

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

December 16, 2015

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

MINUTES

Members Present:

Janea Crum	Sharlene Bozack
Arnold Jackson	Ron Spark
Kelly Hsu	Linda Bailey
Kelly Grose	Pilar Vargas
Scott Leischow	

Members Absent:

Bill Pfeifer	Matt Madonna
Hershel Clark	Deborah Schaus

ADHS Staff:

Wayne Tormala, ADHS BTCD	Chris Minnick, ADHS
Courtney Ward, ADHS BTCD	Karen Boswell, ADHS BTCD
Jen Flannery, ADHS BTCD	Anna Alonzo, ADHS BTCD

Public Attendee:

Laurie Thomas – Maricopa County Department of Public Health
Erika Mansur – Attorney General’s Office
JoAnna Strother – American Lung Association
Brian Hummell – American Cancer Society Cancer Action Network

Call to Order

Madam Chair Sharlene Bozack called the meeting to order at 10:06 a.m.

Approval of Minutes

Ms. Bozack asked for any final comments for the minutes dated 9-23-2015. None were received. Ron Spark motioned for approval of the minutes. Linda Bailey seconded. Minutes were approved.

Introductions

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

Nominating Committee

Dr. Leischow introduced two new Commissioners, Reverend Arnold Jackson, who serves as a Pastor for Mt. Moriah Community A.M.E Church and Janea Crum, who is a student at Arizona State University. Dr. Leischow also discussed that there is a gap in terms of representation on the TRUST from the marketing/PR industry or the private sector. Dr. Leischow asked for Commissioners to email potential candidates to him before the next meeting. Ms. Bozack stated that the TRUST would discuss and vote on a new Commissioner from those sectors at the next meeting.

Marketing Update

Chris Minnick, ADHS Marketing Director, gave a brief update on the tobacco marketing efforts. The current ASHLine spots, Grave, Gurney and Slab have received a revised call to action or CTA which highlights ASHLine switching from providing two weeks free of NRT to four weeks free. Additionally, BTCD is in the process of procuring three CDC TIP ads to rebrand with the ASHLine CTA and run here in Arizona. The intent of this is to test whether the CDC ads drive more calls to the Quitline. Lastly, the second-hand smoke campaign has also been rebrand with a new CTA to drive viewers to the ASHLine as opposed to Arizona Smoke Free Living website. The next scheduled flight of commercials will begin on 12/21/15. TRUST Commissioners requested that a more detailed presentation be made at the next TRUST meeting to further explain how marketing efforts are being implemented to target populations that are disproportionately impacted by tobacco.

Financial Update

Ms. Boswell presented on BTCD financials. Highlights from this presentation are outlined below:

- Ms. Boswell provided an update on Prop 200 and Prop 303 funds and how they are allocated.
- TRUST Commissioners requested that refresher presentation of the history and allocation of Prop 200 and Prop 303 be made at the next TRUST meeting.

Tobacco Update

Winter Summit/Kick Butts Day

This year's winter summit will be held at UCYC in Prescott December 29th and 30th. The intent of the winter summit is to bring each STAND chapter's leadership to assist with planning events for Kick Butts Day and the 2016 STAND Summer Conference. STAND will be hosting another legislative day at the Arizona Capitol for Kick Butts Day, which is tentatively scheduled for March 16th.

ADHS BTCD LGBT Workgroup

The Arizona Department of Health Services, Bureau of Tobacco and Chronic Disease (ADHS BTCD) LGBT Workgroup has begun meeting on a quarterly basis. The workgroup includes staff from the Tobacco and HIV prevention divisions, staff from ASHLine, Arizona Smokers' Helpline and LGBT Community members. The workgroup has worked diligently and has developed a number of priorities in the efforts to combat tobacco use in the LGBT communities of Arizona. The four top priorities of this workgroup are:

- Expand and improve data collection and reporting to provide an accurate picture of health conditions and behavior among the Arizona LGBT population;
- Engage LGBT community to ensure inclusion of programs that focus on both preventing youth from starting smoking and helping smokers to quit; and
- Include LGBT health coalitions process development and delivery of services; and
- Change perspective of tobacco use within LGBT organizations.

Some major the group has completed are highlighted below:

- White Paper outlining LGBT ADHS BTCD Guidelines and Recommendations
 - Completed August 2015 and revised in November 2016
- Build Membership Capacity
 - Membership increased from 5 to 13 in 2015
- Inclusion on two LGBT Health Assessment Tools in 2015 and 2016.
- Develop Strategies to accomplish all priorities
 - In progress

Arizona Health Improvement Plan (AZHIP)

Mr. Tormala gave the update on the Arizona Department of Health, Health Improvement Plan. Highlights from that discussion are listed below:

Mr. Tormala explained the purpose for engaging in a health improvement plan:

- Collaboratively sets priorities specific to needs within the state
- Provides leadership and direction on how to improve health in next five years
- Aligns partnerships and resources to work collectively on shared goals and strategies
- Meets national standards for accreditation of state health departments

There are fourteen flagship goals that AZDHS is pursuing (bolded items are those priorities areas which deal with Prop 200 and Prop 303 funding):

- Access to Care
- Mental Health
- Cancer
- **Chronic Lower Respiratory Diseases/Asthma**
- **Diabetes**
- Healthcare-Associated Infections
- **Heart Disease & Stroke**
- Maternal & Child Health
- Obesity
- Oral Health
- Substance Abuse
- Suicide
- **Tobacco Use**
- Unintentional Injuries

Workgroups for each priority area have been established and chairs and co-chairs, from AZDHS and community groups, have been assigned to each workgroup.

- For each of the priorities, workgroups have:
 - Identify high impact strategies
 - Interventions
 - Evidence based and best practices
 - Review existing assets and current gaps
 - Create an implementation plan
- For the health priorities within each Flagship Goal:
 - Propose a maximum of three high-impact, actionable strategies per health priority
 - (i.e. 3 for Healthy Communities and 3 for Healthy People = maximum of 6 per health priority)
- Address significant health disparities
- Consider interventions across the life span
- Consider assets, gaps and unmet needs

For Tobacco Use, the workgroup has established the following:

Goal: Reduce the percentage of youth and adults who smoke cigarettes by 25% by 2020!

Strategies:

- Promote the utilization of cessation strategies among health plans, employers, and health **systems**.
- Utilize community outreach, education, and advocacy at the community level to **prevent youth tobacco use**.
- Develop and implement a statewide program to assist decision-makers and advocates to promote **smoke-free policies for indoor and outdoor environments**.
- Promote the use of **cessation treatments** among adult and youth smokers.

Goals are designed to be met by 2020 and follow and or use existing program strategic plans, utilize strategies that are evidence based, practice based or promising practices.

Tobacco Policy Summit

Ms. Ward gave a brief update on the tobacco policy summit which was held on October 27th and 28th, 2015. The summit took place at the Phoenix Public Library and speakers invited included local and national organizations. Commissioners were summary of the evaluations that were collected from the summit. The summit was intended to invite both seasoned and new tobacco control partners to learn and discuss tobacco policy initiatives. ADHS BTCD plans to carry forward conversations by 1) Establish a landing page on tobacco free Arizona that promotes webinars and professional development opportunities in the policy arena and acts a “one stop shop” for policy literature and best practices 2) Hold a policy summit on an annual basis and 3) Explore establishing regional

meetings with both funded and unfunded partners to carry on conversations and initiatives throughout the year.

Major League Baseball (MLB)

Ms. Ward gave a brief update on a policy initiative that the Smokeless Tobacco Coalition is working on Maricopa County. The coalition has established their policy objective as getting Chase Field, Phoenix's MLB field, to be completely tobacco free. Ms. Ward and Mr. Hummell met with Supervisor Gallardo to discuss the initiative. The Maricopa County Board of Supervisors is the authoritative body for Chase Field. More information will be presented at the next TRUST meeting as meetings and conversations continue to happen with other Supervisors to garner support for the initiative.

Chronic Disease Update

AZHIP – Cardiovascular and Lung Workgroups

Mr. Tormala gave the update on the Arizona Department of Health, Health Improvement Plan. Highlights from that discussion are listed below (NOTE: listed below are goals for these two workgroups. Please reference language above for overall context of the AZHIP):

Goal: Reduce CLRD (i.e. COPD, asthma) mortality rate by 15% by 2020.

Strategies:

- Develop and disseminate a comprehensive statewide initiative to encourage a voluntary adoption of **clean air policies**.
- Increase the use of **home-based**, comprehensive interventions with an environmental focus for individuals with COPD and asthma.
- Increase early intervention and participation in **disease management programs**.

Goal: Reduce death and events related to heart disease and stroke by 10% by 2020.

Strategies:

- Increase **public awareness of risk factors** and prevention measures for CVD and the **warning signs** for heart attack and stroke.
- Increase the number of Arizonans who receive CPR.
- Increase the number of Arizonans receiving CVD and stroke screenings.
- Increase the number of health systems participating in CVD Systems of Care.

ALA Strategic Plan

Ms. Reed gave the updated from the American Lung Association in Arizona "Reducing the Impact of Respiratory Disease in Arizona: A Three Year Plan." Highlights from that discussion are listed below:

ALA received a grant to accomplish the following:

- Develop CLRD Coalition
- Conduct annual CLRD Summit
- Develop a Statewide CLRD Strategic Plan
- Develop partnerships with health care delivery systems using Electronic Health Records
- Prepare and updated Asthma Burden Report

Ms. Reed explained that Chronic Lower Respiratory Disease is used to describe a group of diseases generally consisting of chronic bronchitis, emphysema and asthma. These disease affect the lower lung and are all characterized by shortness of breath due to airway obstruction. The purpose for reducing the impact of CLRD are:

- CLRD is the 3rd leading cause of death
- 150,000 deaths per year caused by COPD
- Childhood Asthma prevalence is estimated at 10.9%
- Arizona ranks 6th in childhood prevalence in the U.S.
- COPD's total aggregate cost in Arizona is \$360 million
- In 2012, Arizona had an estimated 166,666 asthma-related emergency visits and inpatient hospitalizations totaling over \$2 billion in costs

Update on the formation of the coalition are as follows:

- Held first Summit in conjunction with AzHIP in November 2014
- Scheduled second Summit in February 2015

- Key stakeholders gathered
- SWOT analysis
- Clear direction for Coalition

As a part of the coalition, the leadership team consists of the following individuals:

- Toni Rodriguez, EdD, RRT, FAARC, Gateway Community College, Chairman
- Mark Brown, MD, Banner-University Medical Center, Tucson
- Scott Cerreta, COPD Foundation
- Julie Finke, Arizona Department of Environmental Quality
- Jan Karlbon, Patient Representative
- Alicia Simpson, PhD, RRT, Simpson Consulting
- Corin Walters, MSHE, RRT, RCP, AE-C, AstraZeneca

Priorities for the leadership team are:

- Priorities –Coalition structure and State Plan
- Leadership Team retreat in May 2015
 - Set vision, mission and goals
- Stakeholder meeting June 2015
 - Finalized coalition workgroups
 - Set goals and strategies for workgroups
- State Plan Completed by August 2015

Ms. Reed explained the coalition has received a new name, “Breathe Easy Arizona: Health Living for Healthy Lungs and the web address is www.breatheeasyAZ.org. The Mission statement for the plan is:

“Promoting sustained action to reduce the impact of CLRD in Arizona through effective accessible prevention and care.”

The goals are as follows:

- Advance and support CLRD research efforts in Arizona through increased public awareness and facilitation of participation in those efforts; and
- Provide a platform inclusive of all CLRD stakeholders, which will strengthen community partners and allow for community collaboration.

Coalition workgroups have been assigned and consist of 1) Research and Data 2) Health Education 3) Policy/Advocacy 4) Fund and Resource Development and 5) Marketing/Communications. Ms. Reed closed out the presentation by listing the next steps for implementing the plan:

- Coalition Kick off Meeting February
- Educate stakeholders on coalition mission and structure
- Assess stakeholders commitment level
- Recruit volunteers for workgroups
- Educational Summit for April 2016

Closing Remarks

Dr. Ron Spark requested updates on addressing tobacco use in the prison population and to have an updated from the Arizona Department of Revenue Services on the tobacco tax evasion issue.

Meeting Adjourned at 1:15pm

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