

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

August 29, 2007

The Carnegie Center
1101 W. Washington St.
Phoenix, AZ 85007

MINUTES

Members Present: Linda Bailey Scott Leischow
 Wil Counts Violet Mitchell-Enos
 Benton Davis Babak Nayeri
 Shelly Hall Bill Pfeifer
 Nancy Hook JR Ramirez
 Kelly Hsu Ronald Spark

Members Absent: Matthew Madonna
 Dana Russell

ADHS Staff: Wayne Tormala, ADHS TEPP
 Jami Snyder, ADHS TEPP
 Mary Ehlert, ADHS TEPP
 Gowri Shetty, ADHS TEPP
 Ben Palmer, ADHS TEPP
 Brigitte Dufour, ADHS Environmental Health

Public Attendees: Donna Beedle Dan O'Connor
 Corey Bower Mirja Riester
 Marcy Flanagan Louise Strayer
 Mary Gilles Tim Vaske
 JenniferHernandz Corey Woods
 Dennis Hoffman Sharhonda Woods
 Megan Holland Cammy Wagner
 Mark LaScola Nicole Ybarra
 Stephen Michael Cree Zischke

Call to Order

Bill Pfeifer called the meeting to order at 10:02 am.

- Mr. Pfeifer asked that everyone introduce themselves.
- The agenda for the meeting was reviewed.
- Mr. Tormala introduced Ben Palmer, ADHS/TEPP's Program Project Spec. II.
- The May meeting minutes were approved.

Annual Report

The 2007 TRUST Commission Annual Report was reviewed. Discussion occurred concerning the format of the report. A new introduction that better portrays the contents of the report in the form of the memo was suggested. Commissioner contact information needs to be removed. The actual report consists of the minutes and thus no changes need to be made except for formatting errors. The report will be turned back over to the staff for revisions.

NRT + Update

NRT+ is offered either free of charge or at a 50% reduced cost to qualified users. A move to a mail order system versus a voucher system was discussed. The contract with the current NRT+ provider expires in November. The process to solicit bids for the mail order system vendor has already begun. The strategic plan will guide future decisions regarding the state's NRT+ program. TRUST members recommended that barriers to access for NRT+ be eliminated. ADHS/TEPP is striving to be fully compliant with CDC requirements. The TRUST issued its support for exploring other potential payers for NRT+; research into, and the possible inclusion of, all FDA approved medications; and, making a concerted effort to reach all underserved groups.

Economic Impact of Proposition 201 on Restaurants

Dennis Hoffman of the W.P. Carey School of Business at ASU presented the preliminary findings on the economic impact of proposition 201. Surveys took place in January & February before the smoking ban went into effect. 661 restaurants were questioned. The questions were crafted in a way that the restaurants did not know what the survey's intent was. A repeat of the survey will occur in 2008 at the same restaurants with similar questions. A report will be available in mid-Spring of 2008.

TEPP Financial and Office Update

Jami Snyder provided the ADHS/TEPP office update and presented the ADHS/TEPP fiscal report. The TRUST Commission would like to see a split version that lists ADHS/TEPP core dollars and chronic disease funds separately. Members also expressed interest in receiving a more detailed accounting of exactly how chronic disease funds are being used.

Nominating Committee

Benton Davis provided the nominating committee report. Discussion occurred surrounding the previous committee's recommendations. The Washington template from the State of Washington was discussed. The TRUST Commission sees the Washington Model as a way of looking at how improvements can be made. The Washington template suggests that the TRUST Commission form several subcommittees that specialize in key areas. These subcommittees would meet individually and report back to the rest of the commission at

quarterly scheduled full commission meetings. The rationale of the Washington template is to further allow for the expertise of commissioners, and thus heighten the advisory capacity of the group without compromising the efficiency of meetings. This will be further reviewed within the context of the strategic plan.

Community Forums

Wayne Tormala discussed the upcoming community forums. Mr. Tormala discussed the locations, times and purpose of the forums. A listing was provided for the TRUST Commission. Mr. Pfeiffer asked that each commissioner attend at least one forum. Discussion surrounding the marketing of the forums was tabled. Marketing concerns are being addressed by ADHS/TEPP's Marketing Team and RIESTER INC.

The TRUST Commission participated in a community forum facilitated by Mark LaScola of On the Mark, Inc. and his team. The purpose of the forum, which was the first of thirty-five scheduled forums, was two-fold: to allow commissioners to provide input to the strategic plan, and to provide feedback on the format and communication styles that would maximize community participation at future forums.

Meeting Wrap-up

The TRUST Commission discussed their next meeting. They decided that it would take place in late November or early December. Discussion involving a TRUST retreat was tabled until after the unveiling of the ADHS/TEPP Strategic Plan. The TRUST Commission and ADHS/TEPP Staff discussed NCTOH 2009. The finalist cities are Seattle and Phoenix. Phoenix might be a prime candidate because of its close proximity to Mexico and the launch of the first Mexican Quiltline. Phoenix will actively bid for the 2009 conference because it will occur approximately 18 months into the implementation of the ADHS/TEPP Strategic Plan, which would provide a great opportunity to highlight advances made in the program subsequent to the roll out of the Plan.

Public Commentary

There were no public comment requests.

Adjourn

The meeting was adjourned at 2:17 pm.

The TRUST Commission is a public meeting. In compliance with the State of Arizona's open meetings laws, the recorded minutes for the August 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.