

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

**March 1, 2012**

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

***MINUTES***

**Members Present:**

Kelly Hsu	Matt Madonna
Bill Pfeifer	Tawanda Johnson-Gray
Ron Spark	Sharlene Bozack
Kelly Grose	Scott Leischow

**Members Absent:**

Nancy Hook	Kathleen Mascaranes
Edmundo Hidalgo	Dana Russel

**ADHS Staff:**

Wayne Tormala, ADHS BTCD	Karen Boswell, ADHS BTCD
Mary Ehlert, ADHS BTCD	Tim Vaske, ADHS BTCD
Courtney Ward, ADHS BTCD	Miguel Montiel, ADHS BTCD

**Public Attendee:**

Brian Hummell (ACS CAN)	Lee Connelly (Maricopa County)
Nicole Olmstead (AHA)	Steven Elston (Maricopa County)
Christian Stumpf (ALA)	Alex Romero (ACAS)
Erika Mansur (Attorney General's Office)	
Doug Hirano (APCA)	

**Call to Order**

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

ADHS Director, Will Humble, attended the first twenty minutes of the TRUST meeting to welcome new TRUST Commissioners, give a brief overview of ADHS and talked broadly about new initiatives within the Department.

**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.

## **County/Community Partner Update**

Lee Connelly, Office Chief for the Office of Tobacco and Chronic Disease Prevention at the Maricopa County Health Department and Doug Hirano, Executive Director for Asian Pacific Community in Action, both attended to update TRUST Commissioners on tobacco initiatives. Highlights from their reports are listed below:

- **Smoke-free Multi-Housing Update (Maricopa County):** Maricopa County is participating in a smoke-free multi-housing summit with other key stakeholders from Maricopa who are interested in working on this initiative. The goal of the workshop is to convene appropriate parties to share ideas and discuss next steps for implementation. The summit is expected to have fifty participants.
  - Maricopa did a survey with one thousand multi-housing units (400 properties) and received a 90% response rate
  - Forty percent of those who participated were interested in learning more about their units going smoke-free and were interested in receiving technical assistance on going smoke-free
  - ACAS has a listing of smoke-free properties in Arizona
  - Lee stated she would be available to provide on-going updates regarding this initiative at future TRUST meetings.
- **Asian Pacific Community in Action (APCA):** Executive Director, Doug Hirano, gave an overview of APCA, staff and their board. Highlights from this presentation are below:
  - What APCA does: Health education workshops, clinical screening and medical referrals, immunizations and Tobacco cessation referral, chronic disease self-management, emergency preparedness. As well as applied research, community capacity building, advocacy/social action and medical interpretation.
  - Areas of Health Disparity:
    - Liver cancer (chronic hepatitis B infection)
    - Low rates of cancer screening (breast, cervical and colorectal cancer)
    - High rates of smoking in selected subgroups
    - Diabetes
    - Tuberculosis
  - APCA Today:
    - Screen 300 – 400 individuals annually for hepatitis B
    - Offer comprehensive diabetes/CVD screening and education to 200 people annually
    - Conduct CDSMP trainings, build community capacity
    - Provide medical interpretation for hundreds of individuals and families
    - Refer more than 100 women annually to the Well Woman HealthCheck Program
    - Refer a minimum of 120 individuals to the ASHLine
  - APCA Tomorrow:
    - Create a new model of community change that combines other models: medical, public health, social action/health justice and social innovation
    - Achieve sustainability
    - Find our political voice and work in concert with other groups seeking health justice
    - Replicate this work in other Arizona communities

## **Marketing Updates**

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

### **Transition Plan**

Mary's last day with BTCDC will be March 9<sup>th</sup>, 2012. Mary reviewed all plans for media, both paid and earned, media events and online and social media plans for the remainder of the fiscal year.

### **Prevention Updates**

- A brief update was provided regarding Venomocity's "Versus" campaign which is a viral campaign meant to drive youth to Venomocity.com. "Versus" provides a forum for group discussion re: addiction including quitting for youth.

### **Cessation Marketing Updates:**

- Ads for the "Real Quitters" Campaign were shown
- Call volume and quit rates were 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
- A brief update was given for ProstatePledge.com
- EMPOWER Pack Tour Update:
  - 12 Counties Visited
    - No shows in Coconino, Cochise or Santa Cruz
  - 35 Performances at Title 1 Schools
    - 5000 Youth Reached
  - Activity Booklet Provided
    - Further engage youth
    - Extend message beyond show
  - Post Show survey indicates youth understood message
    - Teach Survey indicates discussion/further engagement in classroom

### **Approval of Minutes**

Mr. Pfeifer asked for any final comments for the minutes dated 12.7.11. None were received. Mr. Pfeifer motioned for approval of the minutes. Dr. Spark seconded. Minutes were approved.

### **Financial Report**

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

- Ms. Boswell reviewed the detailed spending report of BTCDC's revenue for the tobacco and chronic disease funding as well as the tobacco trend line.

### **Tobacco Prevention and Cessation Update**

Courtney Ward provided updates on tobacco prevention and cessation. Highlights from this report are listed below:

#### **Prevention**

- Courtney discussed STAND – Students Taking A New Direction. STAND is the branded effort for the state-wide youth coalition. BTCDC is working together with Pima Prevention Partnership (PPP) and Riester to develop the STAND website. The site is set to launch June 8<sup>th</sup> in collaboration with annual state-wide youth coalition conference. All content for the site was done in-house by BTCDC and PPP.
- PPP will be holding three youth leadership workshops this spring and one adult coordinator

workshop this spring in preparation for the annual youth coalition conference.

## **Cessation**

- NAQC Public-Private Partnership Initiative
  - AZ is one of seven states selected to participate
  - Three phase; Year-Long Initiative
    - Assessing and Building Support of Health Plan Coverage for QuitLine Services
    - Developing an Action Plan to Expand Health Plan Coverage of QuitLine Services
    - Building Support for QuitLine Coverage through Promotion, Education, and ROI
  - Workgroup established with ASHLine, BTCDD and TRUST
- Behavioral Health Initiative
  - Success of CPPW: Referral, Enrollment and Quit Rates
    - 72 clinics reached
    - 1200 staff members trained
    - 28,000 recipients reached
    - Over 1600 referrals made during FY11
      - 39 referrals made during FY10
    - 20% enrollment rate
    - 7 month Quit Rate: Magellan 18.3% and CPSA 11.8%
  - Plan for sustainability within PNOs/CSPs
    - Plan for sustainability for addressing cessation services in this population
  - Promotion of Success
    - CPPW Writing Workshop
    - Abstract submissions
- FY11 Quit Rates
  - Overall 7 month, 30 day point prevalence Quit Rate: 32.9%
  - Quit rate for clients using medications and coaching: 43.9%
  - Quit rate for clients who never used medications or coaching: 25.5%
  - A coaching contact is required to document medication use, so we do not have data on clients who used medication, but not coaching

## **Chronic Disease Update**

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

- Coordinated Chronic Disease Plan:
  - Ensure that Arizona has a strong foundation for chronic disease prevention & control.
  - Maximize the reach of Arizona's categorical chronic disease programs by leveraging shared services / resources. (i.e., collaborative projects, shared contractors, trainings, etc.)
  - Provide leadership, both internal and external, to work collaboratively across diseases and risk factors.
  - Enhance ADHS capacity to provide technical assistance to communities and stakeholders.
- Action based with SMART Objectives
  - Outcomes will demonstrate sustainability, scalability, and level of impact.
  - Outcomes will leverage resources and funding.
- Address multiple chronic diseases and risk factors simultaneously
  - Move away from disease specific plans and burden documents
  - Be driven through collaboration with statewide
- Goals & Objectives will incorporate Four Key Domains:

- Connect evidence-based community and clinical preventive services (Where We Live, Where We Work, Where We Receive Care, & Where We Learn)
- Focus on Health System Change
- Evidence-based Practice & Environmental Approaches (Policy, System, & Environmental Change)
- Surveillance & Epidemiology
- Strategic Areas Overview
  - Where We Live: Address chronic disease through the built environment, changing the landscape in which we live.
  - Where We Work: Address chronic disease through increased utilization of evidence-based worksite wellness. Emphasis on screenings and prevention of leading chronic diseases.
  - Where We Learn: Focused on primary prevention, identifying ways in which we can make school environments healthier.
  - Where We Receive Care: Increase utilization of preventive screenings / treatments impacting chronic disease, with emphasis on heart disease, cancer, & tobacco cessation.
  - Increase emphasis on quality versus quantity.
- Future Direction of Chronic Disease
  - Increased collaboration and partnership with internal and external stakeholders (voluntaries, community-based organizations, county health departments).
  - Leverage funding sources and opportunities across categorical disease programs, as well as federal and state funding.
  - Focus on initiatives which are measurable, sustainable, and scalable.
- Timeline
  - November / December 2011 – Stakeholder Input Sought on Four Strategic Areas
  - January - March 2012 – ADHS CLT Develops Draft Goal & Objective Language
  - March - May 2012 – ADHS Contractor Presents Draft Goals & Objectives to Focus Groups
  - May - July 2012 – Chronic Disease Plan is Written and Reviewed by Leadership / Stakeholders (Including TRUST Members)

### **Policy Update**

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

- American Lung Association has been designated to take the lead on the policy initiative
- The group is working on creating a strategic plan and approach for the initiative
- A list of targeted communities is in the works
- Prioritization on retail licensing ordinance language still needs to be established
- Grassroot efforts will be occurring through youth coalition activities
- Any questions regarding this workgroup should be directed to Matt Madonna

### **Nominating Committee**

Matt Madonna will reconvene with the nominating committee to propose candidates for the chair and co-chair of the TRUST Commission.

### **Closing Remarks**

Alex Romero, Arizonans Concerned About Smoking, commented on the tobacco language in Prop 202 and how it does not include language to address smoking marijuana. With the passing of the Medical Marijuana Bill, marijuana smoke can be legal in public places for those who hold a medical marijuana card. The Prop 202 language should be looked at again and revised to address the smoking of marijuana.

**Meeting 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 2012 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.