

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

June 9, 2015

Arizona Department of Health Services
150 N. 18th Ave,
Room 415B Phoenix, AZ 85007

MINUTES

Members Present:

Hershel Clark
Matt Madonna
Kelly Hsu
Deborah Schaus
Linda Bailey

Sharlene Bozack
Ron Spark
Bill Pfeifer
Pilar Vargas

Members Absent:

Scott Leischow
Tawanda Grey
Kelly Grose

ADHS Staff:

Wayne Tormala, ADHS BTCD
Courtney Ward, ADHS BTCD
Karen Boswell, ADHS BTCD

Public Attendee:

David Hernandez – AGO Janea Crum – ADHS BTCD Intern
Micah Panczyk – ADHS Luz Aguilar – AHA
George Priniski - Constituent
Karen Andazola – Constituent
Joe Andazola- Constituent

Call to Order

Madam Chair Sharlene Bozack called the meeting to order at 10:11 a.m.

Approval of Minutes

Ms. Bozack asked for any final comments for the minutes dated 2-11-2015. None were received. Matt Madonna motioned for approval of the minutes. Dr. Ron Spark 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

Prior to the TRUST meeting, TRUST Commissioners voted on and approved three new Commissioners; Hershel Clark from the Navajo Nation, Deborah Schaus from the Alzheimer's Association and Pilar Vargas from Chicanos Por La Causa. Members attended an orientation prior to the scheduled TRUST meeting.

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.

Chronic Disease Update

Alzheimer's Report

Ms. Deborah Schaus gave an Alzheimer's presentation to update TRUST Commissioners on the state of the disease in Arizona. Alzheimer's has replaced stroke as one of the four leading causes of death in Arizona; making it a priority for Prop 303 spending and is subject to advisory by the TRUST Commission. Ms. Schaus updated Commissioners on the organizational overview of the Alzheimer's Association, disease figures and facts, the Healthy Brain Initiative, the value of early diagnosis and warning signs of Alzheimer's. Approximately 120,000 individuals are living with Alzheimer's in Arizona and currently, the Association reaches about 20,000. Alzheimer's will continue to be addressed during standing TRUST meetings. More information can be found at www.alz.org.

CPR Report

Mr. Micah Panczyk gave an update on the impact of the Save Hearts in Arizona Registry and Education (SHARE) program. Highlights from that report are listed below:

Out of Hospital Cardiac Arrest (OHCA) is a major public health problem. There are an estimated 343,000 OHCA deaths in the United States annually¹ and approximately 5,000 OHCA's each year in Arizona. On average, fewer than 8% of all patients survive.

SHARE (www.azshare.gov) manages a comprehensive, standardized system of out-of-hospital cardiac arrest care encompassing all "links" in the "chain of survival" – bystander response, emergency medical dispatcher CPR instruction, Emergency Medical Services resuscitation, and standardized post-arrest care at hospitals. In this way the program measures the incidence, process of care, and outcomes from OHCA. SHARE collects and analyzes the data necessary to track and evaluate the effectiveness of interventions and reports data back to each partner for continued improvement of care. SHARE also seeks to support survivors of out-of-hospital cardiac arrest by providing them with helpful resources.

Our partners include more than 150 EMS agencies, 44 hospitals and 9 emergency dispatch centers within our state. We also partner with the University of Arizona and national groups such as the American Heart Association, American Red Cross, and the Sudden Cardiac Arrest Foundation.

Mr. Panczyk discussed bystander response protocols including, bystander CPR, automated external defibrillators (AED), as well as, discussed the telephone CPR Program. Telephone CPR – the provision of bystander CPR through telephonic guidance by a 9-1-1 dispatcher – can increase bystander CPR rates. SHARE's TCPR Program centers on providing lifesaving bystander CPR to cardiac arrest victims ANYWHERE, ANYTIME in Arizona. SHARE works to activate this potential by (a) implementing the latest guideline protocols for TCPR, (b) training dispatchers and (c) providing quality-improvement feedback to participating agencies statewide. The program has received numerous awards and has been published. The full report can be found at www.tobaccofreearizona/reports .

Get With the Guidelines/AZ Stroke Initiative

Ms. Luz Alguilar gave a brief update on the success of the American Heart Association's Get with the Guidelines – Stroke Quality Improvement Program from 2011-2015. In Arizona, heart disease and stroke claim the lives of more than 13,000 people each year. Stroke itself causes more than 2000 deaths in Arizona in each year, with a mortality rate of 30.3 deaths per 100,000 population. Stroke is the primary diagnosis in over 17,000 hospitalizations in Arizona each year.

The American Heart Association and American Stroke Association's Get With The Guidelines® (GWTG) is an evidence-based program for hospitals which ensures that the care provided for heart failure, stroke and coronary artery disease is aligned with the latest scientific guidelines and evidence-based treatments and therapies.

In 2011, ADHS partnered with the state's Quality Improvement Organization (Health Services Advisory Group) and the American Heart Association to look at the quality of stroke care in

Arizona. As of May 2015, The AHA's Get with the Guideline's (GWTG) program is being utilized by 29 hospitals in AZ – all of which have agreed to share their data in order to identify their own shortcomings in the performance of key evidence-based treatment quality measures. The hospitals are awarded Bronze, Silver or Gold-type of awards for the level of quality they demonstrate, as well as receiving stipends based on the independent analysis of their sample data against nationally recommended guidelines for care. Additionally, a stroke quality improvement workshop is held every year which focuses half of its agenda on the performance measures which AZ is performing the lowest on. This allows the participating hospitals to share best practices in order to improve in areas other hospitals are potentially struggling in. This program has accelerated significant improvements in how stroke care is delivered, monitored, and improved.

Successes at a glance: (Of the hospitals that participated in the program)

- Baseline prior to Year 1, of the 22 hospitals that joined
 - 2 new hospitals
 - 13 hospitals that were actively progressing on the award spectrum between New Participating status- Gold Plus (5 Gold/Gold Plus)
 - 7 hospitals participating without making progress towards award level

- At the end of Year 3 there were 29 participating hospitals
 - 2 new contracted hospital
 - 1 hospital that progressed to Participating status
 - 22 of the 29 hospitals actively progressed on the award spectrum between Silver status - Gold Plus Target Stroke (T.S.)
 - 18 hospitals achieved / maintained the AHA/ASA's highest level of quality award Gold Plus/T.S
 - This was a 55% increase from the previous year.

Tobacco Update

Sustainability Workgroup

Ms. Ward gave a brief update on the Tobacco Sustainability Workgroup. The workgroup has completed a five year action plan and workgroup members have been assigned to specific domains within that action plan to complete the activities within that domain. Domain workgroups have been meeting as needed to plan and complete activities and the Tobacco Sustainability Workgroup will continue to meet quarterly to track and report out on progress. New members have joined as needed per specific deliverables within each domain.

Arizona Biomedical Research Commission (ARBC) Update

Courtney Ward gave an update on the potential collaboration with ABRC and progress with the Commission. Ms. Ward attended the ABRC meeting on April 1, 2015. ABRC is in the process of writing three new RFGA's for distribution sometime in the New Year. The three new funding possibilities include: 1) New Investigator Award with funding available up to \$75,000 and any non NIH awardees is eligible 2) Arizona Investigator Award (AZ Big) with funding available up to \$250,000 and non NIH and NIH awardees are eligible and 3) Start-Up Innovation or Entrepreneurship Award and the funding level is to be determined for this award. ABRC mentioned struggles in the area of promoting and disseminating funding opportunities. This would be a great place to collaborate with the TRUST and tobacco office to assist in distribution of these announcements. Additionally, tobacco has been included in the RFGA language as a priority disease to address.

Phoenix Kicks Butt

Wayne Tormala gave a brief update on the Phoenix Kick Butts Campaign, which took place the week of April 20th. The idea for this campaign came from an initiative that the City of Chicago did last year which was titled, "No One Kicks Butt like Chicago." The campaign launched on April 20th and was a week campaign. Pfizer, Inc., along with the American Lung Association brought together numerous healthcare organizations, non-profits, as well as, city and state officials to promote the

campaign. The campaign drove tobacco users to the ASHLine to enroll in services and those who did during that week were eligible for drawing which included tickets to the Diamondback's and water parks in the Phoenix area. ADHS BTCDD is looking to expand the campaign to other parts of the state.

AZHIP Update

Mr. Matt Madonna gave an update on the Arizona Health Improvement Plan, which is AZDHS's workgroup to address tobacco priorities for state accreditation purposes. This workgroup is specific to the Department of Health Services as an agency and is separate from the work being done by the Tobacco Sustainability Group. However, many activities and objectives are related and will be leveraged through each respective group. The AZHIP will focus on prevention, cessation and second hand smoke related objectives and activities.

Marketing Update

Mr. Chris Minnick presented on and showed the new tobacco paid media ads which include, The DeNoble Files, a series of teen related webisodes that discuss how tobacco changes your brain. The videos can be found on the Cignal website at www.thesignal.com. Additionally, Mr. Minnick showed the new ASHLine paid media ads and the second-hand smoke ads which are currently airing on TV, radio and on billboards statewide.

Closing Remarks

The TRUST requested to have presentation by SNTEPP at the next meeting. Additionally, Dr. Ron Spark requested updates on the retail licensing initiative, addressing tobacco use within the behavioral health population and in the prison population. Lastly, it was requested to invite Dr. Cara Christ, new ADHS Director to the next meeting.

Meeting Adjourned at 2:01 pm

The TRUST Commission is a public meeting. In compliance with the State of Arizona's open meetings laws, the recorded minutes for the February 2015 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.