A](#) of the Iowa Code. Cathy mentioned that [HF649](#), passed this year, added additional language to the commission's responsibilities. Matt Gannon confirmed that the new language does not alter the commission's responsibilities or role from 142A. He also mentioned that two paragraphs from 142A have been deleted regarding sales of tobacco to youth.

Sen. Quirnbach pointed out the advocacy role of the division.

A motion to thank Bonnie E. Mapes for her work as Division Director was suggested by Sen. Quirnbach, and seconded by Dr. Squier. The motion passed.

Discussion of how Dr. Quinlisk's other responsibilities will affect her ability to be division director. Discussion regarding Chapter 142A's call for a division director whose sole focus would be the division.

Gary Streit moved and Dr. Squier seconded, to offer a resolution for IDPH.

- a. Commission calls on the director of IDPH to continue to abide by Chapter 142A, to have a full time director and to continue the important work of tobacco control in Iowa, a well-rounded program that includes a youth program.
- b. The motion was approved

V: TUPC Program Update

A. FY 12 budget update

Dr. Quinlisk: The budget concerns are not just happening to tobacco but all over state Government. FY 11 funds, as of end of June, 82% of monies (minus youth program) have been spent, youth program as of June 89% monies spent.

Fy12: \$3.25 million allocated

- a. Contracts in place right now: Quitline Iowa: \$831,540
- a. \$56,906 federal funds
- b. \$280,000 Medicaid
- c. \$ 494,634 state funds
- b. ITPA contract \$65,000 (stimulus funds)
- c. CR Public Library (Clearinghouse) \$15,000 from state funds
- d. Community partnerships: important priority for Health Dept; \$2,037,000 committed to partnership funding.

- e. Compliance checks important too: \$453,830 funds to ABD for statewide compliance checks.
- f. Rest of money is still being looked at closely.
 - Surveillance and evaluation
 - Youth programming

B. Overview of Tobacco portion of Community Transformation Grants (CTG)

- a. The CTG is a federal grant applied for by the dept. It would target 26 counties, totaling \$15 million, over the next 5 years. Focus on several public health issues. Tobacco specific initiatives include a continuation of Operation 83 and smoke free multi-unit housing. Notification of award for this very competitive grant would come in early September.

C. ACA Grant:

- b. Dept applied for this non-competitive grant in May, 2011. It would electronically integrate medical records and Quitline. CDC put grant on hold but recently said there may be a funding announcement later this month (August).

VI: TUPC Program Updates

A. Tobacco Retail Promotion/ HUD USDA Assessments

- a. IDPH has begun GIS mapping the survey results. Eventually we could find out if retailers who are near schools have different advertising than those that aren't near schools.
- b. Survey of subsidized multiunit housing. Identified 800 complexes in the state. 700 were assessed (over 18,000 apartment units). Results: 145 have rules against smoking in individual units. (Approximately 3,000 apartment units). Community partnerships can then follow up with owners to help them become smoke-free.

B. Quitline Iowa

- a. Handout given, numbers for FY11 : total number of calls down (no NRT)
 - a. Monthly calls steady with bumps in Jan and March.
 - b. Fax referrals and where referrals came from also on sheet.
- b. New Quitline service provider fact sheet also handed out.
 - a. Alere Wellbeing, Inc:
 - b. phones open 24/7,
 - c. Counselors will be available all time except 2am to 6am.
 - d. Call backs from counselors within 24 hours
 - e. fax referrals call back within 24 to 48 hours
- c. Disa Cornish: Preliminary secret shopper calls for Alere are 100% call back and positive feedback.

C. Iowa PCA mini-grant and diabetes project

Mini-Grant Project Update

- a. ARRA funding supports the project, which involves recruiting eight safety net clinics (FCs and RHCs) to implement a registry to screen all patients for tobacco use status and then connect patients who are tobacco users and want to quit with resources. So far, four clinics have implemented the project which

is a partnership between IFMC who owns the registry and trains the clinics on how to use it as well as workflow redesign and the IDPH.

- b. The four clinics that have implemented the project are Redfield Medical Clinic, Audubon Medical Clinic, La Clinica de la Esperanza, and Community Health Free Clinic.
- c. Staff has recruited an additional four Rural Health Clinics that are working with IFMC to address some technology-related questions before they can apply for funds and implement the program.
- d. Over 3,500 patients have been screened for tobacco use status thus far and we will be able to report additional project outcomes during the next Tobacco Commission meeting.
- e. The clinics have all commented on how meaningful the project has been as many of them were not regularly screening patients for tobacco use at each visit.

Tobacco/Diabetes Project Update

- f. Community Health Care, Inc. and Crescent Community Health Center have participated in the tobacco/diabetes project, which is focused on providing an intensive twelve-week diabetes and tobacco cessation intervention for patients who are tobacco users and also have diabetes. The project is a partnership with IDPH's Tobacco and Chronic Disease Division and jointly funded by ARAA and the CDC.
- g. During SFY11, the two centers provided 36 two-week interventions and just recruited a new cohort of patients to participate. Patients receive both diabetes and tobacco cessation-related counseling, cessation pharmacotherapy, and other tools.
- h. The Iowa PCA has recruited a third center to participate in the program for SFY12, which is Siouxland Community Health Center. The intervention will remain the same through the life of the program and the outcomes are being evaluated by Joann Muldoon from the IDPH.

D. JEL (PowerPoint link here)

- a. 107 youth present
- b. SM event was popular with youth and public
- c. Candle Light Vigil an important part of summit. Shows passion for program
- d. Talk of changing JEL's name has not yet happened. Waiting for budget decisions to be made
- e. Discussion whether name change is needed/will help; increase presence at Capitol next session with a Youth Advocacy Day type event
- f. 5 audience members were also JEL youth

E. Tobacco Free Schools

- a. Beverly Walsmith: A lot of progress has been made since the last report. At the last stakeholders meeting, the decision was made to continue with initiative despite setback in last legislative session. With the bill passed in the senate, we will work to gather support and signatures for getting the bill passed in the House next session.
- b. Three suggestions from meeting that are currently being implemented:

- a. Exhibit at county fairs, civic organizations, and parent / teacher organizations, focusing on House leadership counties, educating the public on the new dissolvable (etc) products.
- b. Distribute the TFS fact sheets through the school nurses
- c. Decision was made to keep “tobacco free schools” for a name rather than “nicotine free schools”. Hoping to do something this Fall for media/promotion of the bill.

VII: Other Attendees Reports

A. Alcoholic Beverages Division (ABD)

- a. ABD was not in attendance
- b. Question raised by Dr. Quinlisk regarding whether or not ABD is still doing all enforcement actions/ checks for SFAA.

B. Attorney General’s Office (AGs)

- a. Matt Gannon: AG’s office fully supports today’s commission resolutions, including an effective and robust youth advocacy program.
- b. Arbitration with tobacco companies through MSA ongoing.
- c. Also working with other state and social media companies (YouTube, Facebook) with policies regarding tobacco ads and placement.
- d. E-cigs: AG’s office took look at other states laws restricting sales to minors and amending SF laws to include e-cigs.
 - a. Iowa AG office says that E-cigs aren’t covered in our law because there is no burning.
 - b. Iowa AG office also unsure about under aged sales of e-cigs.

C. Department of Human Services

- a. Dennis Janssen: Chantix still the popular drug asked for via Medicaid.
- b. Finalized MOU and contract for federal share of Medicaid Quitline funds.

D. Department of Education

- a. No representative present. No report given.

VIII: FY 11 Iowa Tobacco Cessation Evaluation Report

- a. Handout given: executive summary of program fy11
- b. Following nation and international best practices.
- c. Study questions changed this year making comparison with previous years difficult
- d. Basic info: 24% are quit at 7 and 13 months
- e. Much reduction in tobacco use per day with those who have not quit

IX: Legislative Report

- a. Peggy Huppert: ACS working on tobacco free schools issue. Especially in Paulson and Upmeyer’s district.

- b. ACS will have campaign this fall with radio, postcards, to members asking for action on legislative actions to defund program.
- c. Director Miller Meeks has said she is against removing the casino exemption from the SFAA but the advocates are for removal of that exemption.

X: Legislative Update

- a. Sen. Quirnbach: he would be against a diminished role for the program, the commission and Chapter 142A.
- a. Rep. Heddens: thanked commission for good work, will advocate for increase funding next year. While she was at a different meeting on Wednesday several people asked her what was going to happen to dept. and what effect the changes would have on SFAA and helping people quit tobacco. Rep Heddens said it would be important for advocates to provide data to support continued funding especially for youth

XI: Public Comment & Adjournment

- a. ALA: thanks commission for work and applaud the resolutions today.
- b. AHA: ditto, offer support in helping to move forward

Cathy Callaway made the motion to adjourn. The motion was approved and meeting adjourned at 11:56 a.m.

Next meeting will be September 23, 2011 from 9a-12:00p
American Lung Association of Iowa
2530 73rd Street, Urbandale,

Respectfully submitted by,
Garin Buttermore August 10, 2011