

## **TRUST Commission Minutes**

**Date:** January 10, 2007  
**Time:** 10:05 a.m. -3:40 p.m.  
**Location:** Arizona Interscholastic Association, 7007 N. 18<sup>th</sup> St. Phoenix, Az. 85020

**Purpose:** The purpose of the TRUST Commission is to review overall strategic goals, objectives and activities for tobacco control in the state of Arizona and to serve as an advisor to the Director of the Arizona Department of Health Services as it pertains to tobacco control in the state of Arizona.

**TRUST Commissioners Present:** Linda Bailey, Wil Counts, Benton Davis, Shelly Hall, Nancy Hook, Dr. Kelly Hsu, Violet Mitchell-Enos, Scott Leischow, Dr. Nayeri, Bill Pfeifer, Librado Ramirez, Dana Russell, and Dr. Ronald Spark.

**Arizona Department of Health Services (ADHS) Staff:** Michael Allison – ADHS Native American Liaison, Janet Bourbouse– ADHS Chronic Disease Program Manager, Cheryl Czappa– ADHS TEPP, Diane Eckles– ADHS-Office of Environmental Health, Mary Ehlert–ADHS TEPP Marketing Director, Dianna May–ADHS TEPP Contract Manager, and Jeanette Shea-Ramirez– ADHS Deputy Assistant Director for Public Health Prevention.

**Presenters (in order of presentation):** Diane Eckles– ADHS-Office of Environmental Health, Anthony Forschino– Arizona Department of Revenue, Jeanette Shea-Ramirez– ADHS Deputy Assistant Director for Public Health Prevention, Dr. Mary Gilles – University of Arizona Health Care Partnership (HCP), Mary Ehlert – ADHS TEPP Marketing Director, Michele Walsh – University of Arizona Evaluation Unit, Janet Bourbouse – ADHS Chronic Disease Program Manager, and Dianna May – ADHS TEPP Contract Manager.

**Public Attendees:** Donna Beedle – Maricopa County Tobacco Use Prevention Program (MACTUPP), Mr. Bower– American Cancer Society, Sharlene Bzack – American Cancer Society, Emma Ditsworth– Asian Pacific Community Action, Merrill Eisenberg–University of Arizona, College of Public Health, Mary Gilles – University of Arizona Health Care Partnership (HCP), Stephen Michael– ASHLine, Louise Strayer– University of Arizona Health Care Partnership (HCP), Michelle Walsh– University of Arizona Evaluation Unit, Cory Woods– American Lung Association, and Sharhonda Woods– University of Arizona Evaluation Unit.

Time	Agenda Item		Outcome/Next Steps/Motions
10:05 a.m.	Call to Order  Approval of Minutes  Review of Agenda	Bill Pfeifer	<ul style="list-style-type: none"> <li>▪ Quorum present.</li> <li>▪ Minutes of the last meeting are approved with the following corrections: Commissioner Ramirez was present at the Nov. 8, 2006 meeting; Refer to Commissioner Spark as Dr. Ronald Spark.</li> <li>▪ <b>Next Steps:</b> Cheryl Czappa to make corrections and have posted on website...Done</li> </ul>
	Chairman's Report <ul style="list-style-type: none"> <li>▪ Ethics Training Update</li> <li>▪ Orientation Update</li> </ul>	Bill Pfeifer	<ul style="list-style-type: none"> <li>▪ Ethics training was completed by new Commissioners.</li> <li>▪ Feedback: Dr. Spark felt that much of training was not germane to Commission; He would like to add supplemental training especially regarding conflict of interest.</li> <li>▪ <b>Next Steps:</b> Jeanette Shea-Ramirez to follow-up with Commissioners on additional training they would like; she will consult with the Attorney General's office about conflict of interest information</li> </ul> <p><b>Orientation</b></p> <ul style="list-style-type: none"> <li>▪ Feedback: Nancy Hook felt the orientation was valuable; Scott Leischow said he believes the State is committed to making the program far stronger than it has been; Dr. Spark thought there was good technical information and felt the vision, especially with the plan to do a statewide strategic plan, is a good direction. He did feel some of the segments were a little long.</li> </ul>



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			<p>next meeting should be on tribal land.</p> <ul style="list-style-type: none"> <li>▪ <b>Motion:</b> Dr. Nayeri made a motion that the next TRUST meeting be at Salt River Indian Community location in a non-smoking environment. Motion seconded by Wil Counts. <b><u>Motion carried.</u></b></li> <li>▪ <b>Next Steps:</b> Cheryl Czappa will make arrangements for the March 7, 2007 meeting at Salt River Indian Community; Violet Mitchell-Enos will help arrange the meeting.</li> </ul>
	<p>Overview of the ADHS Office of Environmental Health's Smoke Free Arizona/Prop 201 <i>(Requested by TRUST)</i></p>	<p>Diane Eckles</p>	<p><b>Program.</b></p> <ul style="list-style-type: none"> <li>▪ A telephone number (1 877 AZSTOPS) and website, <a href="mailto:smokefreearizona@azdhs.gov">smokefreearizona@azdhs.gov</a>, have been established.</li> <li>▪ Program must provide its first annual report to the legislature about Prop 201's implementation by June 1, 2008.</li> </ul> <p><b>Reporting Violations</b></p> <ul style="list-style-type: none"> <li>▪ The public can report violations to 1 877 4AZNOSMOKE or at <a href="mailto:nosmokingarizona@azdhs.gov">nosmokingarizona@azdhs.gov</a></li> </ul> <p><b>Enforcement</b></p> <ul style="list-style-type: none"> <li>▪ ADHS Environmental Health has delegated authority to counties to issue a business a "Notice of Violation"</li> <li>▪ Violations can result in civil penalties of \$100- \$500.</li> </ul> <p><b>Discussion:</b>  <b>Q:</b> Dr. Spark: Will information be given to the general public about penalties?  <b>A:</b> Diane Eckles: Yes, a media campaign will tell the public, and signs will have the reporting telephone number and website. Also, Eckles said businesses can receive signs for their businesses at no charge.</p>

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		<p>Q: Dana Russell: Who inspects for smokefree violations?  A: Diane Eckles: ADHS Environmental Health, but it has delegated its authority to its county partners.</p> <p>Q: Dr. Nayeri: Is existing workforce expected to enforce the law within each county?  A: Diane Eckles: Counties are currently assessing their need for additional staff. Revenue already being generated by the two cent tax is being disseminated to counties to fund enforcement.</p> <p>A: Bill Pfeifer: Each county will receive base funding and then additional funding based on population.</p> <p>Librado Ramirez requested and Eckles provided a information about the following:</p> <ul style="list-style-type: none"> <li>• Places of Employment Responsibilities</li> <li>• Proposed rules (15 feet from entrance)</li> <li>• Exemptions</li> <li>• Civil Penalties</li> </ul> <p><b>Continued Discussion :</b></p> <p>Q: Wil Counts: What amount can a business be fined?  A: Diane Eckles: \$100 - \$500. Eckles added that there will be public hearings about the Rules for Prop 201 on March 6, 2007 (Phoenix), March 7, 2007(Tucson), and March 8, 2007(Flagstaff).</p> <p>Q: Dr. Spark: If a county inspector finds a business in violation, can their food service license be revoked?  A: Diane Eckles: Not at this time.</p> <p>Q: Linda Bailey: Will website have resources for businesses going smoke free?  A: Diane Eckles: Yes.</p> <p>Q: Scott Leischow: Explain evaluation process for tracking any action taken by a County...</p>

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		<p><b>A:</b> Diane Eckles: Counties will provide violation information back to ADHS Environmental Health. There will be a centralized complaint database on the smokefreearizona.org website. The Smoke Free Arizona Program will have control over system and will be able to monitor the number of complaints per county, the resolution of the complaint, etc. Counties are required to provide annual report, starting May, 1, 2008.</p> <p><b>Q:</b> Scott Leischow: Will violations be treated as public information?</p> <p><b>A:</b> Diane Eckles: Information will be posted on the website...</p> <p><b>A:</b> Bill Pfeifer: Added that the law requires that a report be provided biannually to the legislature with the first report due June 1, 2008.</p> <p>Dr. Spark: The TRUST would like updates from ADHS Environmental Health on violations, actions and evaluation of the new law.</p> <ul style="list-style-type: none"> <li>▪ <b>Next Steps:</b> Dr. Spark requests a report to the TRUST again in six months.</li> <li>▪ <b>Discussion:</b> Linda Bailey suggested the TRUST Commission comment on the Prop 201 Rules as a group. Bill Pfeifer concurred; He said comments need to be made before the last public hearing on March 8, 2007. The next TRUST meeting is scheduled for March 7, 2007.</li> <li>▪ <b>Motion:</b> Linda Bailey made a motion that the TRUST develop comments on the Rules for Prop 201 collectively. She suggested a special meeting to develop collaborative comments. Benton Davis seconded the motion. <b><u>Motion carried.</u></b></li> <li>▪ <b>Discussion:</b> Bill Pfeifer questioned the need for a special</li> </ul>

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			<p>meeting since a TRUST meeting is scheduled on March 7, 2007? Bailey revised her motion to say that the next TRUST meeting's agenda include the Rules discussion and writing of comments. Second by Benton Davis.</p> <p><b><u>Motion carried</u></b></p> <ul style="list-style-type: none"> <li>▪ <b>Next Steps:</b> Cheryl Czappa to email rules to TRUST Commissioners....done Jan. 11, 2007</li> <li>▪ <b>Next Steps:</b> Cheryl Czappa to type up consensus comments from TRUST following TRUST meeting on March 7, 2007 and submit by March 8, 2007 deadline.</li> <li>▪ <b>Next Steps:</b> Linda Bailey to ask Doug Blankey with Tobacco Control Legal Consortium for comments and feedback.</li> </ul>
	<p>Department of Revenue Update/Overview <i>(Requested by TRUST)</i></p>	<p>Anthony Forschino</p>	<ul style="list-style-type: none"> <li>• Mission</li> <li>• Enforcement: Luxury Tax Audit and Criminal Investigations Units</li> <li>• History</li> <li>• Prop 201</li> <li>• Prop 203</li> <li>• Illegal Products in Arizona</li> <li>• Tobacco Definitions</li> <li>• Smuggling</li> <li>• Gray-Market Cigarettes</li> <li>• Off-Shore Cigarettes</li> <li>• Counterfeit Packaging</li> <li>Arizona Tax Stamps: Blue (regular sales), Red (sold on Indian Reservation to non-Indian customers), Green (sold to Tribal Member)</li> <li>• Internet and mail order tobacco</li> </ul>

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			<ul style="list-style-type: none"> <li>• Civil &amp; criminal investigations</li> </ul>
	Nominating Committee	Benton Davis	<p>Nominating Subcommittee met informally to discuss items brought up at the last TRUST meeting. Summary of topics discussed:</p> <ul style="list-style-type: none"> <li>▪ Determine Matt Madonna term as chairman; When did it start?</li> <li>▪ Develop succession plan.</li> <li>▪ Develop a Conflict of Interest statement.</li> <li>▪ Potentially consider out-state Commissioners.</li> <li>▪ Develop language and duties of ADHS TEPP staff in supporting TRUST.</li> <li>▪ Request ADHS formal State Certificates for TRUST Commissioners to provide to third parties.</li> </ul> <p><b>Motion:</b> Benton Davis made a Motion in four parts:</p> <ol style="list-style-type: none"> <li>1. Since Matt Madonna's term as Chair began at adoption of the TRUST Bylaws as opposed to when the TRUST was formally constituted, his term ends in June, 2007.</li> <li>2. Bill Pfeifer, currently co-chairman, will assume the chairman role beginning July 1, 2007.</li> <li>3. Matt Madonna to stay on the Commission as an ex-officio member.</li> <li>4. Nominating Committee will develop a succession plan; including a vice chair to succeed the chairman upon expiration of the chairman's term.</li> </ol> <p>The motion was seconded by Dr. Nayeri. <b><u>Motion carried.</u></b></p>
12:20 p.m.- 12:50 p.m.	Lunch		

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12:50 p.m.	TEPP Update	Jeanette Shea-Ramirez	<p><b>ADHS TEPP Office Positions</b></p> <ul style="list-style-type: none"> <li>▪ The new recruiter for ADHS is coming up with a list of candidates for the Office Chief position and interviews will take place soon. Interviews are underway for a Statewide Contract Coordinator. The recruiter is also looking for a lead epidemiologist for ADHS TEPP.</li> </ul> <p><b>Revenue Update:</b> Jeanette Shea-Ramirez provided a financial update.</p> <ul style="list-style-type: none"> <li>▪ <b>Next Steps:</b> Dr. Spark requested the financial report at the next TRUST meeting be provided utilizing percentages of the budget.</li> </ul>
1:00 p.m.	QUITZONE Initiative	Dr. Mary Giles/HCP	<ul style="list-style-type: none"> <li>▪ <b>Next Steps:</b> Louise Strayer requested TRUST Commissioners nominate businesses for Quitzone awards and suggested TRUST Commissioners do award presentation ceremonies statewide based on their availability.</li> <li>▪ <b>Next Steps:</b> Bill Pfiefer requested the TRUST be provided an update from Dr. Giles and Louise Strayer regularly on Quitzone award recipients.</li> <li>▪ <b>Motion:</b> Dr. Spark made a motion to add a Quitzone progress report to the TRUST Commission agenda on a regular basis. Dr. Nayeri seconded the motion. <b><u>Motion carried.</u></b></li> </ul>
1:30 p.m.	Contractor Meeting	Mary Ehlert	<p><b>Report from Contractors Meeting</b></p> <ul style="list-style-type: none"> <li>▪ County Partners have provided ADHS TEPP with feedback that indicates they like the changes that have been made to ADHS TEPP staff.</li> <li>▪ Carol Vack, ADHS County Liaison, receives all information from ADHS TEPP involving county programs.</li> </ul>

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	Marketing Update	Mary Ehlert	<ul style="list-style-type: none"> <li>▪ Dianna May and Todd Pearce led contractors in discussions about developing new scopes of work for contracts to be implemented July 1, 2007. Dianna May, Todd Pearce, and Anne Payne are visiting all 15 counties in Jan. and Feb. 2007 to collaborate on contract development.</li> <li>▪ Partners want more opportunity to network. Starting in March, Partner meetings will return to a two-day format. Unlike previous two-day meetings, ADHS TEPP will be involved/facilitate both days of the meeting. Workgroup meetings will be incorporated into the agenda.</li> <li>▪ Partners want funds for local marketing which will be added into contracts.</li> </ul> <p><b>Marketing Report</b></p> <ul style="list-style-type: none"> <li>▪ A new cessation campaign launched Dec. 27, 2006. It features Nick/Hector a recreation of the Chuck/Carlos campaign ADHS TEPP ran about ten years ago. Ads have been updated for 2007 audience. Target audience is adult smokers, 24-49 years old. Total cost of the year long campaign will be about \$3.8 million.</li> <li>▪ A public relations blitz resulted in television, radio and print media coverage of the campaign's launch. The estimated value of the public relations (earned media) is more than \$129,000.</li> <li>▪ During the last week of December, with the campaign launch, calls to ASHLine increased from 84 calls last year to 376; the first week of January 2006 there were 162 calls; this year more than 440 calls.</li> </ul>

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			<ul style="list-style-type: none"> <li>▪ University of Arizona is evaluating the campaign.</li> <li>▪ Marketing Department is also working on: Through with Chew/National promotion week is Feb.18-24, 2007; The Prevention campaign for Tweens to begin in March or April featuring the State of Washington’s Ashtray Mouth campaign; and a prevention campaign for young children featuring the Suns Gorilla that will continue through spring.</li> </ul> <p><b>Recommendations:</b></p> <ul style="list-style-type: none"> <li>▪ Dr. Spark recommends looking into posting advertisements on screens at the Department of Motor Vehicles. Mary Ehlert will explore this idea. Dr. Spark also recommends reaching young out to Women’s Softball Leagues. Mary Ehlert stated that ADHS TEPP does contract with college sports teams including University of Arizona Women’s Softball.</li> </ul> <p><b>Discussion</b></p> <ul style="list-style-type: none"> <li>▪ Scott Leischow recommends adding verbiage to the advertisements to directly tell people not to visit the Phillip Morris quit website.</li> <li>▪ Dr. Hsu stated that ads are not culturally relevant to Asian Pacific population because Nick is white and Hector is Hispanic.</li> <li>▪ Mary Ehlert responded that print ads are in development in several Asian Pacific languages and the cessation campaign will be extended into the Asian Pacific market via print.</li> </ul>

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2:15 p.m.	Evaluation/Data Sources <i>(Requested by TRUST)</i>	Michele Walsh Sharhonda Woods	<p><b>Q &amp; A about University of Arizona Presentation</b></p> <p><b>Q:</b> Scott Leischow: Does Behavioral Risk Factors Survey (BRFS) collect enough information to discern smoking rates in different ethnic or socioeconomic groups?</p> <p><b>A:</b> Michele Walsh: BRFS is limited; it does not provide data that could be utilized to break down smoking/tobacco use information by ethnic group.</p> <p><b>Q:</b> Scott Leischow: Are there strategies to change the ATS or BRFS get more data state's can use to determine smoking/tobacco use rates in ethnic populations?</p> <p><b>A:</b> Michelle Walsh: She has had discussions with Richard Porter of ADHS Vital Statistics to possibly partner on this. Other states use basic level data as screening to do more through out smoking survey.</p> <p><b>Q:</b> Dr. Spark: How predictive is data sampling? Has it ever been tested?</p> <p><b>A:</b> Michele Walsh: Where these data suggest we have a problem with smoking, other sources of data confirm same trend. There is high incidence rate of smoking in Mohave County for example.</p>
2:45 p.m.	Chronic Disease Plan Update <i>(Requested by TRUST)</i>	Janet Bourbouse	<p><b>Update on Chronic Disease Projects:</b></p> <p><b>Breast Cancer Screening</b></p> <ul style="list-style-type: none"> <li>▪ PIMC hired full time coordinator; target date for screenings to begin is in Feb., 2007.</li> <li>▪ NACHC target date for screenings to begin is in March., 2007.</li> <li>▪ ADHS' Well Woman Program. has set a goal of screening 375 women by June 30, 2007.</li> <li>▪ Funds have also been allocated to North Country Community Health Center to support breast cancer.</li> </ul> <p><b>Colorectal Cancer (CRC) Screening Campaign</b></p> <ul style="list-style-type: none"> <li>▪ Program. is pre-testing materials now to determine a media</li> </ul>

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			<p>campaign to encourage CRC screening.</p> <ul style="list-style-type: none"> <li>▪ Peter Lance, MD agreed to be Medical Director of the colorectal cancer screening program. Process of forming medical advisory board to establish protocol</li> <li>▪ Program met with Susan Brown, Scottsdale Healthcare, establish partnership with Virginia Piper Cancer Center.</li> <li>▪ Planned meeting with Marc Leib, MD, Chief Medical Officer-AHCCCS to establish partnership for CRC screening.</li> </ul> <p><b>Discussion:</b></p> <p><b>Q:</b> Librado Ramirez would like to see the media campaign heavily focused in Graham. and Greenlee counties which have the highest incident rate for CRC.</p> <p><b>A:</b> Janet Bourbouse: Initial phase of campaign will focus in higher population areas where services can be accessed.</p> <p><b>Q:</b> Librado Ramirez: Suggest Mount Graham. Medical Center starting to have cancer place, dialysis, they are moving forward. They might be able to develop. Librado suggests rethinking the placement of the media to be more in Graham. and Greenlee counties.</p> <p><b>A:</b> Dr. Spark: He would challenge the ADHS program. to work with these counties to develop an outreach model for rural areas.</p> <p><b>A:</b> Janet Bourbouse: Said she will pass that information on to ADHS Program. Manger.</p> <p><b>Recommendations:</b></p> <ul style="list-style-type: none"> <li>▪ Scott Leischow: Suggested ADHS look at how it can impact new medical schools' curriculums and develop collaborations between universities that train new physicians in screening practices.</li> </ul>

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		<p><b>Stroke</b></p> <ul style="list-style-type: none"> <li>▪ Several existing campaigns are being pre-tested for launch in March 2007.</li> <li>▪ Telemedicine contract sent to Mayo for signature</li> <li>▪ Mayo Clinic working with hospitals in Yuma and Kingman to schedule training</li> </ul> <p><b>Lung Disease- COPD</b></p> <ul style="list-style-type: none"> <li>▪ A meeting was held in December 2006 and a Request for Grant Application (RFGA) was developed with a target date for the contract to begin set for June 1, 2007.</li> </ul> <p><b>Hepatitis B</b></p> <ul style="list-style-type: none"> <li>▪ ADHS Office of Immunization partnering with Asian Pacific Community in Action (APCA) on this program.</li> </ul> <p><b>Evaluation</b></p> <ul style="list-style-type: none"> <li>▪ Contract with University of Arizona effective Feb. 1, 2007</li> <li>▪ A meeting planned with University of Arizona and ADHS chronic disease project staff.</li> </ul> <p><b>Proposed Schedule for presenting Chronic Disease Projects to the TRUST Commission:</b></p> <ul style="list-style-type: none"> <li>▪ March 7, 2007: Stroke Awareness; Stroke Telemedicine</li> <li>▪ May 9, 2007: Breast Cancer Screening; Hepatitis B</li> <li>▪ July 11, 2007: Colorectal Cancer Screening; University of Arizona Evaluation</li> </ul> <ul style="list-style-type: none"> <li>▪ <b>Next Steps:</b> Cheryl Czappa to add Stroke Awareness and Stroke Telemedicine to next TRUST meeting agenda.</li> </ul>

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			<ul style="list-style-type: none"> <li>▪ <b>Discussion:</b> Shelly Hall: Stated she would like an update on the health disparities work group at an upcoming TRUST meeting. Scott Leischow: Would like to see a small amount of time devoted to evaluation as a standing TRUST agenda item.</li> </ul>
3:00 p.m.	NRT Discussion	Dianna May	<p><b>Update on Free NRT</b></p> <ul style="list-style-type: none"> <li>▪ Currently a voucher system is used; ADHS TEPP provides 50% reduced cost NRT and prescription Zyban™ to individuals participating in cessation services either through ASHLine or other ADHS TEPP partners. A few pilot projects funded by ADHS TEPP have provided free NRT. A consultant has been hired to facilitate an ADHS TEPP workgroup on Free NRT best practices.</li> </ul> <p><b>Discussion</b></p> <p><b>Q:</b> Shelly Hall: What percentage of ADHS TEPP clients have received free versus reduced cost NRT?</p> <p><b>A:</b> Dianna May: A very small percentage of clients have received free NRT. It was in small pilot projects. ASHLine is using more than anyone else. Local Projects more difficult to distribute due to eligibility criteria and approval process. Local projects use more reduced cost than free NRT.</p> <ul style="list-style-type: none"> <li>▪ Stephen Michael, ASHLine: Stated that ASHLine utilizes AHCCCS criteria for eligibility for NRT.</li> <li>▪ Linda Bailey: One year ago there were nine states provided free NRT. Between 2004 and 2005 surveys of all Quitlines in the US and Canada found numbers doubled; Now there are 18 states that provide free NRT. Most of those quitlines offer free NRT in conjunction with face-to-face counseling in the community. Most states have eligibility criteria for their free NRT.</li> </ul>

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		<ul style="list-style-type: none"> <li>▪ Dr. Sparks: Stated that the MMWR early Dec/Nov listed complete summary of what each state offered. AZ was very low compared to other states.</li> <li>▪ Dianna May: Stated that feedback from local project is that many have successfully used the free NRT as an incentive for coming to the classes.</li> </ul> <p>Q: Shelly Hall: Do insurance companies cover it?  A: Linda Bailey: It varies...</p> <p>Q: Nancy Hall: Are there standards for hours of behavior support needed to receive the free NRT?  A: Scott Leischow: Stated that some studies suggest two to three weeks of behavior support can boost quit rates significantly. Scott Leischow: Stated that counselors need look at people with DSM diagnosis. Prevalence among people with psychiatric or substance abuse problems is about 45% and they more than 40% in the US.</p> <ul style="list-style-type: none"> <li>▪ Wil Counts: Service agencies that work with minority populations typically develop intimate relationship with clients; it would be a good to work with these types of community organizations.</li> <li>▪ Librado Ramirez: Agrees, targeting grassroots agencies could assist ADHS TEPP in serving the disparity population.</li> <li>▪ Dr. Hsu: Stated that the Asian population just does not know about this; they need education.</li> <li>▪ Librado Ramirez: Stated the Hispanic population also requires the information.</li> </ul> <p>Q. Scott Leischow: Is ADHS TEPP just looking at NRT or the other drugs?  A: Dianna May: The workgroup will be exploring a scope and</p>

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			<p>providing a report of best practices to ADHS TEPP that the TRUST will see before decisions are made.</p> <ul style="list-style-type: none"> <li>▪ Scott Leischow: Stated there are other FDA approved medications. Leischow disclosed that he is a consultant for a drug company. He suggested ADHS TEPP consider other options beyond NRT.</li> </ul>
3:25 p.m.	TRUST Commission Strategic Plan SWOT Summary	Jeanette Shea-Ramirez	<p><b>Report on the SWOT Analysis with TRUST Commissioners:</b></p> <ul style="list-style-type: none"> <li>▪ Three SWOT sessions were held with 10 TRUST Commissioners participating.</li> <li>▪ An overview of the outcomes was provided in the meeting and the full results of the TRUST SWOT analysis will be emailed to Commissioners by Cheryl Czappa.</li> <li>▪ <b>Next Steps:</b> Cheryl Czappa to email TRUST SWOT analysis.</li> <li>▪ <b>Next Steps:</b> By the next TRUST meeting Jeanette Shea-Ramirez will provide an update on the project including efforts to secure a new consultant to lead the Strategic Planning Process.</li> </ul>
3:30 p.m.	Public Commentary	<p>Louise Strayer</p> <p>Dr. Mary Gilles</p>	<p><b>Signage for Prop 201</b></p> <ul style="list-style-type: none"> <li>▪ Louise Strayer: Tobacco control money comes from every tobacco user in this state, including Prop 201. Our signs say “No Smoking” and you are talking about smoking and compliance. Consider talking to funding contractor “smoking is bad for your health,” verses a dictated message “No Smoking”.</li> </ul> <p><b>NRT recommendations</b></p> <ul style="list-style-type: none"> <li>▪ Dr. Mary Gilles:ADHS TEPP should provide free NRT... Users are already paying for it with their taxes. There should be a two-week supply provided and connected with behavioral therapy.</li> </ul>

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			<p>Dr. Giles disclosed that she is on a speaker's bureau for a drug company, but, there are multiple FDA medication that ADHS TEPP should consider. She suggested in information ADHS TEPP distributes we use terms like "Quit Tobacco Medication" instead of "NRT."</p>
3:35 p.m.	Meeting Evaluation		<ul style="list-style-type: none"> <li>▪ Linda Bailey: Liked the new agenda format.</li> <li>▪ Dr. Spark: Liked agenda; recommended adding timelines/ timeframes and who is responsible for what.</li> <li>▪ Dr. Hsu: Liked the data presentation.</li> <li>▪ Librado Ramirez: Stated the Commission had set a new benchmark for itself today. TRUST input was taken. He stated again how strongly he feels that Greenlee and Graham counties need to be addressed in CRC media campaign.</li> <li>▪ Nancy Hook: Not sure as an advisory body what advice we developed collectively today; many personal and individual suggestions were made, but she is not sure if the Commission on a whole developed a single recommendation today.</li> <li>▪ Benton Davis: ADHS TEPP coming out of low point. He appreciates new TRUST Commissioner's input; he believes Ms. Hook is correct in that the Commission needs to focus.</li> <li>▪ Shelly Hall: Thinks the collaborative advice development process is missing from the Commission. She suggested the TRUST receive more detailed background information on topics to be presented at the meetings.</li> </ul>

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3:40 p.m.	Adjourn		<ul style="list-style-type: none"> <li>▪ Linda Bailey: Throughout the meeting she has been reviewing the Prop 201 Rules; they are quite technical and would like to have legal counsel from her organization and from Bill Pfeifer's organization review the rules. She will send the current draft rules and the technical guidance to legal counsel to review and provide feedback to Commissioners two-weeks prior to the TRUST Commissioner's next meeting.</li> </ul>

- Notice to Public: The Commission may call a vote to hold an Executive Session, pursuant to A.R.S. Section 38-431.03 (A) (3).