

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

March 16th, 2009

Inter-Tribal Council of Arizona (ITCA)
2214 North Central Avenue, Suite 130
Phoenix, AZ 85004

MINUTES

Members Present:

Linda Bailey
Kelly Hsu
Matt Madonna

Babak Nayeri
Bill Pfeifer, Chairman
Ronald Spark

Members Absent:

Wil Counts
Benton Davis
Nancy Hook

JR Ramirez
Dana Russell

ADHS Staff:

Wayne Tormala, ADHS BTEP
Mary Ehlert, ADHS BTEP
Karen Boswell, ADHS BTEP
Veronica Perez, ADHS BTEP
Gowri Shetty, ADHS BTEP

Todd Pearce, ADHS BTEP
Verna Johnson ADHS BTEP
Ben Palmer, ADHS BTEP
Courtney Ward, ADHS BTEP

Public Attendee:

David Aguirre – Concilio Latino
DeeDee Avery – ERDU
Donna Beedle – MACTUPP
Colby Bower – ACS
Jennifer Buchanan – Worthy Institute
Deborah Cox – TCDC
LaTonya Davis – TCDC
Kevin DeMenna – DeMenna & Assoc.
Ryan DeMenna – DeMenna & Assoc.
Pam Ferguson – AHA

Jill Gomez – CTFA
Arnold Jackson – TCDC
Albert Harris Jr – TCDC
Doug Hirano – APCA
Clyde Miller – TCDC
Angela Rojas – ADOC
Tim Vaske – AHA
Corey Woods – ALA
Rasheda Worthy – Worthy Institute
Stan Worthy – Worthy Institute

Call to Order

Chairman Bill Pfeifer called the meeting to order at 10:09 am.

Mr. Pfeifer tabled the motion to approve the minutes until a quorum is reached.

Introductions

Mr. Pfeifer asked the TRUST, ADHS staff and public attendees to introduce themselves with their name and affiliation. Mr. Pfeifer reviewed the agenda stating that Kevin DeMenna would present later than expected due to a delay in getting from the Capitol to ITCA.

Financial Report

Karen Boswell provided the BTEP financial update. Ms. Boswell stated that she would like to report that revenues are stable, but at this time she cannot. Thus far revenue for Fiscal Year 2009 is approximately 12 million. She anticipates it will get a little worse. In preparation, BTEP has offset the decline of revenues in several ways. All fifteen county contracts were reduced. In addition several expiring statewide contracts were not renewed. The goal is to make sure revenue and expenditures are even.

Matt Madonna stated that alternative sources such as illegal/counterfeit cigarettes, illegal practices and alternative options when purchasing (Reservations & Internet) were bleeding revenue. Linda Bailey stated that similar problems have occurred elsewhere. In Michigan there was a single day demand with an influx of 21,000 calls, yet revenue was down 15%. The demand is present.

Ms. Bailey inquired if other states have gotten together with the CDC (Centers for Disease Control) and discussed the possibility of the Economic Stimulus funds. Wayne Tormala responded stating that at the present time, the CDC does not know any more than BTEP does. Some reports indicate that approximately \$10 - \$15 million could come in and possibly be allocated for tobacco. It would need to be spent and evaluated within twenty-four months, and thus require a plan for facilitated spending.

Ron Spark asked what the impact of the revenue is in Arizona. Ms. Boswell stated that the impact of an approximate \$2.6 million decline would be provided in the next meeting.

Mr. Pfeifer inquired about the impact of the furloughs. Mr. Tormala reported that ADHS has opted for ten mandatory furlough days for all state employees to be taken by July 1st. Ms. Boswell added that the furloughs will help BTEP stay within its budget and help offset the reduction in revenue.

Mr. Pfeifer inquired about the CDC grant. Gowri Shetty responded stating the grant focuses on an integrated plan for reaching disparate populations regarding diabetes, BRFFS and tobacco and that within the next two weeks BTEP would know if they received it. BTEP asked for the max of \$1.4 million.

Approval of Minutes

With the arrival of Babak Nayeri, a quorum was attained. Mr. Pfeifer stated entertained the notion of approving the January 2009 minutes. No changes or corrections were called for.

Bill Pfeifer call for a motion: Ron Spark moved for the minutes to be accepted. Matt Madonna seconded the motion. Motion passed.

Chronic Disease Planning Update

Wayne Tormala provided the chronic disease planning update. Two planning meetings were convened. Mr. Tormala fully expects the TRUST to provide funding recommendations. The planning group came up with the idea for a need to have a comprehensive demonstration program with a short quantifiable outcome. The idea is to show a high return on investment. The plan will include a sustainable spending level of \$2-3 million per year via projected revenue level from Prop 303. In addition, 1-2 specific, time-limited projects that use a major portion of the carryover funds that remain unspent in the chronic disease fund (\$3 - 4 million). These projects will demonstrate short-term impact and include a two-tiered approach that includes a public education element aimed at the general population, as well as designated “hot spots” where the incidence and mortality rates are the highest. In the short range (1 - 3 years), programs will be funded through existing funding mechanisms (community-based contracts, inter-governmental agreements, etc.), which ensures a quick dispensing of funds so that money is “on the street” in an efficient, timely manner.

Mr. Pfeifer asked how the breakdown of the \$4 million dollars on chronic disease would occur. Mr. Tormala stated that a breakdown has not been constructed yet and clarified that by stating that the intent is to provide a stronger integration between tobacco and chronic disease. Dr. Spark asked a question regarding the hot spots and how they will align with current programs. Mr. Tormala stated that separate funding channels would exist that may or may not necessarily involve new programs.

Mr. Madonna indicated that plans do exist for an immediate return on investment in hot spots. The hot spots do not necessarily correlate to geographic locations but could also be considered demographic areas of interest as well.

Mr. Pfeifer called for any more questions. The topic of BTEP and CD integration was briefly discussed. Mr. Tormala stated that tobacco will now incorporate heart disease, cancer, diabetes, stroke and asthma into its overall mission. The Bureau will grow from fifteen staff to approximately thirty with Mr. Tormala as the Bureau Chief of the entire Bureau. The physical move of BTEP into the CD suite will occur on March 26th. Chronic disease staff will report to Wayne via the new chronic disease team lead, Veronica Perez. This will allow for direct oversight and not just collaboration. Babak Nayeri asked the question regarding the oversight by the TRUST over chronic disease funding. Mr. Pfeifer clarified by stating the TRUST only oversees the portion of the tobacco tax allocated to BTEP. Mr. Tormala stated he would like to bring the TRUST in on financial discussions regarding the chronic disease monies.

Rescinding of Voter Protected Funds

Mr. Pfeifer introduced Kevin DeMenna of DeMenna & Associates to discuss the possible rescinding of voter protected funds. Mr. DeMenna stated that the current financial situation is the most bleak anyone has seen in generations. Arizona was currently on the brink of having to borrow money without the infusion of \$228 million from the Federal Government. The state’s current budget is \$10 billion. Expected expenditures are roughly \$18 - \$24 billion over the next 5 years leaving Arizona short. Many ideas have been proposed, with many ideas require the addition or increase of taxes. Bills have been proposed such as the increase of taxes and the elimination and/or suspension of voter protected funds. The majority find it easier to raise or

increase taxes. For the elimination of voter protected funds to occur, which is highly unlikely, there would have to be a special referendum election. The likeliest outcome is to go after what is easiest to accomplish. Many voter protected groups are geared for war and would fight to protect the funds. To overturn, people have to be convinced it needs to be done. If in doubt, the status quo will like continue. It is much easier to kill a bill than to pass it. Thus the idea of increasing taxes trumps the issue of eliminating the voter protected tag.

Mr. Pfeifer asked a clarifying question regarding that each item would need to be discussed at a separate session, then sent to the Governor for signature and then to the ballot. Mr. DeMenna stated that they could call a concurrent session to address all items, and that everything would become effective 90 days after it closes.

Dr. Spark asked if the notion of changing the super majority was constitutional. Mr. DeMenna stated that several groups contend that it is not. Theoretically the constitution would need to be changed and this would also require a special election. This is too much grief for all involved thus it likely won't be carried out.

2009 National Conference on Tobacco or Health

Courtney Ward provided the 2009 NCTOH update. Thus far 1000 registrants have signed up, which is on track for 3000 – 3500. So far all abstracts have been submitted and the seven Arizona tracks have been finalized. Ten poster sessions have also been submitted for as well. The dates and times of the session should be available by the end of the month. Approximately 100 volunteers will be needed for four days including the day before and during the conference.

Mr. Pfeifer inquired as to what the attendance was in 2007 in Minnesota. Ms. Ward stated 3700. Dr. Spark asked who was in the volunteer pool. Ms. Ward stated the County, Community & Statewide partners of BTEP, the American Cancer Society (ACS), American Heart Association (AHA), American Lung Association (ALA) and Coalition for a Tobacco-Free Arizona (CTFA). Mr. Tormala interjected stating that the volunteers would be subject to a discount. Ms. Ward explained that four hours of service entitled the volunteer free access. Service opportunities begin in the early morning and extend to the early evening.

Marketing Campaign Update

Mary Ehlert provided the marketing campaign update. The youth prevention campaign, also known as “venomocity,” launched on February 16th and has provided many opportunities for intensive earned media. The launch occurred at three events in Maricopa County. In Feb the “First Time” began to air, with the release of “Cravings” in March. “Surrender” is due out in April. Ms. Ehlert wanted to thank the TRUST for their suggestions and feedback as some of the language for “Surrender” was changed due to their observations. Additional events are scheduled statewide. There has been a noticeable spike in traffic immediately following the events. The greatest concentration has been in Maricopa County but hits have been recorded all over the state. A total of 50,000 web hits have occurred with an average time spent on the site of six minutes. It has been googled over 600 times with 1,700 unique visitors. Gowri Shetty stated that upon completion of the youth prevention campaign a statewide, independent survey will be completed.

In addition to the youth prevention campaign, focus groups and meetings are occurring to help contribute to formative research for an upcoming cessation campaign slated to be release in July – September. Media buys are of extreme importance as many discount opportunities exist.

In addition, radio stations KDKB and KMLE will have DJ's contact Stephen Michael of the ASHLine for on air coaching during March and April.

Meeting adjourned for lunch at 12:10pm. Meeting resumed at 12:45pm.

Program Evaluation Update

Gowri Shetty provided the program evaluation update. Ms. Shetty stated that this serves to help track the media and ensure the right services are getting to the right people. Effective cessation without co-occurring morbidities can be modeled after different components. With respect to the NRT benefit, there was a 51% response rate at 3 months and 47% at 6 months, which is terrific.

Dr. Spark stated that the baselines are very dynamic. Ms. Shetty said BRFSS always asks preference. It is essentially a one month snapshot. It is put in so we have a longitudinal, long term view. Dr. Spark asked if the data is user-triggered. Ms. Shetty responded that, yes, the data is user triggered and good data as well. Could possible lose those who see, but not use. We want to capture and evaluate. Often this is very hard to reach. Ms. Bailey asked about national surveillance on private sector (health plans and employers). Ms. Shetty stated that this would give us a good idea of who receives private services.

Ms. Shetty stated that an independent media evaluator would be used to evaluate campaigns. Mr. Madonna asked about modeled programs with relation to youth groups. Ms. Ehlert stated that programs in Pima and La Paz are great models. BTEP and CTFA are working together with regard to youth coalitions. Mr. Tormala stated that focus needs to be on the 'fringe' kids, not the kids that will likely not be at risk that are often active in extra-curricular activities.

Programs Update

Todd Pearce provided the tobacco programs update. Mr. Pearce stated he was pleased to have seven of the eight new community partners in attendance. The new partners are involved in a community asset mapping project. This is to assess what they want and need. The following new community partners presented briefly about their charge.

Black Hills Center for American Indian Health

Serves the 32 Chapter Communities of the Navajo Nation

Inter Tribal Council of AZ, Inc (ITCA)

Serves as an representative for six Tribal Nations and 2 urban Indian Centers

Asian Pacific Community in Action (APCA)

Serves the Asian Pacific communities of Maricopa County

Campesinos Sin Fronteras (CSF)

Serves farm workers in southern Yuma County

Concilio Latino de Salud, Inc.

Serves incarcerated youth & adults in the Maricopa County Sheriff's Office jail facilities

Tanner Community Development Corporation (TCDC)

Serves the African-American Community

Worthy Institute

Serves low income middle & high school Hispanic students in the City of Phoenix

The following community partner was unable to attend.

Prescott Pride Center

Serves the LGBT community in the Prescott Area

Mr. Pearce thanked all in attendance. Dr. Spark stated that it was a real thrill to see people at the grass roots level. Mr. Tormala added that he appreciates the patience of all eight new partners in dealing with the state's procurement process.

Future Development of the TRUST Commission

Mr. Pfeifer stated that he is working with the legislature to reappoint the TRUST Commission members that are interested in returning.

Closing Thoughts

Dr. Spark expressed his satisfaction with the financial report, the youth campaign and the grassroots presentations. Dr. Nayeri echoed Dr. Spark's sentiments.

Public Commentary

There were no public comments.

Adjourn

The meeting was adjourned at 1:55pm.

The TRUST Commission is a public meeting. In compliance with the State of Arizona's open meetings laws, the recorded minutes for the March 2009 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 obtain the minutes.