

Tobacco Revenue, Use, Spending and Tracking Commission (TRUST)
Bureau of Tobacco and Chronic Disease (BTCD)

January 26, 2010

American Cancer Society
4550 E. Bell Rd, Suite 126
Phoenix, AZ 85032

MINUTES

Members Present:

Linda Bailey
Nancy Hook
Kelly Hsu
Matt Madonna

Babak Nayeri
Bill Pfeifer, Chairman
Dana Russell
Ronald Spark

Members Absent:

None

ADHS Staff:

Wayne Tormala, ADHS BTCD
Mary Ehlert, ADHS BTCD
Gowri Shetty, ADHS BTCD
Veronica Perez, ADHS BTCD

Karen Boswell, ADHS BTCD
Todd Pearce, ADHS BTCD
Benjamin Palmer, ADHS BTCD

Public Attendee:

Colby Bower – ACS
Al Harris – TCDC
Arnold Jackson – TCDC
Tom Schreyer – Pinal Co.

Laurie Thomas – Maricopa Co.
Tim Vaske – AHA
Jan Vidimos – Pinal Co.
Susan Williams – Mohave Co.

Call to Order

Chairman Bill Pfeifer called the meeting to order at 10:04 am.

Introductions

Mr. Pfeifer asked the TRUST, ADHS staff and public attendees to introduce themselves with their name and affiliation.

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

Dr. Spark suggested that public comments not be limited to the last agenda item as many people have conflicting schedules and thus do not get the opportunity to speak. Mr. Pfeifer agreed and asked for pre-meeting public comments. There were none.

Marketing Update

Mary Ehlert provided the BTCD Marketing update.

Cessation Ads

- ‘Dear Me’ ads have been retagged with the ASHLine call to action
- Launched Dec. 29th to coincide with New Years Resolution time
- Media flights are limited and staggered due to budgetary restraints but w/continuous coverage in State through June 20, 2010
 - Primary demographic is men ages mid-30’s – mid-50’s
 - Shown on but not limited to: Spike TV, USA, ESPN, SCI-FI, Sports broadcasts (NFL, NBA & College basketball, some Olympics) & during news broadcasts
- Earned media at launch/New Years was successful
 - Several newspapers ran the story
 - Wayne Tormala interviewed on Phoenix Television’s Channel 3
- ASHLine has reported a 10% increase in calls week-for-week over last years calls

Outdoor Cessation

- Messaging is consistent with television and radio advertising
- Two messages rotated in existing placements to stay fresh
- No new creative for outdoor will be developed until July for cost savings purposes

Physician Outreach

- Information was sent out during week of Christmas by Pfizer and ACS
- BTCD/ASHLine to develop follow-up strategy for additional outreach mailings

Youth Prevention

- Venomocity went dark and in media so that a media evaluation survey could be administered in Nov. 2009. Survey results indicate:
 - Most youth go to www.venomocity.com from TV commercials
 - Majority of respondents said these ads are “better than” similar ads
 - More detail provided in the evaluation report to the TRUST
- Two new ads developed
 - Utilized talent from “First Time” and “Surrender”
 - New ads are “Feeding Time” & “Getting Owned”
 - Released mid-December
 - Flights limited and staggered due to budgetary restraints but w/continuous coverage through June 2010
 - Ads incorporate the audio announcement of “venomocity.com” in addition to the visual of the website address
- Web traffic continues to show upswings when ads are airing on television; since re-launch in Dec. 2009
 - 8,766 visits
 - 7,831 unique visitors
 - 4 minutes 4 seconds average time on site
 - 39,462 page views
 - 4.5 average page views

Youth Coalition

- Worthy Institute is assisting with the training of adult leaders for youth coalitions and for youth leaders of youth coalitions....

- Trainings for Adult leaders to take place in March
- Trainings for youth leaders to take place in April/May and also at the upcoming youth coalition conference
- TCDC is assisting with the statewide youth coalition conference logistics
 - Conference to take place on Friday June 18th – 19th at NAU
 - Tentative agenda has been created to include sessions and breakouts
 - A committee comprised of the target audience (teens) will participate in the conference development
 - A potential film contest is in the works
- Social media sites such as Facebook will be used to solicit and garner youth interest
 - Limited to 300 youth attending on the program's funding
 - Out-of-State youth may attend but will not be funded by the program

www.tobaccofreeaz.com

- Gannon Wegener who had been managing the programs website and blog has resigned and now works for NAQC
- Talisa, Courtney & Ben have taken over website and blog maintenance duties

Tobacco Cessation Update

Ms. Shetty provided the tobacco cessation update.

Stimulus Funding

- BTCD did receive the maximum amount of \$800,000 that was awarded for quitlines.

Venomocity Survey Update

- Of the 221 responses, the majority 16, were White, Non-Hispanic females in Maricopa County.
- Venomocity ads were most commonly viewed via:
 - Television (80%)
 - Internet (45%)
- Approx 79% of the respondents recalled the commercials.
- Approx 21% of the respondents recalled the website from the ads.
- The majority felt the message was important (87%) and that it was better than other anti-drug commercials (76%).
- Approx 71% responded they wanted to see it on TV again
- A majority of respondents stated they would talk to a friend about the commercials (58%).
- A majority of respondents either strongly agreed or agreed that the Venomocity ads:
 - Helped them understand the harmful effects of tobacco (77%)
 - Helped them understand that it is addictive (89%)
 - Have made them less like to try it (79%)
- A majority of respondents either strongly agreed or agreed that because of the Venomocity ads:
 - They have decided never to try tobacco (77%)
 - Asked someone to stop using tobacco (44%)

- Of the respondents who talked with others about tobacco use, a majority talked with the friends as a result of the ads (41%).
- The most common topics of these conversations reported were:
 - The reasons for not using tobacco (74%)
 - How unhealthy it is to use tobacco (67%)
- 10% of respondents have visited the website. Of those that visited the website, a large majority felt that :
 - The website was cool (100%)
 - That it provided good information on tobacco and why not to start smoking (87%)
 - It is something they would tell they're friends about (76%)
- Next steps include
 - Collection of additional quantitative and qualitative data
 - Repeating the survey at regular intervals
 - Including questions on surveillance instruments to see long term impact

AHCCCS – NRT Initiative

- Utilization data indicates exponential growth with each month. AHCCCS is given \$1 million by BTCD which has \$2 million matched by the Federal Government.
- 35% - 40% of ASHLine callers are on AHCCCS or other health plan
- Some drugs do not have a generic counterpart and remain expensive
- Each health plan could renegotiate its plan to cover generic if available
- Health plan formularies tent to be independent.

ASHLine

- Referral are steadily increasing which lead to higher enrollment
- Zip codes are tracked in addition to asking, “Where they heard about us?”
- Media did not exist for a year and now that it is back on, calls have increase by 10%

Financial Report

Karen Boswell provided the BTCD financial update. Highlights from this report are listed below:

- Ms. Boswell updated TRUST Commissioners on the declining tobacco revenues
- Despite decline revenues, the previous 3 months have held steady
 - Typically Jan or Feb numbers decline due to collection practices
- Overall the Tobacco Tax is down 16%
 - Programs have been adjusted accordingly
- Chronic Disease is experiencing an 8.1% decrease
- BTCD developed a contingency plan for a \$15 million budget which is considered a worst case scenario

Mr. Tormala provided the results of a report from the Evaluation Research & Development Unit

- \$76 million went uncollected last year
 - AHCCCS lost approx. \$27 million
 - First Things First lost approx. \$37 million
 - BTCD lost approx. \$10 million

- Matt Madonna suggested bringing interested stakeholders together to mount a united front

Motion: Matt Madonna moved that a Recommendation to the Director of ADHS that we [TRUST] convene the public health stake holders who are involved in the collection and/or expenditure of Tobacco Tax revenues generated by 1994 prop 200, 2002 prop 303, 2006 prop 203 & 2006 prop 201 to discuss declines in tobacco tax revenue.

Seconded: Babak Nayeri Approved: YES

County Presentations

Laurie Thomas of Maricopa County presented on the reorganization of their county's tobacco control program.

- Charged to “go out into community like you have never gone before”
- Many staff members did not like change
- Reach select and vulnerable populations through existing and well established coalitions
- Staff joined many organizations and shared resources
- Promote themselves and the organization they joined
- Reached many undiscovered partners
- Success story: Ray
 - Good kid from Buckeye
 - Feel into bad decisions during college
 - Alcohol
 - Drugs
 - Smoking
 - Lived as an addict for 7 years
 - Eventually kicked drug habit but not smoking
 - Attended a cessation class at St. Mary's
 - Turned his life around
 - Now works for St. Mary's

Jan Vidimos and Tom Schryer of Pinal County presented on the reorganization of their county's tobacco control program.

- Staff admin reduced
- Asked schools what approach they would like, not provide a menu
- Created a paradigm shift

Chronic Disease Planning Update

Veronica Perez provided the chronic disease planning update. Highlights from this report are listed below:

- Taskforce update has recommended a teleconference forum
- Chronic Disease funds
 - Better use
 - Integration
- CD plan to go back to integrity as a frame work

- Detail public and private funds Ms. Perez recapped that BTCD has identified key stakeholders to be a part of a planning committee to develop initiatives/plans for unused Prop. 303 dollars. The Get with the Guidelines Initiative and the Colorectal Screening Initiative are two that are in the works to be established and funded by Prop. 303 dollars.
- Get with the Guidelines:
 - Ms. Perez again stated that the Get with the Guidelines is focused on heart and stroke modules. The expectation is to increase the number of hospitals using these modules, with the goal to get ten new hospitals within 18 months after implementation.
- Colorectal Cancer Screenings Initiative:
 - Ms. Perez again stated that the Colorectal Cancer Screening Initiative is a three part initiative; it includes inreach for the screening program within community health centers, private and public employers and health plans.
 - This initiative compliments the additional CDC funding received for the Fit at 50 program, which will increase the number of community health centers where the “Fit at 50” program is implemented from three to seven community health centers.
 - CDC modeled this program after breast and cervical cancer screenings
 - Focus is placed on employers to promote screenings among employees and promoting screening among health plans.
 - A strategic plan workgroup needs to convene on the creation of a strategic plan. It needs to hit the four major causes of death among Arizonans, a quality ROI and a good use of money
 - Sustainability needs to be a key focus

Summit Wrap-Up

Ms. Perez provided a summit wrap-up. Ms. Perez and Mr. Tormala have been attending the CD Coalitions to talk about the themes and follow-up.

- Stressed was the importance of communication across the coalitions.
- Quarterly leadership forums will occur
- Asthma and COPD will meet in February

Mental Health and Tobacco Cessation: Integration Update

Mr. Pearce gave a brief update on the behavioral health prisoner/release initiatives. Highlights from this report are listed below:

- 75% of SMI diagnosed patients are tobacco users
- 50% of all tobacco purchases are by people with SMI
- 33% of mental Health Care providers are tobacco users
- SMI population can expect to have a shorter life expectancy of up to 30 years
- BTCD has established a workgroup with the Regional Behavioral Health Associations of Arizona to collaborate on this initiative
- Approximately 200,000 tobacco users are released from the prisons. Combined with the 100,000 mental health patients, they account for 300,000 of the remaining 700,000 tobacco users in Arizona

Legislative Update

Colby Bower and Tim Vaske provided a legislative update.

- E-Cigarette Bill
 - Legislation called for a ban of use under the age of 18
 - ACS and AHA are neutral on the bill as they do not feel it is safe for anyone to use
- Smoking in cars with minors
 - ACS and AHA support
- TRUST reauthorization
 - The order has not happened yet
 - The commission will consist of 12 appointed members
 - 6 Speaker of the House of Appointments
 - 6 President of Senate Appointments
 - Can grow beyond original 12
 - Establish by-laws at first meeting
 - Serve at the leisure of the President and Speaker
 - No legislative representative
- Voter protected H.R. 2636
 - Will monitor
 - Bills written each year

Public Commentary

There was one public comment from Susan Williams.

- Ms. Williams thanks Laurie Thomas for her presentation
- Mimics Pinal's direction
- Would like to see Hookah stay at the forefront of youth tobacco use
- Federal weight loss drugs are becoming an issue as youth use them for drug use

Closing Thoughts

Wayne Tormala will be on the Men's Health show on KXXT 1010am on Thursday January 28th with Phoenix Councilman Michael Johnson to discuss chronic disease detection and treatment. Dr. Spark thanked MACTUPP and Ray for their presentation as it was impressive and real. Dr. Spark thanked Pinal for having the foresight to open dialogue in the schools.

Adjourn

The meeting was adjourned at 2:10pm.

The TRUST Commission is a public meeting. In compliance with the State of Arizona's open meetings laws, the recorded minutes for the November 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 and Chronic Disease, 602-364-0824, to make arrangements to obtain the minutes.