

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

**January 22, 2008**

Thunderbird School of Global Management  
Yount Center  
15249 N. 59<sup>th</sup> Ave.  
Glendale, AZ 85306

***MINUTES***

**Members Present:**

Benton Davis  
Nancy Hook  
Kelly Hsu  
Scott Leischow  
Violet Mitchell-Enos

Babak Nayeri  
Bill Pfeifer, Chairman  
JR Ramirez  
Ronald Spark

**Members Absent:**

Linda Bailey  
Wil Counts

Matt Madonna  
Dana Russell

**ADHS Staff:**

Wayne Tormala, ADHS BTEP  
Mary Ehlert, ADHS BTEP  
Karen Boswell, ADHS BTEP

Ben Palmer, ADHS BTEP  
Robbi Traver, ADHS BTEP

**Public Attendee:**

Donna Beedle  
Rick Bowman  
Mary Gilles

Jill Gomez  
Louise Strayer  
Michele Walsh

**Call to Order**

Bill Pfeifer called the meeting to order at 10:23 am.

- Mr. Pfeifer announced that a quorum was not present.
- The approval of the December meeting minutes will be delayed until a quorum is present.
- 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.

**Minutes**

Discussion occurred around the format of the official minutes of the December meeting. Babak Nayeri questioned why motions made during the December meeting were not on the official

TRUST Commission minutes. Ben Palmer stated that the December meeting agenda did not call for recommendations where said recommendations were made by Dr. Nayeri and others. For a motion to be made and voted on, the agenda must state that a possible recommendation can be made. This is due to open meeting law. The agenda items in which recommendations were made were simply listed as being on the agenda for “update” purposes. Dr. Nayeri questioned how any work can be done if no motions can be made. Mr. Palmer stated that motions can be made but are not officially recorded into the minutes unless the wording “possible consideration and recommendation” appear as a possible action. Items that appear as “update” only cannot have motions made upon them. Clarification with the AG’s office on the issue will occur and be reported back to the TRUST at the next meeting.

A quorum is now present. A motion was made to: **Accept the minutes with suggestions made by TRUST Commissioners to look into Open Minute Law with direction from the AG.**

Motion was seconded. **Motion Passed**

### **BTEP Strategic Plan Update**

Wayne Tormala presented the strategic plan draft to the TRUST Commission. Mr. Tormala explained BTEP’s rationale for the plan. ADHS wanted to see BTEP return to a national model for tobacco control and prevention. With new staff in place, the strategic planning process was begun. BTEP was very adamant in getting a “360 degree” from the community. The Bureau wanted to know what works, what does not, what the community views as important or not important. BTEP relied heavily on research data, community input and a review from a collaborative workgroup charged with creating the strategic plan.

Mr. Tormala apologized for not getting the document out sooner due to last minute corrections and additions being made the night before the meeting. Discussion occurred around the strategic plan and how it was created. A presentation from ERDU will detail the evidence base in a presentation later in the meeting. Riester and the BTEP Marketing Team will add the “sizzle” factor to it when it goes out. The kick-off for the plan will coincide with the NCTOH kick-off on February 26<sup>th</sup>.

One of the original eight goals of the plan was discussed. The specific goal surrounded Chronic Disease efforts and was entitled “Assist in the Prevention and Early Detection of Disease Related Causes of Death in Arizona.” Discussion occurred on whether or not the plan is specific to BTEP or Arizona. It was determined this was an Arizona plan and as such, BTEP will naturally take the lead but it should be focused on tobacco only. The goal was ultimately removed from the BTEP Strategic Plan. The Strategic Plan’s focus is exclusively on tobacco. The four leading causes of death and the goal should and will be a priority and the focus of the TRUST at future meetings.

The motion was made by Babak Nayeri for: **The Strategic Planning work group to include the goal for Chronic Disease caused by/ secondary to commercial tobacco consumption.**

The motion was seconded by Scott Leischow. **Motion Passed** with an abstention from Kelly Hsu.

Tim Reister presented the findings from the focus groups. The focus groups were diverse with sessions held in Nogales, Phoenix and Kingman. Spanish speaking focus groups were held in addition to the English speaking sessions. Sessions were broken into youth and adults as well as male and female. The focus groups sought to target both smokers and non-smokers. A wide array of opinions was expressed from those who would never start to smokers who vowed that no message would ever get them to quit. With the advent of many new technological mediums, youth access to tobacco information is widely accessible and vastly different than it was 10 years ago. Kids today can communicate with other kids in different states and countries in real time allowing for different forms of input to be absorbed.

Discussion also occurred concerning the implementation plan. BTEP is still working on assembling the plan. It will be released within the next month. The implementation plan will dictate how BTEP puts the information gathered through the strategic planning process into effect.

The University of Arizona Evaluation Research and Development Unit (ERDU) presented on the evidence base to support the plan. The same presentation was done for the strategic plan workgroup.

### **Implication of the BTEP Strategic Plan on the TRUST Commission**

Mr. Pfeifer announced that implications of the BTEP strategic plan on the TRUST Commission would be discussed in greater detail at the next TRUST Commission meeting. The main change will possibly add subcommittees to specialize in critical key areas that are not always addressed in the manner they deserve at regular TRUST Commission meetings. Smaller groups could meet with experts, focus on the issue and report back. The structure depends on the needs of BTEP which is in turn laid out by the strategic plan.

### **Meeting Wrap-up**

The TRUST Commission discussed their next meeting. It was decided that it would take place in late March to coincide with the release of the BTEP Strategic Plan. The BTEP Operational Plan should be complete and ready for review as well. The TRUST Commission will be polled on the next meeting date. Commissioners generally felt the meeting was informative and productive.

### **Public Commentary**

There were no comments from the public.

### **Adjourn**

**The meeting was adjourned at 1:40 pm.**

The TRUST Commission is a public meeting. In compliance with the State of Arizona's open meetings laws, the recorded minutes for the January 2008 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.