

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

**October 17, 2012**

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

***MINUTES***

**Members Present:**

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

**Members Absent:**

Edmundo Hidalgo  
Kelly Grose

**ADHS Staff:**

Tim Vaske, ADHS BTCD	Ben Palmer, ADHS BTCD
Courtney Ward, ADHS BTCD	Babak Nayeri, ADHS BTCD
Karen Boswell, ADHS BTCD	Wayne Tormala, ADHS BTCD
Sheila Sjolander, ADHS PHPS	

**Public Attendee:**

Talyah Sands (ALA)	Mirja Riester, Riester Inc.
Nicole Olmstead (AHA)	Christian Stumpf (ALA)
Brenda Serna (ALA)	Brian Hummell (ACS CAN)
Becky Henry (Maricopa County Health Department)	
Laurie Thomas (Maricopa County Health Department)	
Robert Bray (ADOR)	

**Call to Order**

Chairman Bill Pfeifer called the meeting to order at 10:00 a.m.

**Approval of Minutes**

Mr. Pfeifer asked for any final comments for the minutes dated 5.31.12. None were received. Mr. Pfeifer motioned for approval of the minutes. Dr. Spark seconded. Minutes were approved.

**Introductions**

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

**Nominating Committee**

Mr. Pfeifer updated commissioners that Kathleen Mascarenas and Nancy Hook had officially resigned their seats on the TRUST. Mr. Pfeifer appointed a new nominating committee as Ms. Hook had served on the previous committee. Ms. Bozack will chair the nominating committee and Ms. Johnson-Gray and Dr. Leischow will sit on the committee as well. Mr. Pfeifer stated that the expertise and demographics of those TRUST commissioners who recently resigned should be taken into consideration when recruiting new members.

### **Retailer Licensing Workgroup**

Mr. Madonna updated commissioners on progress within the retailer licensing workgroup. The American Cancer Society Cancer Action Network, the American Lung Association in Arizona and the Arizona American Heart Association are taking the lead on the planning process for the workgroup. A small grant was received from the Arizona Community Foundation to assist with the workgroup efforts.

### **Community/County Partner Update**

Taylah Sands and Brenda Serna from the American Lung Association in Arizona presented on smoke-free multi-housing coalition. Highlights are presented below:

- The smoke-free multi-housing initiative has been branded as the Arizona Smoke-Free Living (ASFL) Coalition. Their work focuses on promoting smoke-free living spaces in our community
  - ASFL name: “Living” because the coalition has hopes of expanding focus of work in the future, to other places where people live, work, and play, such as parks and casinos
- The coalition is made up of approximately 25 representatives from diverse community organizations, from areas ranging from public health and community organizing, to housing development and native health. Some of these organizations include: AZ Dept. of Health Services, American Cancer Society, American Lung Association, Arizonans Concerned about Smoking, and Asian-Pacific Community in Action.
- Each organization brings different ideas, expertise, and resources to the table. They are working as a collective to strengthen our efforts. The coalition structure that for collective leadership and decision-making.
- The coalition is currently working on developing coalition’s infrastructure which includes branding, collecting market research, strategic planning and creating collateral materials.
- ASFL plans to begin working in the field starting in 2013.

Becky Henry from the Maricopa County Department of Health Services Tobacco and Chronic Disease Program presented on collaboration that has been done with Arizona State University (ASU) to move them to a tobacco free campus. Highlights are presented below:

- **2008-2009 School Year** – Representatives from the Maricopa County Office of Tobacco and Chronic Disease Prevention (OTCDP) met with Dr. Aaron Krasnow, Associate Director, ASU Counseling & Consultation, and trained the entire staff of the Counseling Department at ASU Tempe Campus in Basic Tobacco Intervention Skills, Tobacco Treatment Specialist Skills and referring to the Arizona Smokers’ Helpline (ASHLine). IGNITE program partnered with Campus Health Services and the Health and Counseling Student Action Committee (HCSAC) to conduct educational events at ASU Tempe Campus and ASU West Campus for the Great American Smoke Out and Kick Butts Day. IGNITE provides information and resources to supplement ASU’s current tobacco awareness campaign efforts.
- **2009 Fall Semester** – IGNITE Coordinator and other OTCDP Representatives met with key stakeholders at ASU
  - After presenting the vision, goals and logistics of implementing the IGNITE program and discussing the needs and desires of ASU, OTCDP secured a commitment from ASU to implement the complete IGNITE program on all four of ASU’s campuses during the 2010-2011 school year. ASU also offered to provide facilities, free of charge, for a regional IGNITE Conference held during the 2010-2011 school year.
- **2010 Spring Semester** – OTCDP provided ongoing consultation with Chad Williams,

student leader of ASU's tobacco free campus movement, who was gathering petition signatures and conducting a student discussion forum, wherein OTCDP's IGNITE coordinator participated as an expert panelist. A referendum to change ASU's campus policy regulating tobacco use was presented to the Undergraduate Student Senate on March 23<sup>rd</sup>, 2010. After much expert testimony and debate, the student senators voted to send the bill to committee for further review and clarification, where it was eventually voted down, but the process gained a lot of media attention and further support for the Tobacco Free ASU initiative.

- **2010-2011 School year** – Four ASU campuses contract with OTCDP to implement the IGNITE program, completing projects to promote cessation and ASHLine as well as advocate for a tobacco free campus. Student and faculty representatives from 10 campuses participating in IGNITE as well as health department professionals from Maricopa County and the State of Arizona attended a day long policy seminar held at ASU Tempe Campus sponsored by OTCDP and presented by BACCHUS Peer Education Network in October 2010. OTCDP also worked with ADHS and ASHLine to provide 3,000 ASHLine brochures for distribution to ASU faculty and staff.
- **2011-2012 School Year** - All four of ASU's campuses in Maricopa County again participated in the IGNITE program completing on-campus projects to promote cessation through the ASHLine and advocate for a tobacco free environment. The IGNITE coordinator at OTCDP trained 7 new student leaders at ASU's Tempe campus on policy advocacy work and provided additional technical assistance and guidance to ASU's tobacco free campus workgroup on campaign strategies and implementation plan development.
- **2012-2013 School Year** – ASU renewed contract with MCDPH to implement IGNITE program at all four ASU campuses in Maricopa County in order to further support tobacco-free campus implementation and individual cessation efforts by promoting the ASHLine. Additionally, MCDPH IGNITE coordinator is coordinating with American Legacy Foundation to streamline and maximize efforts to continue to provide relevant training, technical assistance and support to ASU's tobacco free efforts.

### **Tobacco Update**

Courtney Ward presented updates on tobacco programs. Highlights from this update are listed below:

- Ms. Ward discussed the new CDC awarded grant, Prevention and Public Health Fund – Health Approaches for Ensuring Quitline Capacity, which is set to accomplish three things:
  1. Increasing Quitline Capacity (FTE's); Add three half time coaches; one half time referral call specialist and one full time referral development team member
  2. Pilot a modified enrollment process (client intake form or CIF); ASHLine will also be piloting a modified enrollment process that will reduce time spent on enrollment to better serve more callers and reduce the frustration of a long first call. The current questions related to tobacco history and counseling related questions will be collected during the first coaching call rather than the enrollment call during the pilot period. The ASHLine estimates that with the change in protocol, the enrollment process will be completed in 1/3 the current time with little additional time added to coaching as the coaches currently review the tobacco related data during the first call
    - ASHLine will pilot a modification to the enrollment process to reduce the amount of time on the phone during the enrollment call. Efficiency testing demonstrates that several of the questions asked at enrollment are reviewed or double-checked by the coach on the first counseling call. The ASHLine will develop a change in data collection methods to collect the necessary data for enrollment and then collect the rest of the minimal data set through

questions on the first counseling call. The pilot will allow the ASHLine to test whether there are overall time efficiencies in the split data collection and evaluate whether the reduced time on enrollment calls increases the overall number of enrollees who take the first counseling call.

3. Pursue public-private partnership initiative; ADHS BTCD will hire a consultant to focus the work on this project in Arizona. This consultant would assist with (1) assessing and building support of health plan coverage for Quitline services (i.e. data collection and analysis); (2) developing an action plan to expand health plan coverage of Quitline services; and (3) in building support for Quitline coverage through promotion, education, and ROI. The ASHLine's new health educator as well as ADHS BTCD's tobacco program director will provide focused support to the effort as well.

#### Behavioral Health Initiative

- CPPW Manuscript submitted to CDC Preventing Chronic Disease (CDC PCD) Online journal
- Training NP's at Integrated Home Health Sites for Magellan's PNO's
  - Phase One Alpha Sites
  - Phase Two Beta Sites (being identified)
- To date 3024 referrals have been made
  - 20% enrollment rate
  - 7-month quit rate: 14.2%

#### Youth Prevention

- Adult Trainings:
  - September 25<sup>th</sup>
- Spring TBD
- Youth Trainings:
  - Leadership training September 8<sup>th</sup>
  - Regional Youth Trainings: October 27<sup>th</sup> – Flagstaff, November 3<sup>rd</sup> – Phoenix and November 17<sup>th</sup> – Tucson
- Spring TBD
- Winter Planning Summit; January 3<sup>rd</sup> and 4<sup>th</sup>

#### STANDAZ.com

- Launched in June
- Prevention Hub
  - Youth Coalition
  - AG Stings
  - Youth Cessation
- Social Media; Facebook and YouTube
- Resources for both youth and adult leaders
- Promotional Campaign
  - In development

#### AddicTeen

- Highlight Addiction
  - Filmed over 10 days
  - 3 Teen Tobacco Users
  - 3 Teen Social Media Users
- Documentary Launches
  - Launched via Webisodes on FaceBook
  - Complete 52 min. version
    - TV (e.g. PBS, Cox)
    - Launch Tours: Skate Parks and community events

\*A motion was made for the TRUST to more actively address concerns and growing prevalence of hookah use amongst youth. The motion was seconded by Dr. Spark. Motion approved.

### **Marketing Update**

Ben Palmer presented updates on tobacco programs. Highlights from this update are listed below:

#### **Cessation**

- **Media Plan**
  - Television
    - Core mass media vehicle
    - Statewide coverage
    - 13 weeks on-air (previously 21 weeks in FY12)
    - Flights support cessation holidays
    - National CDC Campaign will re-air in FY13
  - Radio
    - Rural radio coverage
    - Skyview Statewide coverage
    - KXXT Men's Health Segment
  - New ASHLine media items were presented which include: indoor advertising in restrooms and in bars and restaurants via coasters, billboards and digital via banners ad and cell phones.
  - The cessation media calendar was presented

### **Chronic Disease Update**

Tim Vaske presented updates on chronic disease programs. Highlights from this update are listed below:

- The Chronic Disease Strategic Plan (2012-2015) was presented and highlights from the plan were discussed
- Wayne Tormala announced that Tim Vaske has moved to a new position with the Division of Public Health Prevention Programs. BTCDD would be posting to fill the Office Chief position for Chronic Disease in the coming weeks.
- Some discussion was held around the language in the law regarding Prop 303 spending. It was clarified that funds should be directed towards the "four leading causes of death and disease," not necessarily the "four leading causes of chronic disease."

### **Youth Cessation Strategy Session**

Mirja Riestler from Riestler Inc. gave an update on the youth cessation initiative. Highlights from this update are listed below:

#### **Baseline Study**

- **Research Objectives**
  - Establish baseline data
    - Tobacco consumption: Cigarettes, cigars, smokeless tobacco, etc.
    - Attitudes, behaviors, motivations, influences
    - Tobacco associations: Quitting (awareness, contemplations, associations, motivations, etc.)
    - Perceived health risks
    - Tobacco advertising/Anti-tobacco advertising
    - Program Awareness: Helplines, Online, Mobile
    - Program usage/likelihood to use
  - **Research Process**
    - Questionnaire development
    - Survey programming: Online/offline (Custom URL distribution)

- Survey distribution: Coordination with schools (Letters to principals, superintendents, permission slips, scheduling, etc.)
- Data collection
- Analysis
- Report
- **Research Updates**
  - DRAFT survey questions complete
  - Finalizing dissemination details
  - Finalizing list of participating schools

#### In-Depth Interviews

- **Research Objectives**
  - Gain youth and initiative specific research insights from experts
    - Behavioral
    - Motivations
    - Cultural/societal implications
  - What's worked? What hasn't?
- **Research Process**
  - Candidate selection - Key opinion leaders
    - Four (4) total
  - Coordination of in-person/phone interview
    - Approximately 60min.
  - Guide development
  - Aggregate report
  - Analysis of findings
- **Research Updates**
  - All candidates have been contacted
  - Interviews week of 10/22
  - 2 scheduled; 2 pending

#### Literature Review

- **Research Objectives**
  - Assess/Better Understand
    - Quitting motivations among youth
    - Approaches to Youth Cessation
  - Evidence-based interventions
  - Quit lines/Hotlines (Success and availability of)
    - Key Considerations
    - What Works?
  - Cessation Measurements
- **Research Process**
  - Information gathering/Data collection
  - Information analysis
    - Best practices
    - Needs assessment
    - Report and presentation/Recommendations
    -

#### Financial Update

Karen Boswell presented financial updates. Highlights from this update are listed below:

- Ms. Boswell presented Prop 200 revenue trends as well as Prop 200 and Prop 303 expenditure reports.

#### Closing Remarks

Agenda items for next TRUST meeting:

- Leveraging Prop 303 dollars with chronic disease dollars
- ASU/ASHLine collaboration on tobacco free campus
- EMPOWER funding (invitation extended to ADHS Director)

**Meeting Adjourned at 2:06pm**

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