

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

September 27, 2011

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

MINUTES

Members Present:

Kelly Hsu	Matt Madonna
Bill Pfeifer	Nancy Hook
Ron Spark	Tawanda Johnson-Gray

Members Absent:

Dana Russell
Kathleen Mascarenas
Rep. Cecil Ash

ADHS Staff:

Wayne Tormala, ADHS BTCDD	Karen Boswell, ADHS BTCDD
Mary Ehlert, ADHS BTCDD	Tim Vaske, ADHS BTCDD
Gowri Shetty, ADHS BTCDD	
Courtney Ward, ADHS BTCDD	

Public Attendee:

Brian Hummell (ACS CAN)
Nicole Olmstead (AHA)
Christian Stumpf (ALA)
Annie Meredith, Mohave County Department of Health

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.

- Tim Vaske introduced Micah Panczyk as the new Program Manager for the CPR Dispatch program.

Approval of Minutes

Mr. Pfeifer asked for any final comments for the minutes dated 5.11.11. None were received. Mr. Madonna motioned for approval of the minutes. Dr. Spark seconded. Minutes were approved.

TRUST By-Laws Revisions

Matt Madonna presented the final edits to the TRUST By-Laws. No new discussion was held in regards to the By-Laws. Any final comments are to be submitted to Courtney Ward.

Nominating Committee

Matt Madonna presented updates on the progress of recruiting new commissioners to the TRUST. Eight prospective candidates were submitted to the nominating committee for consideration. The committee reviewed the candidates and selected four to be pursued as potential commissioners. Sharlene Bozack from the American Cancer Society, Kelly Grose from the American Heart Association, Scott Leischow from the University of Arizona and Cheryl Pablo from the Gila River Indian Community were the four prospects recommended to the Commissioners for approval. Three (Ms. Bozack, Ms. Grose and Mr. Leischow) of the four had been interviewed by the nominating committee and Mr. Madonna motioned for approval of these three prospects. Motion passed. Mr. Madonna motioned that the fourth candidate be approved electronically (via email) by TRUST commissioners as scheduling conflicts had prevented the fourth candidate from being interviewed. The motion was passed. ****NOTE: Electronic approval is an exception for this situation and is currently not a standard protocol for the TRUST Commission.

Marketing Updates

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

Prevention Updates

- New social media campaign concepts were presented for Venomocity:
 - AddictDead: 4 characters (souls) designed to inform demographic about the danger associated with addiction and tobacco consumption by sharing their stories with teens that visit the Facebook page
 - Facebook page serves as the central “portal” for teens and the AddictDEAD to communicate
 - First character released the week of November 14th with additional characters to be released every two weeks thereafter
 - Launch includes: 15 videos of each character, YouTube videos and banner ads to drive traffic to Facebook
 - Online challenge designed to quiz the teens on their tobacco addiction knowledge based on the information delivered by the four souls. Anti-addiction gear will be rewarded at particular mile stones built within the quiz.
 - Versus: Teens nominate their own addiction (favorite pop star, food or mobile phone) to battle against their peers' addictions
 - The top addictions will battle against an invincible tobacco addiction
 - Online and text voting will tally the top addictions and the Venomocity Facebook page will encourage kids to have their friends vote for theirs.
- Choose/Refuse concepts and videos were shown
- The Attorney General’s PSA was shown:
 - :30 TV PSA
 - Collaboration between BTCD & AGO
 - Filmed in Gilbert location
 - Interaction between underage buyer and clerk
 - Attorney General Tom Horne
 - :30 radio also produced

Cessation Marketing Updates:

- Call volume and quit rates were presented
- Ads for the “Real Quitters” Campaign were shown:
 - Current and recent ASHLine campaigns a success!
 - “Real Quitter” television and radio, billboards and in-theater will be supported with on-line banners beginning in Nov. 2011
- Schedule for upcoming earned media was presented
- iQuit Application:
 - The iPhone application designed for people who want to quit using tobacco
 - Provides users with quit tips, reasons to stop smoking and ASHLine coach support
 - Designed to encourage people to quit smoking and to provide tools to stay quit
 - Only application to emotionally support quitters by creating a network of trusted supports, providing tips for kicking a craving as well as connecting them to the National Quit Line

Youth Coalition Updates

Courtney Ward provided the youth coalition update. Highlights from this report are listed below:

- A video summary of June’s “The Experiment” youth coalition conference was shown.
- Pima Prevention Partnership was awarded the RFP from BTCDD to be the lead organization for the youth coalition effort and to provide TA to all county and community partners on this effort.
- Adult trainings will be held with both the county and community partners in October.
- Youth trainings will be held in November in Flagstaff, Phoenix and Tucson.
- The purpose of these trainings is to orient everyone on engaging and participating in policy efforts.

Cessation Update

Gowri Shetty and Courtney Ward provided updates on cessation efforts. Highlights from this report are listed below:

- Ms. Shetty presented BTCDD’s new project; Data Briefs. These briefs are researched and compiled by the evaluation team on a monthly basis. They summarize current projects within BTCDD and provide partners and stakeholders with a more detailed report of current activities.
 - Dr. Spark requested that a brief be done in regards to BTCDD’s work with behavioral health.
- Ms. Ward provided the update on the behavioral health/cessation initiative. Magellan Health Services has incorporated the ASHLine referral form into their EMR system.
- An assessment phase is being conducted now with Magellan and CPSA on how to further integrate cessation services within treatment. ASHLine outreach coordinators are working with clinic sites to establish cessation policy within each site and within the new employee orientation.

Chronic Disease Update

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

CPR Dispatch Program

- Dr. Ben Bobrow presented on the CPR Dispatch Program. BTCDD is working with the Bureau of Emergency Medical Services to promote hands-only CPR. Dr. Bobrow explained that dispatcher CPR instructions substantially increase the likelihood of bystander CPR performance and improve survival from cardiac arrest. The goal of this program is to have all 911 callers in Arizona aiding a cardiac arrest victim receive clear, immediate type appropriate CPR instructions from a 911 dispatcher.

Worksite Wellness

- An ADHS workgroup has been put together with designees from each division within ADHS to collaborate on the worksite wellness initiative which ADHS is partnering with ADOA.
- The CDC worksite wellness assessment is being conducted.

Chronic Disease

- Chronic Disease mapped out a two to three year strategic plan which utilizes strategies and interventions from the National Prevention Strategy (Building Healthy and Safe Community Environments, Expanding Quality Preventive Services in both Clinical and Community Settings, Empowering People to Make Healthy Choices and Eliminating Health Disparities). Actions are based with SMART Objectives and outcomes will demonstrate sustainability, scalability, and level of impact. Outcomes will also leverage resources and funding (Proposition 303, Federal Funding, Private Funding).
- **Heart Disease and Stroke:**
 - Arizona Cardiovascular Advisory Group: Partners across the state which are actively looking at ways to address the ABC-S.
 - Procurement Policies - Sodium Reduction: ISA with Maricopa County; complete a Health Impact Assessment and Action Plan
 - Increasing Access to Hypertension Screenings: Utilizing both the promotora and patient navigator models, looking at ways to increase screenings and if needed, self-management of hypertension.
 - Yuma County (migrant farm workers) & Maricopa County (Urban Native American Population)
 - Medication Adherence: Exploring opportunities to implement the Ashville model in Arizona.
 - CPR Dispatch Program: Increase dispatch instruction on Hands Only CPR
 - Get With the Guidelines: Incentive program for hospitals which utilize the AHA GWTG modules addressing heart failure, stroke, and coronary artery disease.
- **Cancer Prevention and Early Detection:**
 - Strategic Plan: Developing a new action-based strategic plan.
 - Policy Development: Working with community partners and advocacy organizations to address policies in Arizona addressing cancer control issues.
 - Worksite Wellness: Working with ADOA on having Arizona be recognized as a CEO Against Cancer Gold Standard Employer
 - Cancer Control Inventory: Developing a cancer inventory which will identify resources available as well as communities with greatest need in cancer control
 - CRC Screening Initiative: Collaborating with BHSD on increasing colorectal cancer screenings amongst priority populations.
- **Chronic Disease Self-Management (CDSMP) and Chronic Lower Respiratory Disease:**
 - Stanford Model - Provides individuals and caregivers with the skills to better manage chronic conditions.
 - Six week interactive self-management workshop facilitated by lay-leaders from the community. Topics covered include: Managing Symptoms, Goal Setting & Problem Solving, Understanding Medication, Making Informed treatment decisions and Healthy Living (nutrition, physical activity, tobacco-free)

- Arizona Living Well Institute - Coordinates CDSMP activities in Arizona. Partnership between ADHS-BTCD & Community partners. Ensures fidelity is met, coordinates lay-leader & master trainer workshops, coordinates workshop schedules across the state
- Integration with Chronic Disease, Behavioral Health and CHIRD community partners
- **Integrated Chronic Disease Initiatives:**
 - ASHLine Referrals & Coaching - During in-take individuals are screened for chronic conditions (diabetes, hypertension, heart disease). Traditionally these individuals are referred to a cessation coach. Next phase is to refer individuals not only to a cessation coach but also to a chronic disease coach.
 - Increased Preventive Screenings - Exploring Guideline Advantage, a quality improvement program developed by the American Heart Association, American Cancer Society, and American Diabetes Association. Utilizes EMR's within outpatient clinics to increase screenings per USPSTF A & B Guidelines. Exploring a pilot with federally qualified community health centers, expanding later to include PCP (rural and urban) as well as medical home (behavioral health + primary care).
 - Worksite Wellness - Increase the number of small to mid-size employers which offer worksite wellness to employees. Evidence-based approach which incorporates both physical health as well as benefit design. Identify unique ways to increase utilization amongst employees.
- **Diabetes Prevention and Control Program (CDC Funded):**
 - Disease Self-Management - Increasing the number of worksites and health plans which offer and promote Diabetes Self-Management Training (DSMT) as a covered benefit. Exploring school-based activities with focus on management of diabetes among children (policy focus).
 - Pre-Diabetes Prevention - Working collaboratively with YMCA to increase pre-diabetes education in Arizona.
 - System Linkage - Working collaboratively with the ASHLine and health providers to ensure individuals are referred to diabetes prevention and education resources.
 - Medication Adherence - Exploring opportunities to increase medication adherence amongst the diabetic population, integrated with CVD program.

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.
- No trend line table for this meeting. BTCD has not yet received the final report from accounting closing out FY11.

Policy Update

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

- Matt updated everyone on the progress of the tobacco tax evasion workgroup. Voluntaries Christian Stumpf (ALA), Nicole Olmstead (AHA) and Brian Hummell (ACS CAN) have taken the lead in supporting this initiative. These voluntaries have strategized ways to address this policy at the local level as well as at the state level. Dave Schaibley Tobacco Control Legal Consortium has drafted language for a state law and is in the process of drafting language to be used at the local level.
- CDC suggested using Jerry Spegman as a consult for this project. The workgroup had a

scheduled call with Mr. Spegman proceeding the TRUST meeting. Updates and progress will be provided at the next TRUST meeting.

Closing Remarks

- Christian Stumpf presented Camel's dissolvable tobacco products and discussed how they mimic candy like products.

Meeting Adjourned at 2:00pm

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