

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

December 7, 2011

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

MINUTES

Members Present:

Kelly Hsu	Matt Madonna
Bill Pfeifer	Kathleen Mascarenas
Dana Russell	

Members Absent:

Nancy Hook	Rep. Cecil Ash
Ron Spark	Tawanda Johnson-Gray

ADHS Staff:

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

Public Attendee:

Brian Hummell (ACS CAN)
Shannon Vaffis (ASHLine)
Christian Stumpf (ALA)
Erika Mansur (Attorney General's Office)

Call to Order

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

Marketing Updates

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

Prevention Updates

- No new updates

Cessation Marketing Updates:

- Great American Smokeout (GASO) Update
 - Stephen Michael, Wayne Tormala & Tim Vaske interviewed
 - KAZT, KMSB, KNXV, KOLD, KTVK, KPHO, KTAR
 - Impressions: 2.2 million; PR Value: \$244,000

- Call volume and quit rates were presented
- Ads for the “Real Quitters” Campaign were shown:
 - Production: Dec. 7th, 8th & 9th
 - Will include TV, Radio, Print, Web & Outdoor
 - Launch set for New Years
 - Will coincide with iQuit App launch
 - Schedule for upcoming earned media was presented
- iQuit Application:
 - Approved by Apple
 - 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 ASHLine
- NCTOH Abstracts: BTCD will be submitting six abstracts for the National Conference on Tobacco or Health:
 - Behavioral Health - Courtney w/ ASHLine
 - Empower Pack - Ben
 - iPhone app - Mary w/ Riester
 - ASHLine campaign - Mary w/ ASHLine & Riester
 - Venomocity social media - Mary w/ Riester
 - Tobacco Retail Licensing – Courtney/CDC

Approval of Minutes

Mr. Pfeifer asked for any final comments for the minutes dated 9.27.11. Slight edits were made to the section pertaining to “Nominating Committee.” The names of the prospective candidates were added to the minutes. Mr. Pfeifer motioned for approval of the minutes. Mr. Madonna seconded. Minutes were approved.

Nominating Committee

Matt Madonna recapped recruiting efforts for new commissioners to the TRUST. Sharlene Bozack from the American Cancer Society, Kelly Grose from the American Heart Association and Scott Leischow from the University of Arizona were all prospects approved by the TRUST on 9.27.11. The fourth potential candidate, Cheryl Pablo from the Gila River Indian Community, declined to be considered as a prospective Commissioner. Mr. Madonna reconvened the nominating committee to pursue another prospect. Edmundo Hidalgo was nominated, pursued and interviewed by the nominating committee and then presented to the TRUST Commissioners electronically for approval. Commissioners approved. Letters of recommendation were submitted to the Speaker of the House of Representatives and the President of the Senate on 12.2.11 by Christian Stumpf from the American Lung Association. Mr. Stumpf is waiting for verbally or written response regarding recommendations from staff at the House and Senate. An orientation will be held in early January for new TRUST Commissioners once letters of appointment have been disseminated.

Cessation Update

Wayne Tormala provided updates on cessation efforts. Highlights from this report are listed below:

- BTCD staff will be meeting with ASHLine leadership to develop a business plan for the quitline that targets employers and insurers (i.e. fee-based service structure that brings a capacity to expand financial support for the ASHLine) as well as expand services to assess capacity to address co-morbidities that align with the bureau’s integration of chronic disease. BTCD has contracted with Dave Nakashima to facilitate the meetings and work

with the ASHLine and BTCD on the development of this plan.

Chronic Disease Update

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

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.

Financial Report

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

- Ms. Boswell reviewed the detailed spending report of BTCD's revenue for the tobacco and chronic disease funding as well as the tobacco trend line. Ms. Boswell reported that the jump in revenue for the months of July and August was most likely due to DOR being late on reporting revenues.
- February's report should give a better gauge on revenues for the fiscal year.

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).
- Below is the proposal for Proposition 303 Funds for existing contracts and initiatives:
 - **COPD Collaborative:** Through a contract with the American Lung Association, ADHS-BTCD is increasing provider education and system development for screening for COPD. In addition ADHS-BTCD is facilitating a statewide COPD Coalition which targets all stakeholders, including consumers. The contract expires at the end of FY12.
Funding Amount: \$500,000
Funding Period: 1 year
 - **Colorectal Cancer Prevention & Early Detection:** Funding will be made available for an intervention which increases screening and early detection of colorectal cancer (CRC). When caught early CRC has a high survivorship rate however many Arizonans neglect to get screened. Currently ADHS-BTCD has paid for direct screenings however due to declining revenue, it no longer can afford to pay for these services. Working with stakeholders, ADHS-BTCD & ADHS-BHSD will identify an intervention which will lead to a sustainable change in a policy, environment, or system which increases screenings for CRC.
Funding Amount: \$500,000 / year¹
Funding Period: 5 years
 - **CPR Dispatch Initiative:** ADHS-BTCD is currently funding an initiative which changes protocols within state 911 dispatch systems regarding sudden cardiac arrest. In cases of sudden cardiac arrest, survival rates decline by 10% with each passing

¹ TBD for FY 13 - 17

minute. However, with bystander interventions, such as Hands-Only CPR or use of an AED, the survival rate increases. As a link in the chain of survival, 911 dispatch operators have an opportunity to assist bystanders by providing timely instruction on how to deliver Hands-Only CPR. ADHS-BTCD, along with the Bureau of Emergency Medical Services & Trauma Systems is currently working with dispatch centers and operators on changing protocols and systems addressing sudden cardiac arrest in Arizona. Total funding is \$250,000 / year with program staff.

Funding Amount: \$125,000 / year

Funding Period: 3 years

- Get with the Guidelines

ADHS-BTCD is funding a quality improvement program which improves the delivery of stroke care in Arizona hospitals. The American Heart Association Get with the Guidelines (GWTG) program is an evidence-based quality improvement program which utilizes a patient management tool to improve the quality of care, per CDC guidelines, for stroke patients. Stroke is the 4th leading cause of chronic disease death in Arizona and the leading cause of long-term disability. Through the GWTG quality improvement program, hospitals in Arizona will improve delivery of stroke care, thus reducing death and long-term disability.

Funding Amount: \$245,566

Funding Period: 3 years

- Youth Prevention

ADHS-BTCD is contracting with Pima Prevention Partnership to increase awareness and amongst youth regarding chronic disease. Funding for this contract is made available as a result of both Proposition 303 and Proposition 200 dollars.

Funding Amount: \$100,000 / year

Funding Period: 3 years

- Local Projects / Evaluation

ADHS-BTCD currently funds various projects and initiatives within local county health departments impacting chronic disease prevention and early detection. Activities include worksite wellness, chronic disease self-management delivery, school health policy, etc. Funded activities are geared toward policy, environmental or systems change.

Funding Amount: \$500,000/year²

Funding Period: 5 years

- Below is the proposal for Proposition 303 Funds that will be disbursed in a controlled rollout. RFQ's will be released starting spring 2012:

- **Pulmonary Disease Collaboration:** Funding will be made available, through a competitive process, to increase collaborative activities around chronic lower respiratory disease in Arizona. Whereas other chronic diseases in Arizona have an entity or coalition which coordinates strategic planning and development of collaborative opportunities, CLRD does not.

Projected Funding Amount: \$50,000 / year

Projected Funding Period: 3 years

² Initial funding of \$500,000 is made available for year 1 with an annual decrease of \$50,000 to reflect declining account balance.

- **Pulmonary Disease Intervention:** Funding will be made available to advance a change to a system, environment or policy (non-legislative or regulatory) which decreases the incidence of chronic lower respiratory disease (COPD, Asthma, etc.) within a given community / geographic region. Activities could include increased screenings, improvement of environmental air quality, increased use of technology in clinical environments, etc.
 Projected Funding Amount: \$250,000 / year
 Projected Funding Period: 3 years
- **Chronic Disease Medication Adherence:** Funding will be made available to increase adherence to medication amongst priority populations with chronic diseases (cardiovascular, cancer, pulmonary) in Arizona. Most consumers (64%) believe they follow their physician’s instructions “extremely closely.” However, nearly three-fourths of patients admit to some form of non-adherent behavior such as forgetting to take their medications, not re-filling a prescription, taking less than the recommended dosage, etc. This leads to increased hospitalizations and deaths. Through a competitive process, ADHS will work with a contractor on improving systems which address medication adherence amongst priority populations in Arizona.
 Projected Funding Amount: \$250,000 / year
 Projected Funding Period: 3 years
- **Chronic Disease Self-Management / Healthy Aging:** Funding will be made available to continue to build upon ADHS’ capacity to address the needs of the rapidly aging population in Arizona. As more Arizonans age, increased demands will be placed on healthcare systems and the public health network in Arizona, specifically as the aging population faces health challenges associated with heart disease, cancer, stroke and pulmonary disease. To ensure the public health system as well as individuals are able to meet these challenges, ADHS will work with respective stakeholders and contractors to ensure environments and evidence-based policies are in place in Arizona.
 Projected Funding Amount: 250,000 / year
 Projected Funding Period: 3 years
- **ADHS Worksite Wellness Initiative:** Funding will be made available to assist small and mid-size employers in Arizona on the development and implementation of evidence-based worksite wellness programs. Strong worksite wellness programs are proven to not only help organizations control healthcare costs, including those associated with chronic conditions such as heart disease, diabetes, and pulmonary disease, but they also increase productivity amongst employees. Many employers however do not have an understanding of how to implement such a worksite wellness program, often neglecting to incorporate health plan benefit design and utilization. ADHS-BTCD will contract with a recognized entity amongst Arizona employers to provide this technical assistance.
 Projected Funding Amount: \$250,000 / year
 Projected Funding Period: 3 years
- **Increased Delivery of Chronic Disease Screenings:** ADHS-BTCD will contract with a recognized entity in Arizona to increase delivery of evidence-based screenings for chronic disease, per the U.S. Preventive Services Task Force A & B Recommendations. As primary care providers, community health center, and rural

health centers increase utilization of electron medical records and systems, ADHS-BTCD & BHSD will work with those providers and other stakeholders on ensuring that systems developed will increasing preventive screenings for chronic diseases such as heart disease, cancer, pulmonary disease, and diabetes.

Projected Funding Amount: \$250,000 / year

Projected Funding Period: 3 years

- **Native American Outreach:** ADHS-BTCD will explore additional opportunities to decrease death and disability due to chronic disease amongst Arizona's Native American populations. Native Americans in Arizona have an increased risk to developing and dying from chronic disease (heart disease, cancer, pulmonary, and stroke) than other populations in Arizona. ADHS-BTCD will work with native populations and stakeholders on identifying why this disparity exists and what policy, system, and environmental changes are needed to decrease this disparity.

Projected Funding Amount: \$25,000³

Projected Funding Period: 3 years

Policy Update

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

- Jerry Spegman (CDC/OSH) came to Arizona on November 8th along with Dave Schaibley from the Tobacco Control Legal Consortium and met with the tobacco tax evasion workgroup. Political strategies were discussed at this meeting and the workgroup has a plan in place to pursue policy change at the local level. The workgroup will be reconvening in February with Jerry to discuss progress and next steps.
- Any questions regarding this workgroup should be directed to Matt Madonna.

Closing Remarks

None

Meeting Adjourned at 12:00pm

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.

³ Increased funding may be needed depending upon needs identified.