

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

April 12, 2016

Arizona Department of Health Services
150 N. 18th Ave,
Room 540A Phoenix, AZ 85007

MINUTES

Members Present:

Hershel Clark
Linda Bailey
Sharlene Bozack
Bill Pfeifer
Matt Madonna

Pilar Vargas
Kelly Hsu

Members Absent:

Arnold Jackson
Kelly Grose
Scott Leischow

Ronald Spark
Deborah Schaus
Janea Crum

ADHS Staff:

Wayne Tormala, ADHS BTCDD
Karen Boswell, ADHS BTCDD
Anna Alonzo, ADHS BTCDD

Chris Minnick, ADHS
Babak Nayeri, ADHS BTCDD

Public Attendees:

Dave Nakashima – Nakashima & Associates
Erika Mansur – Attorney General’s Office
Ken Walker – Pima Prevention Partnership

Call to Order

Madam Chair Sharlene Bozack called the meeting to order at 10:02 a.m.

Approval of Minutes

Ms. Bozack asked for any final comments for the minutes dated 12-16-2015. None were received. Bill Pfeifer motioned for approval of the minutes. Linda Baily seconded. Minutes were approved.

Arizona Retailers Training (ARTT)

Ms. Erika Mansur, Assistant Attorney General with the Arizona Office of the Attorney General (AGO) gave a brief presentation on the Arizona Retail Tobacco Training (“ARTT”). Ms. Mansur explained that the first training class was held on April 25, 2013. Since 2013, the AGO has worked with all county partners to implement the training classes. Classes are held monthly. A webpage has been developed for registration in Maricopa County <http://www.maricopa.gov/PublicHealth/Programs/Tobacco/arrt.aspx> for registration in other counties, please call the local county health office or district.

Kick Butts Day/ STAND Overview/ Policy Success

Mr. Ken Walker from Pima Prevention Partnership gave a brief update on STAND Students Taking a New Direction; which is Arizona’s anti-tobacco youth coalition effort for Arizona teens. Mr. Walker

highlighted that STAND is focused on creating a cleaner and safer environment for future Arizonans by:

- Raising awareness about the dangers of tobacco use
- The elimination of hazardous materials from parks and other public areas
- Promoting and to advocate for healthier communities and environments for all Arizonans

During 2015, STAND Coalitions accomplished the following:

- Seven coalitions were successfully able to champion the promotion of smoke-free policies in their town parks via policy changes and city ordinances
- The coalition in Kingman, AZ was able to affect policy change and helped pass the “Smoking in Cars with Minors under 18 Years Old” Ordinance
- Coalition were able to successfully advocate the policy change resulting in smoke-free town parks in three communities in Arizona

Mr. Walker also reported that Wednesday, March 16, 2016 was Kick Butts Day, a national holiday that Students Taking a New Direction (STAND) took part in. Approximately 150 youth from around the state came to the Capitol and more than 20 coalitions were able to set up meetings with their legislators to discuss current activities and initiatives. Many legislators provided letters of support and one was willing to attend a coalition meeting. Overall, the youth felt Kick Butts Day was a success and they were able to learn about the legislative process.

Tobacco Update

Wayne Tormala presented the Tobacco Update.

- 2016 Summit/ 20th Anniversary:
Mr. Tormala reported that a 2016 Summit will occur in the fall. The summit is a response to the feedback from, and will build on the success of the 2015 Tobacco Policy Summit. Commissioner Matt Madonna has agreed to co-chair the event, which will celebrate the successes of the past 20 years, and address the future of tobacco control in Arizona.
- Tobacco Office Chief Update:
Mr. Tormala reported that the recruitment and hiring of a new Office Chief is in process, pending resolution of the current hiring freeze. In addition, he noted that ADHS is hoping to get approval to upgrade the position to a higher grade and salary, and thus create a greater depth and breadth of applicants.
- Arizona Health Improvement Plan (AzHIP) Update:
Mr. Tormala provided a summary of the major strategies and tactics being recommended by the Tobacco Control Work Group for achieving the overall goal of achieving a 25% reduction in tobacco prevalence by the year 2020, stating that release of the full report is forthcoming on the ADHS website.
- Governor’s Score Card:
Mr. Tormala reported that tobacco control is one of three major initiatives included on the Governor’s Score Card, and that monthly updates regarding ASHLine traffic and systems linkages with healthplans, providers, and employers are being submitted as evidence of program performance. He noted that all performance indicators are at levels above anticipated levels.

Marketing Update

Chris Minnick presented the Marketing Update.

ADHS is in the formative research stages for new marketing approaches to both tobacco prevention and cessation, with the former emphasizing younger (12-14 years) teens and the use of e-cigarettes/vaping. Youth prevention efforts are scheduled to launch within three months, whereas tobacco cessation efforts will be aired in the fall. He also reported that current cessation ads are receiving unprecedented success, drawing over 1,000 callers per week. A preview of both prevention and cessation marketing will be presented at the next TRUST meeting.

Chronic Disease

Dr. B. Michael Nayeri presented the Chronic Disease, Alzheimer's Update; in which he discussed the main focus of the program is to identify and provide information to family caregivers of Alzheimer's/Dementia patients, and to partner with other organizations to assist in the development /support of a one-stop service system that provides information to family caregivers.

Meeting Adjourned at 11:45

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.