

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

January 29, 2013

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

MINUTES

Members Present:

Matt Madonna
Bill Pfeifer
Ron Spark
Scott Leischow

Edmundo Hidalgo
Dana Russell
Sharlene Bozack
Kelly Grose

Members Absent:

Kelly Hsu
Twanda Johnson-Gray

ADHS Staff:

Ben Palmer, ADHS BTCD
Courtney Ward, ADHS BTCD
Karen Boswell, ADHS BTCD

Anna Alonozo ADHS BTCD
Michael Allison ADHS
Wayne Tormala, ADHS BTCD

Public Attendee:

Talyah Sands (ALA)
Tim Riester, Riester Inc.
Talei Thornbeck, Riester Inc.
Mary Poulson (AHA)
Glenda Lumpmouth (ITCA)
Diane Burkett (FDA)
Becky Henry (Maricopa County Health Department)
Laurie Thomas (Maricopa County Health Department)

Christian Stumpf (ALA)
Brian Hummell (ACS CAN)
Nicole Olmstead (AHA)
Jazmin Villavicencio (TIC)
Gwenda Gorman (ITCA)
Heather McAlister (FDA)

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 10.17.12. None were received. Mr. Pfeifer motioned for approval of the minutes. Matt Madonna seconded. Minutes were approved.

Introductions

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

FDA

Diane Burkett from the ADHS FDA Tobacco Compliance Program presented on FDA contracted activities. Highlights from this presentation are presented below:

- The FDA was in Arizona for their annual site visit. John Archard (FDA) briefed the TRUST on FDA enforcement activities and plans for the future.

- Diane discussed collaboration that is occurring with other enforcement programs in Arizona including the Attorney General’s program, CounterStrike.

Youth Cessation

Tim Riester and Talei Hornbeck from Riester Inc. presented on the Youth Cessation Study. Highlights from this presentation are presented below:

Recap Purpose for Study:

- Reviewed methodology of the study which included:
 - Literature Review; 15 publications reviewed (Data/fact sheets, published research, existing research review), online data audit and information collected from IDI participants.
 - Key Informant Interviews; One-on-one interviews conducted via phone which took approximately 60 minutes each.
 - Survey Collection; random sample of Arizona youth that focused on ages 12-17, administered via an online survey which took approximately 15 minutes to complete
- Analysis and Recommendations:
 - Authority figures as top resource for anti-tobacco information
 - Friends as opportunity to disseminate quit messages
 - Prime opportunity for youth cessation effort in Arizona
 - Local resources in place
 - Infrastructure exists; opportunity for statewide collaboration
 - Youth cessation strategies must account for “today’s youth”
 - Online platforms/Digital capacities
 - Social media
 - Mobile technologies
- **Expand current ASHLine capacities** to accommodate youth cessation needs
 - Designation of youth-focused counselors
 - Mandated training
 - CBST and MI
 - Topical considerations
 - Understand best practices
 - Development of mobile-based texting component
 - **Qualitative deep-dive** discussion
 - ASHLine positioning
 - Message development
 - Message testing
- **Explore digital opportunities** for youth-specific, online support
 - Individualized pages w/ group discussion component
 - Designed/positioned to compliment cessation strategies
- **Youth cessation campaign** - launch May 2013
 - Target audience, Arizona youth ages 12-17
 - TV/Video
 - Campaign specific web site
 - Digital banners
 - Grassroots efforts/PR
 - Materials for classroom support; local projects to distribute

Get With The Guidelines:

Mary Poulson presented on the Get With The Guidelines. Highlights from this presentation are presented below:

- Cardiovascular disease accounts for 22.5% of the mortality in Arizona affecting all age groups. Death and recurrent cardiovascular events could be prevented if all patients were treated with the appropriate care guidelines.
- The Arizona Department of Health Services, the Quality Improvement Organization and the American Heart Association/American Stroke Association, collaborate to help hospitals improve the care they provide to patients through the implementation of the Get With The Guidelines program.
- Purpose:
 - To implement a guidelines-based quality improvement program that focuses on secondary prevention to help reduce deaths and the risk of recurrent heart attack and strokes in patients with coronary and other vascular diseases
 - To provide a multi-faceted program which provides education for healthcare professionals and recognition to hospitals meetings and maintaining high standards of care.
- Expectations of Participation:
 - Actively participating with American Heart Association/American Stroke Association's Get With The Guidelines
 - Sign "grant-specific" Participating Hospital Agreement or amendment
 - Agree to have de-identified aggregate data transmitted to Grant Project Coordinator
 - Enter patients into the Patient Management Tool (PMT)
 - Attend Get With The Guideline webinars and/or workshops provided within Arizona
 - Participate in best practice sharing
 - Work in collaboration with grant team to analyze quality indicators, identify areas that can be improved upon, and put processes in place to make those improvements
- Year One and Year Two Program Overviews were presented.

Hookah Update

Erika Mansur, Attorney General's Office CounterStrike Program, presented on inspection of Hookah establishments. Highlights from this presentation are presented below:

- Background was presented on the CounterStrike program and enforcing state statute on selling tobacco products to minors.
- Are kids really smoking Hookah?
 - In 2011, 37.9% of high school students polled had tried hookah
 - 15 yrs or younger: 28.7%
 - 16 or 17: 36.6%
 - 18 and older: 53.3%
 - Middle School Data:
 - In 2011, 7.9% of Middle School children reported that they had tried hookah.
 - When asked about their hookah use, 58% had used hookah in the past 30 days.
 - 15% of students who said they had tried hookah reported using it every 1-3 days for the past 30 days.

- Have Hookah Bars Violate A.R.S. §13-3622?
 - Inspections were conducted on October 12, 2012, and January 25, 2013. Three youth volunteers participated with Agent Dennis Nebrich from the Attorney General's Office, officers from the Tempe Police Department the Department of Public Safety, and agents from the Arizona Department of Revenue.
 - Additional support was provided by Phoenix and Glendale Police Departments.
- Violations Found Included:
 - Furnishing Tobacco to a Minor
 - Enterprise Furnishing Tobacco to a Minor
 - Operating a Business without a Transaction Privilege Tax license
 - Failure to abide by the Luxury Tax Code
 - Between both inspection dates, only one business refused to serve tobacco to our volunteers.
- Scope of Problem:
 - After completing the Tempe inspections, AG checked a second area with similar results
 - Clearly an issue in Maricopa County
 - Expanding inspections statewide with focus on Maricopa, Coconino, and Pima
 - Respond to specific complaints statewide as needed

Tobacco Update

Courtney Ward presented on Tobacco Program updates. Highlights from this presentation are presented below:

- Fact Sheet was presented on BRFSS changes. Fact Sheet is available on www.Tobaccofreearizona.com
- CDC State Highlights was reviewed
- Recap of STAND's Winter Summit:
 - Sixty youth attended STAND or Students Taking a New Direction planning summit in early January in Prescott. Leadership from anti-tobacco youth coalitions statewide, which consist of about 45 youth, met to discuss, plan and strategize events for FY2013 activities including Kick Butts Day on March 20th, World No Tobacco Day on May 31st and for the summer conference in early June. Below is a synopsis for Kick Butts Day and World No Tobacco Day:
 - **Kick Butts Day:**
 WHAT: Pledge wall campaign by each coalition - statewide.
 WHERE: Displayed at each coalition's local governmental/ legislative office.
 WHEN: March 20, 2013 from 11:30 a.m. – 1:30 p.m.
 SLOGAN: 1,200 A DAY...400,000 A YEAR
 - **World No Tobacco Day:**
 WHAT: Month long WNTD campaign culminating in information fair, pledge wall display, and flash mob
 WHERE: Campaign – multiple locations; Fair and Flash Mob - High pedestrian traffic area in local communities
 WHEN: Campaign - May 1 – May 31, 2013; Flash Mob event – May 31, 2013 at 4:30 p.m.
 - Youth are committed to assisting with the planning up to the date of these events. A youth planning committee was also developed to assist with planning the 2013 Summer Conference. Regional trainings will be held in February and March to bring youth and adult coordinators back together to finalize logistics for each event.

Future of Tobacco

Wayne Tormala led a discussion on the future of tobacco. Highlights from this discussion are presented below:

- BTCD is coming to the end of its five year strategic plan. There is a need to re-evaluate and prioritize tobacco control efforts to ensure effectiveness and efficiency of the program.
- Much discussion was held around policy efforts and potential policy initiatives.
- TRUST Commissioners stressed the need for clear direction in efforts.
- Need new and innovative partners
- Need to re-establish statewide tobacco coalition.
- A “Think Tank” will be assembled to continue discussion of the future of tobacco.

Financial Update

No Financial report was given during this meeting.

Closing Remarks

None

Public Speaking Comments

Many BTCD Tribal contractors were present at the meeting to make oral statements about funding coming to an end October 1, 2013. Tribal entities included; Inter Tribal Council of Arizona, Yavapai Apache Nation, Tucson Indian Urban Center and Michael Allison (ADHS Native American Liaison) was also present to receive clarification on funds ending. Tribal contractors voiced their concerns about what would happen to programs when funding ended and also voiced opinions about ensuring that the Tribes maintained funding in a similar way that they counties do. BTCD staff reiterated to the TRUST that current funding to the Tribes was coming from BTCD’s Cooperative Agreement with CDC; not Prop 200 or Prop 303 dollars.

Meeting Adjourned at 2:07pm

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.