

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

May 11, 2011

Arizona Department of Health Services
150 N. 18th Avenue, Room 345A
Phoenix, AZ 85007

MINUTES

Members Present:

Kelly Hsu	Matt Madonna
Bill Pfeifer	Rep. Cecil Ash
Ron Spark	Tawanda Johnson-Gray
Brian Hummell	

Members Absent:

Dana Russell
Kathleen Mascarenas
Nancy Hook

ADHS Staff:

Wayne Tormala, ADHS BTCDD	Karen Boswell, ADHS BTCDD
Mary Ehlert, ADHS BTCDD	Colby Bower, ADHS
Gowri Shetty, ADHS BTCDD	Tim Vaske, ADHS BTCDD
Sherryl Lewis, ADHS BTCDD	

Public Attendee:

Brian Hummell (ACS CAN)
Kerrin Kleinschmidt (AHA)
Christian Stumpf (ALA)

Call to Order

Chairman Bill Pfeifer called the meeting to order at 10:05 a.m.

Introductions

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

Review of Public Comment Guidelines

For future meetings, it was agreed by the members of the commission to have the public comments at the beginning and end of each meeting.

Introductions of BTCDD Employees

Wayne introduced Tim Vaske as the new Office Chief of Chronic Disease for the Bureau of Tobacco and Chronic Disease. Tim Vaske has worked as the Government Relations Director for the American Heart Association in Arizona and prior to joining the American Heart Association, Tim worked at the American Cancer Society in Nebraska. BTCDD is happy to have Tim on board.

Approval of Minutes

On page 2 under the TRUST updates needed clarification on the last two bullets. It was motioned and seconded under bullet #6, change the word “ad hoc committee” to “nominating committee” and to have Matt Madonna as Chair.

AZDHS Legislative Update

Colby Bower provided the HB 2158 update. Highlights from this report are listed below:

- Since commission members are appointed by the Speaker of the House of Representatives and the President of the Senate, Colby recommended that the TRUST Commission have interim members serve until they are appointed officially. Colby also recommended that the Commission review the by-laws so it is consistent with the legislation recently passed. Finally, Colby recommended that the commission move sooner rather than later in providing recommendations to Arizona Legislature Leadership.
- Dr. Spark requested that members be reimbursed for travel and food.

TRUST By-Laws Revisions

Matt Madonna and Bill Pfeifer provided the TRUST with recommendations on by-law revisions. Highlights from the report are listed below:

- Two items were discussed in regards to TRUST updates: Revision of TRUST By-Laws and recruitment of new TRUST members.
- Under **Article I, Purpose and Scope of Work**; paragraphs one and two is a name change from Tobacco Education and Prevention Program (TEPP) and the Chronic Disease Fund to Bureau of Tobacco and Chronic Disease (BTCD).
- Under **Article I, Purpose and Scope of Work**; in the second paragraph, after BTCD add the word “plans”.
- Under **Article I, Purpose and Scope of Work, section(a)**; last sentence, strike out “as well as”, insert the word “to” between the words “related” and “the”, strike out “chronic diseases affecting” and insert “causes of death” between the words “leading” and “Arizona”.
- Under **Article III, Section 2, Qualifications**; strike out “Between legislative appointments” and the word “Future”, capitalize the letter “m” in the word “members”.
- Under **Article III, Section 1 Size**; change 10 members to 12 members.
- Under **Article III, Section 3, Terms**; insert “a” after the words “terms” and “members” and strike off “s” from “members”; insert “at least” between the words “more” and “than”; change nomination to re-nomination.
- Under **Article III, Section 4 Compensation**; add after the word compensation, “except for reimbursement of reasonable travel expenses incurred for meeting attendance”.
- Under **Article III, Section 5 Officers**; change “The Chair’s term shall be 1 year, change the “1” to “2 years”.
- Under **Article III, Section 8 Removal**; it should say, “ Commission members shall petition the appointing officer for the removal of a member(s) from the Commission by the vote of 2/3”.
- Under **Article IV, Nominating Committee**; second paragraph where it says “prior to being presented to the TRUST for election”, put a period after TRUST. Continue with “For election, names will be forwarded to President and Speaker”.
- Under **Article V, Section 1 Meetings**; insert “hours” between “48” and “prior”.
- Under **Article V, Section 2 Notice of Meetings**; strike out “A yearly schedule of regular commission meeting shall be made available to the members in January”.
- Under **Article V, Section 4 Quorum**; add “present” after “quorum”. Strike out “Quorum

will be determined by those actual members of the commission”.

- Under **Article IX, Motions**; insert the word “bi” before the word “annual report”.

It was motioned and approved to accept these changes in the By Laws.

Marketing Updates

Wayne Tormala mentioned the marketing efforts of ADHS-BTCD that won four awards, the Amino National Association and Business Communications and the Copper Quill Awards. There were four items: 1) Venomocity.com website, 2) Smoker’s Helpline, 3) National Men’s Health and 4) Empower Packs.

Mary Ehlert provided the marketing update. Highlights from this report are listed below:

Tobacco Cessation Efforts

- We went around the state for “Through with Chew” for Earned Media Efforts and went to places that have the highest level of chew of Navajo counties and Apache counties.
- In February, Wayne went to visit the Navajo and Apache counties and did a lot of Earned Media opportunities and radio.
- Through the “Through with Chew” and the Earned Media efforts we received about 215,000 impressions for our “Through with Chew” efforts statewide. That’s about a \$10,000 PR value.
- In March a press released was sent out about the low cancer rates in Arizona and worked in conjunction with the American Cancer Society.

Cancer Media Updates

- Utilizing some funds through CDC to incorporate the cancer message. We looked for people who had cancer, who quit smoking and utilizing the ASHLine and were willing to do a commercial for television. These commercials are still in draft form.

ASHLine highlights

- Budgeted Cost per Client in Coaching: \$130/enrollment
- Actual Cost Projected for FY2011: \$124/enrollment (could go lower with cost savings)
- Based on Presentation by Colorado in May 2011
- Cost per enrollment by their provider: \$128/enrollment
- Costs do not include medications.

Youth Prevention Updates

- We did Earned Media for Kick Butts Day in March. Different counties throughout the state held events for Kick Butts Day.
- We conducted four Flash Mobs for Kick Butts Day at different high schools here in Maricopa County. We had all the teams from those high schools come together to do one flash mob at Westgate in Glendale that evening.
- The front page of Venomocity was redone based on feedback that we received from 17 year olds that we continue to work with. March 23rd we re-launched this as the new call page.
- We have 5000 friends on our Face book page through Venomocity.
- Youth Conference to be held this summer in Phoenix at ASU. We’re doing a segment called the “Addiction Experience”. It’s about kids being locked in for 24 hour periods, from 3:00 on Friday to 3:00 on Saturday. The idea is the experience of night interruptions.
- If kids are interested in this event they would go to www.Venomocity.com/experiment and they would find the registration form.

Venomocity Updates

- Working on refusals skills, a video on which we talked about refusal skills in classrooms. We are doing refusals skills that would be in the social media.
- The next fiscal year we will turn into our phone out. What this is that you see a scenario and three icons pop up and you get to choose or refuse the way that you are going to refuse the tobacco. When you choose it, there will be three different scenarios playing.
- In the past 2 days, we filmed 7 different scenarios and had 21 different responses.

Financial Report

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

- Karen reviewed the detailed spending report of BTCD revenue for the tobacco and chronic disease funding.
- A detailed report of program spending for Chronic Disease funds and additional recommendations from Tim will be presented at the next TRUST meeting.

BTCD Update - Strategic Plan for a Tobacco-Free Arizona

Wayne Tormala provided updates for Strategic Plan for Tobacco-Free Arizona and Worksite Wellness Initiative. Highlights from this report are listed below:

- Core Public Health Concern - too many Arizonians are too impaired by diseases that are preventable and manageable.
- Vision – to positively impact the health and well-being of all Arizonans by reducing the health burdens and cost burdens of chronic disease.
- Mission – working together to build an integrated network of individuals, organizations and communities to prevent and reduce commercial tobacco use and chronic disease.

Worksite Wellness Initiative

- Wayne provided an update on the ADHS efforts around worksite wellness, including working with ADOA and the fact that the State of Arizona is looking at the CEO Cancer Gold Standard Certification. If certified, Arizona will be the only state in the country to reach this milestone.

Policy Update

Matt Madonna provided updates for Tax Evasion – Tobacco Retail Licensing. Highlight from this report are listed below:

- Matt talked about an organization that was found through the webinar called Tobacco Control Legal Consortium which is located in Minneapolis. Matt Madonna, Wayne Tormala and Colby Bower had a conversation with David Shyblis works as a consultant for states doing public policy and wanted his group to draft a comprehensive tobacco retailer's license law.
- They will get back to us by the end of this summer. This will address youth enforcement, flavor, couponing, the number of tobacco retail outlets throughout the state.

Arizona Stroke Bill – Tim Vaske

Tim Vaske provided updates on Arizona Stroke bill. Highlights from this report are listed below:

- Will be holding a meeting with stakeholders, diabetes and stroke leaders from across the state that will help draft up rules that are conclusive with the national guidelines in response to stroke and stroke symptoms here in AZ and will be presenting this to ADHS.
- The timeline of this bill to be effective would be July 20, 2011.
- We have a stroke conference coming up in June 2011.

Chronic Disease Update

Tim Vaske provided updates on Chronic Disease. Highlights from this report are listed below:

- How we can integrate our tobacco program or tobacco funded initiatives as well as with our CDC initiatives to move forward with our larger state plan for chronic disease for AZ.
- CPR/Dispatch to explore systematic dispatch systems interventions which may increase layperson use of Hands-Only CPR. We have a short term contract with the City of Phoenix and to look at what are some of the training or interventions that we need to do to take this across the state. We are working closely with Dr. Ben Barber and he is the lead for this state.
- We held a stakeholder meeting with some of the key stakeholders and looking how to reach into this population of leaders in the world of heart disease and stroke to provide us with some advice and guidance as we move forward especially using the Prop 303 funding.
- For COPD, Wayne and Tim had the opportunity to meet with Mary and Stacy from the American Lung Association. We are in the 5th year of the five year contract with American Lung Association to look at COPD Collaborative Program.
- What they are looking at is the Healthcare Professional Intervention and Training. They had a goal of having 90 providers by training in a COPD specialist course. To this date, 189 have been trained.
- For public education and awareness, they are looking at how to increase coalition participation and facilitation of COPD 101, which is an one hour presentation on the symptoms, risk factors, myths, screening and treatments for COPD.
- Looking at to increase COPD screening within hospital and health clinic systems. Working closely with Kingman Regional Hospital on use of COPD Collaborative Program methods for screening and working towards full integration into the hospital.
- Diabetes Self-Management Training (DSMT) is an evidence-based program which helps diabetics better manage their chronic condition.
- Often is a covered benefit within major health plans.
- How we can take this across the state.
- ADOA and ADHS Partnership is looking at ways in which we can increase the number of State of Arizona employees and dependents who use DSMT.
- Two Tiered Approach – Internal and External campaign

BTCD – Gowri Shetty

Gowri Shetty provided updates on the Approval of Biennial Report, Asthma Burden Report and HHS Grant Proposal

Closing Remarks

- There were no comments from the Public.
- Dr. Spark is looking forward to having more commission members and more diversity around the table.
- Matt to look up what are the criteria for joining the TRUST Commission.
- Wayne mentioned that Jeanette Shea is going to retire from ADHS in July.

Adjourn

The TRUST Commission is a public meeting. In compliance with the State of Arizona's open meetings laws, the recorded minutes for the February 2011 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, 602-542-2075, to make arrangement to obtain the minutes.

