

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

May 31, 2012

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

MINUTES

Members Present:

Edmundo Hidalgo
Bill Pfeifer
Ron Spark
Kelly Grose

Matt Madonna
Dana Russell
Sharlene Bozack
Scott Leischow

Members Absent:

Nancy Hook
Tawanda Johnson-Gray
Kelly Hsu

Kathleen Mascaranes

ADHS Staff:

Tim Vaske, ADHS BTCDD
Courtney Ward, ADHS BTCDD

Ben Palmer, ADHS BTCDD
Miguel Montiel, ADHS BTCDD

Public Attendee:

Stacy Mortenson (ALA)
Nicole Olmstead (AHA)

Mirja Riester, Riester Inc.
Christian Stumpf (ALA)

Call to Order

Chairman Bill Pfeifer called the meeting to order at 11:30 a.m.

NOTE: A press conference was held prior to the start of the TRUST Commission for World No Tobacco Day and to celebrate the 5th Anniversary of Arizona's Clean Indoor Air Act. Matt Madonna, Bill Pfeifer, Sharlene Bozack, ADHS Director Will Humble and ADHS Office of Environmental Health Chief, Harmony Duport, all spoke before the press.

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.

Approval of Minutes

Mr. Pfeifer asked for any final comments for the minutes dated 3.1.12. None were received. Mr. Pfeifer motioned for approval of the minutes. Dr. Spark seconded. Minutes were approved.

Nominating Committee

Matt Madonna stated that he spoke with the TRUST nominating committee and moved that Bill Pfeifer be nominated to continue to serve as Chair for the TRUST and Scott Leischow to be Vice-Chair of the TRUST. Motion was seconded by Dr. Spark. Bill Pfeifer was approved to serve as Chair and Scott Leischow was approved to serve as Vice-Chair for the TRUST Commission.

Youth Cessation Strategy Session

Courtney Ward introduced Mirja Riestter from Riestter Inc. to give an overview of youth prevention efforts. Specifically, the presentation focused on youth cessation efforts that are being done Nationally. Post presentation, the TRUST engaged in a conversation on what would be programmatically feasible for the Bureau of Tobacco and Chronic Disease if they were to pursue youth cessation efforts. Notes from the discussion are listed below:

Session Outline

- I. Follow-Up Questions/Clarifications to Presentations
- II. Opportunities and Challenges Brainstorm
- III. Identification of Key Issues
- IV. Recommendations for Next Steps

Opportunities and Challenges Brainstorm

Opportunities

- positive trend & public perception
- elevating recognition of youth addiction
- form an Ashline just for kids
- others/spots sector joining cause
- increasing engagement with healthcare providers
- kids 12-17, for the most part, are in school – we know where to find them
- shotgun approach to identifying efficacy: phone (quitline), school, small group sessions
- go beyond cigarettes – tobacco means cigars, chew, new products targeted to youth
- tying youth to message for tobacco tax – more positive to public
- way to raise more \$ for prevention thru a tobacco tax increase
- if research is included, there is an opportunity to (1) blend research in practice & (2) show AZ leadership
- more work with and evaluation of existing youth cessation activities
- develop next steps to prevention
- build on successful prevention efforts in shaping effective cessation emphasis
- health care reform & incorporation of prevention
- more ways to reach students who smoke: face-to-face, TV, social media
- generating new funding via start-up funding form BTCD, eg. NIH, FDA, CMS, CDC, etc.

Challenge & Opportunity

- Taking on an issue that most avoid could be both positive and negative.

Challenges

- schools have limited time to give to students for outside activities
- how do you address the challenge that underage smoking is illegal?
- parental support/objection
- parents objection
- understanding why kids smoke – develop program to address: social influences & biological issues

- tobacco use is not isolated and may need to address other co-occurring conditions
- evidence base on youth treatment is weak so achieving success is less likely
- one size doesn't fit all – rural, income, border health, race/ethnicity
- youth perception of need
- develop effective cessation efforts
- develop targeted approach with highest prevalence – ethnic minorities or low income
- reaching those with need
- define clear outcomes & develop infrastructure
- transitioning current contractor goals from prevention to cessation emphasis
- why spend \$ on something that has little evidence?
- funding
- taking action with minimal evidence could put BTCD in a negative light

Identification of Key Issues

- funding – getting biggest bang from limited resources
- issue dilution – main issue is kids smoking cigarettes
- weak evidence – no consensus in scientific community
- big brother – government telling people what to do
- comprehensive approach- whatever we choose to do
- scalability – feasibility of BTCD in approach
- test efficacy of what is out there
 - evaluation: Miguel and UofA
 - start dialogue
 - OK is blending best practices in a practical way
- Demographics
 - who is smoking in 12 – 17 group
 - Latino, Native American, rural
 - determine decision point: who do we go after? who do we not?
- role of local communities (response of Maricopa/Pima)
 - engagement/buy-in/role
 - coalition infrastructure
- focus – has been missing from comprehensive program
- not take away from other existing programs
 - go after additional resources
- blend prevention and cessation
 - define prevention: include coalitions?
 - package things: what are the statewide youth prevention programs
 - look at Venomicity
 - recruitment issues – message to include smokers

Next Steps

Δ review the literature

- what has been done?
- identify newer work
- assess level of risk/calculate risk
- not just an academic exercise
- not reinvent the wheel – direction/models to test

Δ blend funding

- how to use...
- determine process

Δ re-visit the question with BTCD

- is this a done deal?
- are we informing the process towards a decision?

Δ continue to meet to work on the issue

- follow-up
- further conversation

Δ determine TRUST member to champion issue

Δ talk to Laurie Chassin

Closing Remarks

None

Meeting Adjourned at 2:31pm

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.