

Tobacco Use Prevention and Control
Commission Meeting Minutes
September 24, 2010
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, *via phone*
Bryant Hickie-JEL
Sandy Meder-JEL
Alisa Holverson-JEL
Tim Hungerford

Non-Voting Members Present

Matt Gannon-AG's office
Dennis Janssen-DHS
Senator Herman Quirmbach
Ryan Brookbank-JEL
Cyndy Erickson-Dept of Education

Voting Members Absent

Bob Russell

Non-Voting Members Absent

Steve Larson-ABD
Rep. Lisa Heddens
Senator David Hartsuch
Gary Kendall
Julie Pottorff

Tobacco Use Prevention and Control Staff:

Bonnie Mapes; Ramona Ubaldo; Aaron Swanson; Garin Buttermore; Jerilyn Oshel; Maggie O'Rourke; Joann Muldoon; Sheri Stursma; Rob Semeroth; Don McCormick-IDPH, PIO

Guests:

Nick Grant-ZLR; Sara Dixon Gale-IANEPCA; Jill Roeder-Linn County-*via phone* DPH; Disa Cornish-UNI/CSBR

I: Introductions:

Meeting was called to order by Cathy Callaway-commission chair at 9:03 a.m. Introductions were made.

II: Approval of Minutes:

A quorum was present, Gary Streit made a motion to approve the minutes from the May 21, 2010 and July 23, 2010 meeting the motion was seconded by Alisa Holverson. Minutes were approved.



May 2010
Commission Minutes--



July 2010
Commission Minutes--

III: Old Business:

A request was made to members to provide contact information for response to inquiries from outside parties. All members present provided information for the record. An email request will be made to members not present.

IV: Legislative Report:

Sen. Quirnbach discussed some of the issues which may impact budget negotiations in the upcoming legislative session, including the expected Medicaid shortfall. He also mentioned that state revenues are now holding steady.

V: Legislative Update:

Cathy Callaway commented that there may be an effort to close the casino exemption [Smokefree Air Act] during the upcoming legislative session depending on the outcome of the election.

Bonnie told the commission that the statute which established the division (142A) may need to be changed to reflect changes in the tobacco retail sales enforcement program. IDPH currently contracts with the Alcoholic Beverages for management of the program, as required by the statute. The plan is to bring the program “in-house” to IDPH with no subsequent ABD contact beginning next fiscal year. Both agencies are in agreement on the proposed change. This would require action by the legislature to make the necessary statutory changes.

VI: Other Attendees Reports

A. Alcoholic Beverages Division

No representative present. No report given.

B. Attorney General’s Office

No representative present. No report given.

C. Department of Human Services

Dennis Janssen reported that, while Medicaid prescriptions [for cessation pharmaceuticals] are down from previous years, the program is holding its own. They are still in the process of hiring new staff to review and assist with implementation of the many requirements of the newly enacted health care reform legislation.

D. Department of Education

Cyndy Erickson is the new commission representative from the department of education. She reported on a new grant awarded to Iowa to work with other state agencies to continue to support schools with prevention issues. She also reported on a possible \$3.5 million grant over 5 years to support a larger scope Iowa Youth Tobacco Survey. Only 5 grants will be awarded and there were at least 30 applicants. She will provide an update at the December meeting.

VII: TUPC Program Updates

A. JEL

Bryant Hickie reported to the commission on JEL activities. He said that the policy focus for JEL will be on Tobacco Free Schools and educating students about new tobacco products. Bryant also reported on the regional summit that will be held in Marshalltown on October 23, 2010. So far 50 youth signed up to attend. Their goal as council this year is to have at least 75 counties and 220 youth represented at the annual summit.

Garin Buttermore reported that the JEL executive council has scheduled webinars at 9 p.m. on Sundays every week until the summit. Garin invited all commission members to attend the webinars. The link for which is on the JEL website.

Dr. Squier inquired about the state tax on “roll your own” vs. pipe tobacco. Matt Gannon stated that the tax rate is 50% of the manufacturer’s suggested retail price. Cathy Callaway stated that we need to get a clearer understanding of the tax issues surrounding all the tobacco products.

1. Keep It Real Campaign

Nick Grant from ZLR/Ignition presented materials from the new JEL campaign. This year’s campaign theme is “Keep It Real” and focuses on highlighting and all the things that the tobacco industry doesn’t want consumers to know about their products. The campaign will include:

- TV Ads
- Campaign Website- [Keep It Realz.com](http://KeepItRealz.com)
- Billboards
- Online flash ads-- My Space, Face Book, etc.
- Gas station window clings
- Mobile Tour

Nick also reported on other ongoing activities that JEL and ZLR are currently planning:

- Street marketing events
- Summit promotion
- Educational items
- JEL 2nd Annual Battle of the Bands
- Text messaging reminders on JEL activities/happenings

Sen. Quirnbach stated that ZLR needs to be sure they have solid data to support the claims in the ads surrounding oral cancer. Cathy Callaway reported that there is new data to support the connection between smokeless tobacco products and heart disease.



Just Eliminate Lies PP
for commission mtg. 9

B. Tobacco Free Schools

Maggie ORourke updated the commission on the tobacco free schools initiative, including involvement of the department of education in production and promotion of an informational packet to be sent to all public and private school administrators and other stakeholders. The packet will include a DVD, Fact Sheet, Position Policy Statement from the Iowa Tobacco Prevention Alliance (ITPA), and a model policy checklist for schools to assist in developing their own policies.

Beverly Walsmith, ITPA, reported on June 23, 2010 a meeting held with the stakeholders team. Representatives Abdul-Samad and Kevin Koester attended the meeting and both agreed to sponsor a bill to require all schools to be tobacco free. Language to cover all new tobacco products should also be included in any policy language.

Sen. Quirnbach stated he would be willing to look at a companion bill for the Senate. He said that he will work with Representatives Abdul-Samad and Kevin Koester and ITPA.



TFS ITPA doc for minutes 10-11-10.pdf



TFS fact sheet for mtg. minutes 10-11-1



TFS contact lis for mtg. minutes 10-11-1

C. CPPW Grant Update

Jerilyn Oshel began her update with a discussion of the new, IDPH “Healthy Iowans 2020” initiative. The focus will be on identifying critical healthcare problems in specific health topic areas, including tobacco use. The steering committee for the initiative will be collecting this information from October 2010-December 2010 and is requesting input from stakeholders. Bonnie, Jerilyn and Cathy will meet to draft thoughts and will present at the December commission meeting.



healthy iowans handout commish mtg

Jerilyn introduced CPPW grant staff joining by conference call from Linn County. Marci Sisk described the results of the initial assessment of retail tobacco advertising they had just completed in Cedar Rapids. Assessment data on the amount and placement of advertising in retail establishments was correlated with neighborhood statistics on free and reduced lunches. The data showed that there was a higher concentration of tobacco ad placements in middle income areas as compared to areas identified as low income.

Jerilyn reported on activities in Ringgold County. They are currently conducting survey of clients in WIC clinic and gathering some interesting information about behaviors and attitudes toward tobacco use. Ringgold County’s plan also includes a media education campaign (texting, newspaper ads, billboards) and a tobacco free parks policy initiative which includes butt pick up days.

Jerilyn reported that the CDC YRBS survey [Youth Risk Behavior Survey] was started in Linn and Ringgold Counties. The survey will be conducted this fall and again in 2 years in all public schools in each county.

D. Prevention Conference

Aaron Swanson gave an overview of the upcoming Prevention Conference to be held on November 4 & 5 at the Gateway Center in Ames, Iowa. This is a combined conference for tobacco and substance abuse prevention issues with speakers and breakout sessions pertaining to both topics.



Agenda at a Glance.doc



draft agenda tobacco day.doc

E. Cessation Services

1. Quitline Iowa

Aarons Swanson reported that the Quitline Iowa website re-design is close to being completed. There will be several new features on the website including on-line registration for telephone counseling and access to Quitline coaches via email.

2. IANEPCA-Sara Dixon-Gale, presenter

Sara Dixon-Gale provided report on IANECPA activities. She said that the some community health centers are now requiring a \$5 co-pay of clients [for cessation drugs]. They are currently evaluating the centers with a co-pay versus centers without a co- pay. Three additional clinics supported by Proteus were recently added to the program, which brings the total of sites in Iowa offering the cessation program to 31.

Ms. Dixon-Gale also reported that ARRA funds are being used for a mini grant project to assist clinics with implementing an electronic patient records system which includes reminders and tracking of provider cessation services. IANEPCA is considering partnering with IFMC in an effort to recruit new clinics. IANEPCA is also starting a project with the diabetes program to pilot a cessation program specific to diabetic patients at several clinics. Sara stated she should be able to report on the progress at the next commission meeting.

3. Evaluation Report-Disa Cornish UNI, presenter

Disa Cornish provided a report on some of the outcomes of the FY 2010 cessation services evaluation. Some highlights from that report include:

- Smoking cessation rates of 20% to 29% are being sustained over time.
- Quit rates among Medicaid clients referred to Quitline Iowa are about the same as quit rates for those in the general population using the Quitline.
- Most smokers are not switching to smokeless tobacco. Less than 1% of callers used smokeless tobacco.
- Many smokers who do not quit reduce their cigarette consumption.
- Most smokers who do not quit plan to use pharmacotherapy in the next year
- Most who DID quit expect that they will need pharmaceutical support to remain smoke-free.
- The majority (80%) of smokers who used the service had an annual income of \$40,000 or less.
- Most callers were satisfied with the services provided and would recommend the program to others

Ms. Cornish also reported on the changes to the evaluation process in FY2011. IANEPCA services will no longer be included in the evaluation. Follow-up procedures for Quitline Iowa callers will change slightly to conform with new CDC guidelines. Interviews will be conducted at months 7 and 13 instead of 6 and 12 months. Reminder postcards will be mailed out to help improve response rates.



evaluation services
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F. Smokefree Air Act

Bonnie Mapes reviewed the second annual Iowa Smokefree Air Act report on enforcement activities. She pointed out that the trajectory of complaints and violations is the same as seen in other states with smokefree air laws in place with complaints falling by 71% compared to the first year after passage of the law.

Cathy Callaway suggested the title of the next report be changed to “compliance report,” and Bonnie agreed. Ms. Callaway also requested more data on the health outcomes and health impacts of implementation of the SFAA. Bonnie stated that most of that type of data is outside of the scope and resources of the division and would have to come from an outside source.



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FINAL.doc

VIII: Director’s Report

A. FY10 expenditures report

Bonnie Mapes presented the final FY10 state budget expenditures. FY10 expenditures totaled 97.9% of budgeted funds. She reminded the commission that \$500,000 of the FY11 budget was projected to come from carryover of unexpended funds from FY10. The actual carryover amount is \$413,986.



FY10 state fund
expenditures report-

B. FY11 Budget

Bonnie Mapes reviewed the final FY11 state funds budget describing each budget line item and discussing any changes from the draft budget presented to the Commission in July 2010. She reported that the total of general funds allocated to the FY11 budget will be \$7,802,268.

A motion was made to approve the final FY11 state funds budget. Dr. Squier made the motion to approve, Alisa Holverson seconded the motion. The motion was approved by all members. Lisa Helton from LSA, requested to see both the State and Federal side of the FY11 budget. Bonnie said she will be bringing the budget showing state and federal funding to subsequent meetings.



FY2011 budget
commission draft for :

C. CDC Supplemental funding grant application

Bonnie announced that there is a new, non-competitive grant available from CDC specifically to support access to cessation services, primarily quitline services. Iowa is eligible to receive \$63,900 over 2 years in Affordable Care Act funds. The division plans to contracts with substance abuse agencies to promote tobacco free facilities and cessation services. She said she should have an update at the December meeting. .

D. 2011 IYTS

Bonnie reported that the CDC has decided not to support conducting the Iowa Youth Tobacco Survey on-line in 2011. This is apparently due to some issues the CDC encountered when conducting a pilot of the YRBS on-line. Therefore help from the community partnerships will be required to get the survey completed and funds have been reallocated in the budget to for contract amendments to support their activities in recruitment of schools.

Bonnie also mentioned that \$5,000 has been allocated to complete cross-tabulation of tobacco use-related questions on the Iowa Youth Survey.

IX: New Business

No new business was presented.

X. & XI. Public Comment & Adjournment

No public comments were made.

Cathy Callaway-Chair made a motion to adjourn, Alisa Holverson seconded the motion. The motion was approved.

Meeting adjourned at 11:50am

Next meeting will be **December 3, 2010, AARP boardroom, 9-12:00**

Respectfully submitted by,
Ramona L. Ubaldo October 6, 2010