

Tobacco Revenue, Use Spending and Tracking Commission  
Bureau of Tobacco Education and Prevention Program (TEPP)

May 9, 2007

Arizona Department of Health Services (ADHS)  
Conference Room 540a  
150 N. Adams, Phoenix, AZ

***MINUTES***

Members Present: Linda Bailey  
Benton Davis  
Shelly Hall  
Nancy Hook  
Kelly Hsu  
Matthew Madonna  
Babak Nayeri  
Bill Pfeifer  
Dana Russell  
Ronald Spark

Members Absent: Wil Counts  
Scott Leischow  
Hugh Miller  
Violet Mitchell-Enos  
JR Ramirez

ADHS Staff: Wayne Tormala, ADHS TEPP  
Jami Snyder, ADHS TEPP  
Mary Ehlert, ADHS TEPP  
Gowri Shetty, ADHS TEPP  
Sue Briody, ADHS TEPP  
Will Humble, ADHS Environmental Health

Presenters: Jami Snyder, ADHS TEPP  
Donald Schmid, Attorney General's Office  
Andrea Bonilla, Attorney General's Office  
Wayne Tormala, ADHS TEPP  
Will Humble, ADHS Environmental Health

Public Attendees: Zenen Salazar  
Louise Strayer  
Pam Ferguson  
Stephen Michael  
Marcy Flanagan  
Rick Bowman  
Susan Williams  
Donna Beedle

**Call to Order**

Mr. Madonna called the meeting to order at 10:04 am.

- Mr. Tormala introduced Jami Snyder, ADHS TEPP Office Chief and Gowri Shetty, ADHS TEPP Senior Epidemiologist.
- Mr. Madonna was presented with a plaque in recognition for his work as the Chair of the TRUST Commission.

- Mr. Tormala reported that one-on-one meetings with each TRUST member will be scheduled.

### **Approval of Minutes**

**Dr. Nayeri motioned to approve minutes of the March meeting.**

**Ms. Hall seconded the motion.**

**The March meeting minutes were approved.**

### **Chairman's Report**

Mr. Madonna presented the chairman's report.

- The agenda for the meeting was reviewed.

### **TEPP Office Update**

Jami Snyder provided the TEPP office update and presented an update of ADHS TEPP office activities.

- ADHS TEPP revenue is down \$7 million compared to this time last year. The numbers are slightly misleading because the figure was taken as of April 27, 2007 so ADHS TEPP was not through the fiscal year yet. ADHS TEPP will not have a complete revenue picture for the fiscal year until late July early August.
- As a result of the Nick and Hector ads, ASHLine had a 60% monthly increase in call volume over this time last year.
- ADHS TEPP has a new policy regarding sponsorship requests as of July 1, 2007.
  - Sponsorships will be reviewed twice a year.
  - Sponsorship requests must be received by June 1<sup>st</sup> or November 1<sup>st</sup> for funding in the subsequent six month period.
  - There is a \$5,000 sponsorship limit for any one event.
  - Sponsorships must meet eligibility requirements.
  - The new policy will allow ADHS TEPP to distribute sponsorship dollars more equitably.
- The vision for the marketing team in 2008 is to develop a full on marketing campaign that includes brand development in the areas of cessation, chew and secondhand smoke.
- With a concentration on full brand development, ADHS TEPP has reduced total dollars for sports marketing from over \$3.5 million down to approximately \$1.2 million for fiscal year 2008.
- Nearly all of our contracts for the fiscal year 2008 are out for signature and some of them have been finalized.
- ADHS TEPP has been working very closely with Arizona Health Care Cost Containment System (AHCCCS) to promote ADHS TEPP programs and specifically cessation services that are available to their membership (AHCCCS members).
- ADHS TEPP's NRT + Workgroup has met three times. The goal for the workgroup is to identify: a target population for the NRT benefit, who is going to receive it, the definition of the benefit, the type and quantity of medication that

will go to the individual, the optimal NRT distribution system and how to promote the program. Over the summer, a request for proposals (RFP) will be issued that will incorporate the recommendations of the workgroup.

**Dr. Spark made a motion to have more detailed information about chronic disease fund at the next TRUST meeting.**

**Ms. Hall seconded the motion.**

**The motion was approved.**

### **Conflict of Interest**

Donald Schmid and Andrea Bonilla presented information on conflict of interest. They provided an overview of what constitutes a Conflict of Interest, why we have Conflict of Interest Laws and who qualifies as a Public Officer or Employee of a Public Agency as well as a number of other related topics.

**Lunch 12:00pm-12:25pm - Zoë's**

### **Nominating Committee**

Benton Davis provided the nominating committee report.

**Mr. Davis motioned to go into executive session**

**Ms. Bailey seconded the motion.**

**The motion was approved.**

The public was asked to leave the room.

The Executive session ended and the public was asked back into room.

**Mr. Davis motioned to request that the Director reappoint three members (Kelly Hsu, Bill Pfeifer and Matt Madonna) to the TRUST Commission for an additional three year term.**

**Dr. Nayeri seconded the motion.**

**The motion was approved.**

### **Strategic Plan Update**

Wayne Tormala presented an update on the strategic planning process.

- Planning will begin in June, with a final report due in January. The plan will contain a three year strategic plan and a one year operational plan.
- ADHS TEPP's plan has applicability beyond tobacco and will help push the Department on the whole.

- Tobacco Technical Assistance Consortium (TTAC) has provided a final draft of the Alaska plan and the methodologies used to develop the Alaska plan including town halls, focus groups and surveys. The final decision of how we gather the information is up to ADHS TEPP.
- Two or three TRUST members will be asked to participate directly in the planning process.
- Updates will be provided at future TRUST meetings.

### **Proposition 201 Update**

Will Humble provided an update on Proposition 201 implementation.

- Compliance is good among most business owners. Thousands of hits have been reported on the website. There were 380 open complaints with 90 of them being closed. There were approximately 470 complaints over the course of seven days, which is about 60 or 70 complaints a day. Most violations for businesses were minor and included complaints about ashtrays not being moved, signs not being properly posted, employees on breaks smoking too close to the door and patrons smoking too close to the door. Mr. Humble also provided information on the enforcement of proposition 201 and other related items.

### **Public Commentary**

There were no public comment requests.

### **TRUST meeting analysis**

- Future agenda items were discussed.
- Suggestions for the next meeting include:
  - Members would like to have the meeting agenda in advance.
  - TRUST meeting minutes presented in a user friendly format.
  - Meeting attendance needs to be higher.
  - Meetings moved to different locations around the state.
  - Provide presentation time for contractors and partners.

### **Adjourn**

**The meeting adjourned at 2:05pm.**

The TRUST Commission is a public meeting. In compliance with the State's open meetings laws, the recorded minutes for the May 2007 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Bureau of Tobacco Education and Prevention Program, 602-364-0824, to make arrangements to hear the recorder minutes.