

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

December 3, 2007

Governor's Executive Tower
1700 W. Washington St.
Phoenix, AZ 85007

MINUTES

Members Present: Linda Bailey Babak Nayeri
Benton Davis Bill Pfeifer
Nancy Hook JR Ramirez
Kelly Hsu Ronald Spark
Matt Madonna

Members Absent: Wil Counts
Violet Mitchell-Enos
Dana Russell
Scott Leischow

ADHS Staff: Wayne Tormala, ADHS BTEP
Jami Snyder, ADHS BTEP
Mary Ehlert, ADHS BTEP
Ben Palmer, ADHS BTEP

Public Attendees: Janet Bourbouse Mark LaScola
Donna Beedle Louise Strayer
Pam Ferguson Tim Vaske
Marcy Flanagan Corey Woods
Mary Gilles Sharhonda Woods
Jill Gomez

Call to Order

Bill Pfeifer called the meeting to order at 10:00 am.

- Mr. Pfeifer announced Shelly Hall's resignation.
- The May meeting minutes were approved.
- The agenda for the meeting was reviewed. An emphasis is to be placed on the BTEP Strategic Plan.
- Mr. Pfeifer asked that everyone introduce themselves.

Strategic Plan Overview

Wayne Tormala presented the five CDC best practices. Discussion occurred surrounding the best practices and it was agreed that they are a good foundation.

Mark LaScola presented On The Mark Inc's report on the over thirty community forums held throughout the state of Arizona. Major overall trends were reported.

Jami Snyder presented information regarding the online community forums. Over 100 anonymous respondents took part in the survey.

Information taken from the community forums and online community forums will be incorporated into the draft of the strategic plan.

BTEP Financial Update

Jami Snyder provided the BTEP financial update. Format and reporting issues arose and Ms. Snyder was asked to revise the way the report was presented. The commission would like to see greater emphasis in the breakdown for figures with separate attention paid to Chronic Disease funds. Two issues were posed regarding chronic disease. Janet Bourbouse fielded questions to both issues. The first was concerning mammogram screening and year long waits to get testing. The question was asked by Dr. Nayeri, "why not allow for women to go to different clinics and for doctors and nurses to be shared?" The wait could be alleviated by equal distribution of resources and labor. The second issue was concerning high prevalence rates of colorectal cancer in Graham and Greenlee counties and why screenings are not done where prevalence rates are high. Mr. Ramirez did not quite understand why screenings were only taking place in four test sites (high population areas as opposed to high prevalence rates). Screenings are low-tech and thus can be done anywhere but often the availability of screeners is low in the outlying rural areas, thus the need to do screenings in high population areas.

NRT+ Workgroups

Jami Snyder provided the NRT workgroup update. Discussion occurred around approved forms for NRT. Dissatisfaction for the patch was shown because it substitutes one addictive substance for another, hence not really treating the source of the problem, the nicotine. It just eliminates the toxic substances. A comment was made that while this is true, anything that helps one to quit smoking should be investigated if it is FDA approved.

2009 National Conference on Tobacco or Health

Mary Ehlert gave a presentation on the 2009 National Conference on Tobacco or Health (NCTOH). Ms. Ehlert announced that Phoenix was chosen as the host site for NCTOH 2009. Planning has already begun with a scheduled kick-off event scheduled for late February. Ms. Ehlert also showed the TRUST Commission the Arizona NCTOH 2009 promotional video that was unveiled at NCTOH 2007 in Minneapolis, MN.

Proposition 201 Update

Jami Snyder directed TRUST Commissioners to a document provided by Brigitte Dufour from ADHS Environmental Health.

Meeting Wrap-up

The TRUST Commission discussed their next meeting. It was decided that it would take place in late January to coincide with the release of the BTEP Strategic Plan. TRUST Commissioners generally felt the meeting was informative and productive.

Public Commentary

There were two comments from the public, Louise Strayer & Tim Vaske.

Louise Strayer invited TRUST Commissioners and the public to attend the opening of the cardiac center in Kingman on Nov 11.

Tim Vaske raised the question on how to achieve 2010 goals. He stated that the focus needs to be on the four leading causes of preventable death.

Adjourn

The meeting was adjourned at 2:23 pm.

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