

**TOBACCO REVENUE, USE, SPENDING AND  
TRACKING COMMISSION (TRUST)  
ANNUAL REPORT**

**JULY 1, 2004 THROUGH JUNE 30, 2005**

**ARIZONA DEPARTMENT OF HEALTH SERVICES  
Susan Gerard, Director**

**Published By  
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Division of Public Health Services  
Tobacco Education and Prevention Program  
1740 West Adams, Suite 203  
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**This Report is Provided as Required by  
Proposition 303 from November 2002 General Election**

# Arizona Department of Health Services

## TOBACCO REVENUE, USE, SPENDING AND TRACKING COMMISSION ANNUAL REPORT 2005

### **Background**

The Tobacco Revenue, Use, Spending and Tracking (TRUST) Commission was created through the passage of Proposition 303 on November 5, 2002. Proposition 303, in addition to the levy of an additional tobacco tax, reaffirmed existing statutory language (A.R.S. section 36-772) authorizing the Arizona Department of Health Services (ADHS) administration of a portion of tobacco tax funds for tobacco education and prevention. Proposition 303 also created a new Chronic Disease Fund and allocated 2% of the new tobacco tax dollars to this fund. The TRUST Commission was formed as an advisory oversight board for both, the Tobacco Education and Prevention Program (TEPP) and Chronic Disease Fund, providing advice to the ADHS Director. In the letter of establishment, the TRUST Commission is requested to submit an annual report of its activities to the President of the Senate and the Speaker of the House of Representatives in July of each year.

On August 13, 2003, the Arizona State Legislature, through the office of the Speaker of the House and the Senate President, officially established the TRUST Commission and appointed the original eight members. The representation on the Commission is in concert with the categories articulated in Proposition 303.

### **Membership**

As detailed in the TRUST Bylaws, the Nomination Committee was established to identify and nominate potential candidates to the TRUST Commission. As a result of this process, a recommendation was made to Dr. Catherine Eden, ADHS Director to increase the TRUST Commission to a total of twelve members, and was later approved for fifteen members (Attachment A). The nine new members participated in a two-day orientation on May 19-20, 2005 and one meeting prior to the close of the fiscal year.

### **Fiscal Year 2005 Meetings**

The Commission convened 10 times during Fiscal Year 2005: July 14, 2004; September 22, 2004; October 18, 2004; November 15, 2004; January 10, 2005; February 15, 2005; March 14, 2005; March 30, 2005; May 19-20, 2005; and May 25, 2005 (Attachment B).

### **Activities**

The Commission prepared and submitted a Common Purpose Statement, TRUST Values/Ethics Statement, and Bylaws to the ADHS Director for approval (Attachment C). A chair and vice-chair were selected and a nominating committee was established for member recruitment.

Other projects undertaken by the TRUST Commission included a comprehensive review of the TEPP program, TEPP's strategic planning process guidance for TEPP's legislative report, and the Chronic Disease Fund.

### **Meeting Highlights**

- ◆ New Member Orientation and Ethics Training
  - ▶ Recommended that all members attend an orientation to include Ethics Training
  - ▶ Mr. Graham provided Ethics Training
  - ▶ Members received Ethics Training certificates
- ◆ TEPP Historical Overview
  - ▶ Department of Revenue
  - ▶ Local Projects
  - ▶ Helpline
  - ▶ AZ HealthLinks
  - ▶ ITCA
  - ▶ Healthcare Partners
  - ▶ Attorney General Office for Youth Compliance Program
  - ▶ TEPP Evaluation Unit
- ◆ Legislative Review of Bi-annual Report
  - ▶ Members comments due on October 25, 2004
  - ▶ Final report due November 15, 2004
- ◆ TEPP Year-to-Date Program Overview
  - ▶ E. B. Lane
    - Four-year strategic plan
    - Narrow the 54 existing programs to one campaign
    - Three categories: Prevention, Cessation and Sports Marketing
    - Six projects: Gearheadz, Health Kids, Counteracts, Cold Turkey, HealthLinks, and Inhale Life
    - Single new brand "Inhale Life"

- ◆ Chronic Disease Fund Year-to-Date Program Overview
  - ▶ The TRUST Commission supported the Health Education Account – Chronic Disease Funds. The funds were categorized as Promoting Healthy Lifestyles and Screening/Early Detection, and included evidence-based and data driven health education and promotion services in support of those categories. It was also decided that these funds would address health care disparities.
  - ▶ Additional funds were allocated internally for the development of a Comprehensive Chronic Disease Plan. Successful completion of the Chronic Disease Plan will reflect a strategic direction that promotes comprehensiveness and integration, supports the needs of both internal and external stakeholders, and will allow subsequent allocation of funds to be further prioritized.
  - ▶ FY05 Contract awards categories and list of contractors:
    - Promoting Healthy Lifestyles
      1. Arizona Interscholastic Association
      2. Maricopa County Department of Public Health
      3. Native American Community Health Center, Inc.
      4. Coconino County Department of Health, City of Williams
    - Screening and Early Detection
      1. Mountain Park Health Center
      2. American Cancer Society
      3. American Lung Association
      4. TGen/City of Avondale
      5. Wingspan (Tucson)

Attachments:

A. TRUST Commission members

B. Minutes of the TRUST Commission:

July 14, 2004

September 22, 2004

October 18, 2004

November 15, 2004

January 10, 2005

February 15, 2005

March 14, 2005

March 30, 2005

May 19-20, 2005

May 25, 2005

C. Common Purpose Statement

TRUST Commission Values/Ethics Statement

TRUST By-laws

**Attachment A**

TRUST Commission  
May 2005

<p>Linda Bailey Executive Director North American Quit Line Consortium 4142 East Stanford Drive Phoenix, AZ 85018 602/595-3273 lbailey@americanlegacy.org</p>	<p>Kelly Hsu, M.D. 655 South Dobson Road, Bldg. A , #205 Chandler, AZ 85224 480/899-9400 DHSPhoenix@aol.com</p>	<p>Babak Nayeri, M.D. Medical Director Native Health 3008 North 3rd Street Phoenix, AZ 85012 602/279-5262 x 256 drnayeri@nachci.com</p>
<p>Wil Counts, Ph.D. Gateway Community College 3052 East Desert Broom Phoenix, AZ 85048 480/227-1665 Wil.counts@gwmail.maricopa.edu</p>	<p>Keith Kaback M.D. 13321 East Scout Rest Road Tucson, AZ 85749 520/760-1046 kkaback@earthlink.net</p>	<p>William Pfeifer TRUST Vice-Chairman President and CEO American Lung Association of AZ/NM 102 West McDowell Phoenix, AZ 85003 602/258-7505 bpfeifer@lungaz.org</p>
<p>Benton V. Davis Chief Executive Officer United Healthcare of Arizona 3141 North 3rd Avenue Phoenix, AZ 85013 602/651-6115 Benton_davis@uhc.com</p>	<p>Matthew Madonna TRUST Chairman 2049 East Riviera Drive Tempe, AZ 85282 480/839-8021 mgm01@cox.net</p>	<p>Librado M. Ramirez SE Arizona Community Action Program 283 West 5th Street Safford, AZ 85546 928/428-4653 seahrc@eaznet.com</p>
<p>Rosa Garcia Mariposa Community Health Center 1852 North Mastick Way Nogales, AZ 85621 520/375-5075 x 275 rgarcia@mariposachc.net</p>	<p>Hugh Miller, M.D. Arizona Health Science Center Department of Obstetrics and Gynecology PO Box 245078 Tucson, AZ 85724 520/795-8188 hmiller@ahsc.arizona.edu</p>	<p>Dana Russell Chief Executive Officer Native Americans for Community Action, Inc. 2717 North Steves Blvd., #11 Flagstaff, AZ 86004 928/526-2968 drussell@nacainc.org</p>

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
July 14, 2004  
Arizona Department of Health Services  
150 North 18<sup>th</sup> Avenue, Room 540A  
Phoenix, AZ 85020

### MINUTES

Members Present: Matthew Madonna – President  
William Pfeifer – Vice President  
Kelly Hsu, M.D.

Members Absent: John Gallagher, M.D.  
Hugh Miller, M.D.  
Bertha Sepulveda

ADHS Guests: Rose Conner – Assistant Director  
Raul Muñoz, Deputy Assistant Director  
Cathy Bischoff – Office Chief, Tobacco Education and Prevention  
Bob Leischow – Chronic Disease Fund Administrator  
Lynda Anderson – Administrative Assistant

The meeting was called to order at 10:05am by Matt Madonna – President

Introduction of TRUST Commission Members and the Department of Health Services' Staff.

**Mr. Madonna** - Motion to approved the minutes of May 17, 2004

**Mr. Pfeifer** - Moved to approve minutes.

**Dr. Hsu** - Seconded.

Minutes approved.

**Mr. Madonna** – Informed members that the Annual Report to the Legislators is due. The report will include the TRUST Commission's accomplishments since November 2003.

**Mr. Pfeifer** - Dr. Hugh Miller and Dr. John Gallagher were appointed to the Nominating Committee. The Committee has completed the form and will continue to look for and interview potential candidates. The Committee will have names to recommend to the Director of the Arizona Department of Health Services for consideration and approval at the September meeting.

**Mr. Leischow** - A presentation on the results of the Chronic Disease Fund RFP (Healthy Lifestyles and Screening and Detection) was given. A list of the contractors, the parameters of the contract and the budget were also explained.

**Rose Conner** - A presentation on the Comprehensive Chronic Disease Plan.

Discussion on the time-frame for the Comprehensive Chronic Disease Plan; current plans for Cancer, Diabetes, CVD, obesity, and asthma were discussed; multi-year programs vs. single year programs; plan to be completed in July 2005.

**Ms. Bischoff** – Fiscal year funding update. Monthly income in the range of \$1.8-1.9 million with an annual income of \$24 million expected. Department of Revenue has hired nine additional inspectors to ensure compliance with stamps. Department of Revenue is unable to provide “backfire” revenue projections. By October a review of funding should show a stable income. Invoices for the 2004 year should total \$22 million.

**Ms. Bischoff** – Suggested agendas for the coming months:

September - Evaluation Unit, TEPP Strategic Plan - 1 year/draft for 3 year plan, framework for the Legislative Report.

October - Media, Legislative Report - draft, Worksites, Pima and Maricopa County

November - Local projects (other counties), Helpline, Final Legislative Report

**Mr. Madonna** – Recognition of Ms. Bischoff’s accomplishments and presentation of a Thank You gift.

Call for public comment – Dr. Sands, Maricopa County, wanted the chronic Disease contracts to be creditable and felt that multi-year contracts were in the best interest of the public; felt that Diabetes should be part of CVD, programming.

Adjourned to Ethics Training

Attendees were Matt Madonna and Dr. Kelly Hsu

Bill Pfeifer and Dr. John Gallagher had attended previous ethics training and were excused.

Meeting adjourned at 2:15pm.

Respectively Submitted By,

Dilia Loé, Chief Administrative Officer  
Arizona Department of Health Services  
Office of Tobacco Education and Prevention Program

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
September 22, 2004  
Holiday Inn  
777 North Pinal Avenue  
Casa Grande, Arizona 85222  
Phoenix, AZ 85020

### MINUTES

Members Present: Matthew Madonna – President  
William Pfeifer – Vice President  
Kelly Hsu, M.D.  
Bertha Sepulveda

Members Absent: John Gallagher, M.D.  
Hugh Miller, M.D.

ADHS Staff: Raul Muñoz, Deputy Assistant Director  
Bob Leischow – Chronic Disease Fund Administrator  
Jesse Nodora – Evaluation Administrator  
Lynda Anderson – Administrative Assistant

Presenters: Janet Bourbouse – Health Program Manager, ADHS Office of  
Chronic Disease Prevention and Nutrition  
Lee Sechrest – Director, Evaluation Unit  
Michele Walsh – Senior Evaluator

The meeting was called to order at 10:05am by Matt Madonna – President

Introduction of TRUST Commission Members and the Arizona Department of Health Services' Staff.

**Mr. Madonna** - Motion to approve the minutes of July 14, 2004

**Mr. Pfeifer** - Moved to approve minutes.

**Dr. Hsu** - Seconded.

Minutes approved.

**Mr. Madonna** – The TRUST Commission Annual Report to the Legislators was sent on July 23, 2004.

**Mr. Muñoz** – Update on the search for a new Office Chief for the Office of Tobacco Education and Prevention Program (TEPP). The search committee members are Danny

Valenzuela, Raul Muñoz, Bill Pfeifer, Marcia Jacobson, and Jeanette Shea-Ramirez. Interviews will begin in approximately 2 weeks.

**Mr. Madonna** - The TRUST Commission meeting scheduled for October 13, 2004 has been canceled and rescheduled for either October 18<sup>th</sup> or 20<sup>th</sup>. Tentative dates were discussed for November and January. There will be no meeting in December. The agenda for the October meeting includes presentations by Media, EB Lane, the Maricopa and Pima Counties Local Projects, AZ HealthLinks worksite report and the Legislative Report. The agenda for the

November meeting includes presentations by the Helpline, the remainder of the Local Projects, and the final Legislative Report. The agenda for the January meeting includes presentations by ITCA, HealthCare Partnership, the Attorney General's Office for Youth Compliance Program, and an update by the Department of Revenue.

**Mr. Pfeifer** – The Nominating Committee has sent a list of 12 names to Dr. Eden, Director of the Arizona Department of Health Services, for her approval. After her review, the Committee will contact the appointees and begin the interviewing process in October.

**Mr. Leischow** - A presentation on the Chronic Disease Fund, overview of each contractor; Screening and Detection: American Cancer Society, Mountain Park Health Center, T-Gen, Wingspan, and American Lung Association; Promoting Healthy Lifestyles: Williams, Native American Community Health Center, Maricopa County Department of Public Health, and Arizona Interscholastic Association. The Memorandum of Understanding with the Office of Chronic Disease Prevention and Nutrition and the budget were reviewed. There has been a slight increase in revenue and there is now \$2.1 million in the account. Site visits were initiated.

Discussion on inviting the Department of Revenue to the January meeting to give the TRUST Commission an update on Internet Sales, Tax Revenue, How does the system work, Compliance Testing, addition of new enforcers, and Tribal Tax.

Discussion on the budget for the Chronic Disease contractors, cost reimbursement and timeframes. Is there a need for new RFPs, or the possibility of extending the length of time of the RFP's for 2005-2006? Is there a possibility of contractors encompassing smaller community projects to work within the existing programs? Need to review the programs in the spring of 2005 when there is more information on how the programs are progressing and then decide if there is a need to amend the current RFPs. The TRUST Commission will wait for the completion of the Chronic Disease Plan before releasing any new RFP's.

**Ms. Bourbouse** - Review of the Chronic Disease Plan, including the five individual plans: Cancer, the draft is being completed with the final due January 2005; CVD, has begun; Obesity, the draft will be ready in October and completed in December; Lung, has begun; Diabetes, included in the overall Department of Health Services Plan. Technical

Assistance Grants from the CDC have been awarded. Work will begin on how each piece fits together in the entire plan.

Discussion of the four leading causes of death, Cancer, Heart, Stroke, and Lung as identified by the CDC. How does diabetes and obesity fit in the plan? What is the funding source for these two plans? Will Stroke be separate from the CVD plan? Need to distinguish and clarify the funding sources for the chronic diseases addressed in the plan.

**Mr. Pfeifer** – Motion to “Recommend to the Arizona Department of Health Services to defer the RFP process for the Chronic Disease Fund for fiscal year 2005-2006 and instead evaluate the current 2004-2005 projects and amend where warranted beyond June 30, 2005.”

**Ms. Sepulveda** - Seconded  
Motion Approved

**Dr. Nodora** – Review of the TEPP Strategic Plan, the 3-year plan is in development, to include immediate and long-term goals. A copy of the plan will be sent to the TRUST Commission members for review. Update and review of the Legislative Report with a draft to be sent to the TRUST Commission prior to the October meeting for comments.

**Ms. Walsh** – Introduction of the Evaluation Unit staff. Review of the evaluation process and results.

Discussion on assessment needs, are there positive results for the \$20 million spent annually on tobacco education and prevention, what are the implications of prevalence rates.

Call for public comment – None.

Meeting adjourned at 2:31pm.

Raul Muñoz  
Deputy Assistant Director  
Public Health Prevention Services  
Arizona Department of Health Services

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
October 18, 2004  
American Cancer Society  
2929 East Thomas  
Phoenix, Arizona

### MINUTES

Members Present: Matthew Madonna – President  
William Pfeifer – Vice President  
Kelly Hsu, M.D.  
Hugh Miller, M.D.  
Bertha Sepulveda

ADHS Staff: Dilia Loé – Chief Administrative Officer  
Lynda Anderson – Administrative Assistant

Presenters: Todd Bresnahan – EB Lane  
Peter Juergens – EB Lane  
Helen Pantuso – EB Lane  
Dr. Lawrence Sands – Maricopa County  
Lynne Smith – AZ HealthLinks  
Jesse Nodora – DHS Evaluation Administrator

The meeting was called to order at 10:10am by Matt Madonna – President

Introduction of TRUST Commission Members and the Arizona Department of Health Services' Staff.

**Mr. Madonna** - Motion to approve the minutes of September 22, 2004

**Dr. Miller** - Moved to approve minutes.

**Ms. Sepulveda** - Seconded.

Minutes approved.

**Mr. Madonna** – Dr. Gallagher resigned effective September 29, 2004; Update for the selection of the Office Chief, Office of Tobacco Education and Prevention Program by Dilia Loé, the fifty applicants have been narrowed to five, interviews to begin the week of October 25, 2004, Search Committee consists of: Danny Valenzuela, Deputy Director, ADHS; Raul Muñoz, Deputy Assistant Director, Public Health Prevention Services, ADHS; Bill Pfeifer, President and CEO, American Lung Association; Tom Schryer, Director, Pinal County Health Department; and Jeanette Shea-Ramirez, Office Chief, Office of Women's and Children's Health, ADHS; Update on constituent issue referred

to the TRUST Commission by Ken Bennett, President of the Senate, letter to be drafted by Dilia Loé explaining the RFP process.

**Mr. Pfeifer** – The Nominating Committee has not heard back from Dr. Eden on the list of names submitted for approval.

**Mr. Bresnahan** – Introduction of EB Lane staff members.

**Mr. Juergens** – Background given on the EB Lane contract with the ADHS/TEPP office and EB Lane’s four-year strategic plan, narrow the fifty-four existing programs to one campaign, three categories, Prevention, Cessation and Sports Marketing to include the six current projects: Gearheadz, Health Kids, CounterActs, Cold Turkey, HealthLinks, and Inhale Life; beginning in 2004-2005 a single brand “Inhale Life”.

**Ms. Pantuso** – Update on the marketing plan, past and current projects, successes, and the upcoming campaigns.

Discussion on the Youth Tobacco Survey (YTS) and the Adult Tobacco Survey (ATS) evaluations.

Discussion regarding diverse communities, the dollar breakdown for out reach, sub-contractors; One million for the Hispanic community, One half million for the Native American community, and One half million for the Asian American and African American communities.

Discussion on where the tobacco program is going, the TRUST Commission no longer believes the Department is leading the effort with “teeth”, “buzz”, “cutting edge” or “pushing the envelope” as in the past. The three steps for social norming; Awareness, Education and Involvement. The direction from Dr. Eden is “no negative messages” and to be in the communities. A Telly award was won by EB Lane for their “Cold Turkey” commercials.

Discussion on the different groups within each diverse community. The TRUST Commission would like to see previews of the campaigns. What are the criteria and goals for each program and the evaluation of the programs. EB Lane was invited to come back to the February 2005 meeting to report on the media evaluation of their programs.

**Dr. Sands** – Report on the Maricopa County Department of Public Health Services, Office of Health Promotion and Education, “MACTUPP.” Introduced the staff, reviewed the budget and history.

Review of the Prevention, Cessation, MACTUPP Community Health Promotions, Second Hand Smoke, and Priority Populations programs, strategies, accomplishments, school-based prevention, and initiatives for 2004-2005.

Discussion of positive results, next steps, funding, evaluation, success rates close to the national average, “Full Court Press” campaign; 21% of the budget is for cessation, 18 years of age and older, 41% of the budget is for prevention. There is no cessation program for those younger than 18 years of age.

**Ms. Smith** – Presentation on AZ HealthLinks, worksite programs, working with insurance companies for prevention; rationale: physical, nutrition and tobacco cessation; budget of \$640,000; evaluation unit is worksites, not individual employees.

**Dr. Nodora** – Review of the Legislative Report, re-named Biannual Program Report, requested comments by October 25, 2004. Final report is due November 15, 2004.

The November 15, 2004 will be held at the ADHS building at 150 North 18<sup>th</sup> Avenue, room 540A, 10am. The agenda includes presentations by the Helpline, Pima County Department of Health Services, the remainder of the Local Projects, and the final Biannual Program Report.

The January 10, 2005 meeting will be held at the ADHS building at 150 North 18<sup>th</sup> Avenue, room 540A, 10am. The agenda includes presentations by ITCA, HealthCare Partnership, the Attorney General’s Office for Youth Compliance Program, and an update by the Department of Revenue.

Call for public comment – None.

**Mr. Madonna** - Motion to adjourn.

**Mr. Pfeifer** - Moved to adjourn the meeting.

**Dr. Miller** - Seconded.

Meeting adjourned at 2:31pm.

Dilia Loé  
Chief Administrative Officer  
Office of Tobacco Education and Prevention Program  
Arizona Department of Health Services

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
November 15, 2004  
Arizona Department of Health Services  
150 North 18<sup>th</sup> Avenue, Room 540A  
Phoenix, Arizona 85007

### MINUTES

Members Present: Matthew Madonna – President  
William Pfeifer – Vice President  
Kelly Hsu, M.D.  
Hugh Miller, M.D.  
Bertha Sepulveda

ADHS Staff: Rose Conner – Assistant Director  
Raul Muñoz – Deputy Assistant Director  
Dilia Loé – Chief Administrative Officer  
Lynda Anderson – Administrative Assistant

Presenters: Rebecca Ruiz-McGill – ASHLine  
Karen Martin – Pima County  
Marcy Flanagan – Pima County

The meeting was called to order at 10:10am by Matt Madonna – President

Introduction of TRUST Commission Members and the Arizona Department of Health Services' Staff.

Discussion regarding how health care providers can be included in the prevention and cessation component and should they be compensated as an incentive when they refer patients to services.

**Mr. Madonna** - Motion to approve the minutes of October 18, 2004

**Dr. Miller** - Moved to approve minutes.

**Mr. Pfeifer** - Seconded.

Minutes approved.

**Mr. Madonna** – Update for the selection of the Office Chief, Office of Tobacco Education and Prevention Program by Raul Muñoz, no final selection and the process may be opened up again. The letter to Mr. Stanley has been sent.

**Mr. Pfeifer** – The Nominating Committee has resubmitted the list of possible nominees to Dr. Eden; begin interview process in December 2004, recommendations to the TRUST Commission in January 2005, increase TRUST Commission to a total of 12 members; final recommendations to Dr. Eden for approval.

**Ms. Ruiz-McGill** – Presentation on Arizona Smokers’ Helpline; referrals are made to TEPP funded resources; a 50% discount on pharmacology products: patches, lozenges and Zyban; there has been cultural competency training with the Hispanic, LGBT, and Native American communities, have not yet had the training in the African American and Asian American community, the competency training is based on prevalence, hours are from 9am to 9pm Monday through Thursday, 9am-6pm on Friday and no weekends, however there is the availability of e-mail and fax. Budget of \$844,000.00, quit rate of 15% after one year of follow-up.

**Mr. Madonna** – Asked Dr. Miller and Dr. Hsu about training health care providers on intervention methods. Dr. Hsu supported training of health care providers and to distribute literature. Dr. Miller expressed intervention could only be guaranteed if providers could be reimbursed for services. Ms. Loé recommended more information for discussion at the February meeting of the TRUST Commission

Discussion on placing the Helpline number on prescription pads, 50 % call reduction, correlation to reduction of media dollars, pro-active referral quit rate numbers compared to non-active referral quit rates numbers.

**Ms. Martin and Ms. Flanagan** – Presentation on Pima County’s “Tobacco Free Ways” program, no longer using the Full Court Press program, budget of \$1,300,000.00, requesting additional funding for retirement communities in outlying areas, Wingspan and Ashes to Ashes, completion rate of 56%.

**Ms. Loé** – Presentation on the remaining counties’ Local Projects, bottom line on funding and deliverables, behavioral changes, goals, objectives, evaluation and impact, \$10,000,000.00 budget, provides school based survey, process evaluation, accountability, logic model for counties,

Discussion on outcomes, evaluation, accountability for each county, separate rural areas from urban, differences in the rural areas from county to county.

**Ms. Loé** – Report on the Biannual Program Report to the legislature, final draft being proofed; will asked Dr. Eden to obtain an extension before submitting final report, some changes may need to be made.

Discussion on media cost, development and concept, airtime and market, and best way to disseminate programs, assessment of media, Rebeca Ruiz to present at the February meeting, EB Lane receives \$1,000,000.00; prevalence rates and media, message, best way to reach new users as the environment has changed since the program began, not a static target, campaign may need to change.

Discussion on future meetings to include conference setups, dates for 2005 meetings to be set at the January meeting.

The January 10, 2005 meeting will be held at the ADHS building at 150 North 18<sup>th</sup> Avenue, room 540A, 10am. The agenda includes presentations by ITCA, HealthCare Partnership, the Attorney General's Office for Youth Compliance Program, and an update by the Department of Revenue.

Future meetings to include Rebeca Ruiz on media assessment, Health Care providers in February, and the EB Lane presentation at the following meeting.

Call for public comment – Susan Williams, secondhand smoke and media, healthcare providers comments.

**Mr. Madonna** - Motion to adjourn.

Ms. Sepulveda - Moved to adjourn the meeting.

**Dr. Miller** - Seconded.

Meeting adjourned at 2:31pm.

Dilia Loé  
Chief Administrative Officer  
Office of Tobacco Education and Prevention Program  
Arizona Department of Health Services

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
January 10, 2005  
Arizona Department of Health Services  
150 North 18<sup>th</sup> Avenue, Room 540A  
Phoenix, Arizona 85007

### MINUTES

Members Present: Matthew Madonna – President  
William Pfeifer – Vice President  
Kelly Hsu, M.D.  
Hugh Miller, M.D.

ADHS Staff: Raul Muñoz – Deputy Assistant Director  
Patricia Tarango – Office Chief  
Dilia Loé – Chief Administrative Officer  
Lynda Anderson – Administrative Assistant

Presenters: Teresa Manygoats-Asert – Intertribal Council of  
Arizona

Kelly Peloquin – Attorney General’s office  
Michelle Walsh – Evaluation Unit  
Helen Pantuso – E.B. Lane  
David Diaz - Grupo Ñ  
Sergio Carlos - Grupo Ñ  
Mike Horn - Results Media Group  
Patty Dimitriou - AlterNatives  
Jason Coochwytewa - AlterNatives  
Karen Frye – SW Dimensions  
Amy Andelora – SW Dimensions

The meeting was called to order at 10:10am by Matt Madonna – President

Introduction of TRUST Commission Members and Patricia Tarango, Office Chief for the Office of Tobacco Education and Prevention Program.

**Mr. Madonna** - Motion to approve the minutes of November 15, 2004

**Mr. Pfeifer** - Moved to approve minutes.

**Dr. Miller** - Seconded.

Minutes approved.

**Mr. Madonna** – Set the frequency and dates for the next six months of the TRUST Commission. Will utilize teleconference abilities after the TRUST Commission is at full membership.

Dates have been set for Tuesday, February 15<sup>th</sup> ; Monday, March 14<sup>th</sup> ; Wednesday, April 20<sup>th</sup> ; and Wednesday, May 18<sup>th</sup>. The time is from 10am to 2pm. Location to be determined.

**Mr. Pfeifer** – The Nominating Committee finalized the list of possible nominees with additional names from the Department. The letters will be mailed in the next two weeks. The TRUST Commission will increase membership to a total of 12 members.

**Dr. Miller** - Has the Legislative Report been finalized and sent? Could the members receive a copy of the final report?

**Mr. Muñoz** – The report was submitted with additional recommendations and changes. Copies will be sent to TRUST Commission members.

**Ms. Manygoats-Asert** – Presentation on Intertribal Council of Arizona (ITCA). Budget is broken out as ten percent for ITCA administration and ninety percent for contractors. ITCA is largely contracted with central and northern Arizona tribes. The White Mountain tribe is the largest and Kaibab Paiute Tribe is the smallest in populations. Programs are divided into intensive and basic, intensive programs are facilitated and basic programs are one-on-one. Use of the “Freedom from Tobacco” program. The Salt River Tribe has modified the “Project Alert” for their use.

Second-hand smoke policies are being produced for the Colorado River, Kaibab Paiute and Salt River Tribes, long-term goal is for the Salt River Casinos. Traditional use of tobacco as opposed to recreational use is the focus of media campaigns. Media campaign through a CDC grant. ITCA provides services to all Arizona Tribes with training, focus on tobacco, diabetes, HIV, young children and women. ITCA provides mini grants to the tribes for sponsorship of conferences and to supplement DHS funding.

CDC funding is \$235,000.00 and ITCA will re-apply in the spring. Funding from the taxes on tobacco is collected by the Department of Revenue and then redistributed back to the tribes. Tribes also increased the taxes on tobacco sold on reservations.

**Mr. Madonna** – Possibility of tribes receiving matching funds for grants they receive. Need for a report from the Department of Revenue on tribal funding.

**Ms. Manygoats-Asert** – ITCA receives no funding for media, all funding is allocated through E.B. Lane and AlterNatives. It is cheaper to buy tobacco on the reservations, 18 cents less in taxes.

**Ms. Peloquin** – Costs depend on the manufacturer and their contracts with individual states. Reservations do not pay the “escrow tax” on units sold.

Discussion – Evaluation of the Local Projects’ programs.

**Mr. Muñoz** – Update on the Chronic Disease program will be postponed until the February meeting.

**Ms. Peloquin** – Youth Tobacco program review. The goal is to reduce youth access to tobacco, monitor the rate of compliance with Arizona’s Youth Tobacco Laws. Facilitate enforcement of Youth Tobacco Laws, since the AG office has no authority to issue citations, it sends the non-compliance information to the proper law enforcement agency, law enforcement officers may or may not be with members of Attorney General’s office when compliance checks are made, it is up to the law enforcement agency with jurisdiction whether to issue citations. The AG has contracts with Pima County, City of Chandler and Prescott Valley to do inspections and issue citations, and is pursuing contracts with other entities.

Discussion – Funding of the Attorney General’s office, need for laws for compliance offices to make citations.

**Ms. Peloquin** - Difference between alcohol and tobacco (vendors need a license to sell alcohol not required for tobacco), all counties have inspections, protocols of the inspectors. In 2002 there were 753 Tobacco Retailer Compliance Inspections by contractors, 2003 there were 609 inspections through Maricopa Counter “CounterActs” and in 2004 there were 1766 inspections by contractors and the Attorney General’s office, each year there was different content for inspectors. 2004 was Enhanced Enforcement Campaign from April through July. Use of youth volunteers for the compliance checks.

In 2003 30% of the youth attempted to buy tobacco from commercial sources. Of those 50% did buy from commercial sources. Rates are 20-25%, which is lower than previous years. The budget for the Attorney General is \$250,000.00.

**Ms. Walsh** – Evaluation Unit presentation. Process Evaluation Information defines the program. There is a new event instrument for evaluation. Working on cessation surveys, school evaluations, AZ Healthlinks and a media and policy instruments are to be developed. Formation of an IT unit. Surveillance Data information has been collected. Outcome assessment, current activities on prevention and disparities. CDC contract for Evaluation of Quit Lines was a one time contact, renewal is not know at this time. For the past two and one half years the prevalence rate is the same, but individuals are smoking less. Evaluation is missing some populations, difficult to reach all.

Discussion – Are we successful in accomplishing the goals set, is Arizona smoking less. Are we spending funds wisely, do we need to bring in the CDC to help with the evaluation process?

**Mr. Madonna** - Arizona is the only state left with funds earmarked for prevention, can we keep tobacco tax dollars.

**Dr. Miller** – Evaluation is important to the Department of Health Services, need to continue monitoring tobacco use, not evaluate the TEPP office, bigger vision for the program.

**Mr. Pfeifer** – Are we truly reducing tobacco rates.

**Dr. Sechrest** – Over time there will be definite information on reduction of tobacco use. Funds are spread throughout the entire state through various programs.

**Ms. Ruiz** – Introduction of the media representation.

**Ms. Pantuso** – Presentation of the adult advertising “Inner self” campaign.

**Mr. Diaz** – Presentation on the youth “Dance” campaign, use of “Las Calacas” at events, recruiters for the anti-smoking booths. Las Calacas are based on the Day of the Dead costumes.

**Mr. Horn** – Media Plan recommendations, cessations targets adults 25-54 year old. Cessation media on statewide channels, sports media divided between cessation and prevention. Budget with the Phoenix Suns is \$425,000.00 and the Arizona Diamondbacks is \$900,000. Funding has been cut with the new sports marketing contracts. Total budget for media is \$7,800,000.00 which includes media buys. Promotes general awareness.

**Ms. Dimitriou and Mr. Coochwyte** – AlterNatives is waiting for approval on their media campaign. Media campaign is “Breathe Traditional, Respect Tobacco.” Accepting the traditional ceremonial use of tobacco but not the use of tobacco recreationally. Use of Talking Circles in various communities to gather data, discussion on tobacco use, demographics are youth 18 and younger.

The differences in how tobacco is packaged and used in ceremonies between tribes, both in rural and urban areas. Media use is outdoor, print and radio. Grass roots outreach is 30% of the \$500,000.00 budget. Completion of the media buy will be in February.

**Ms. Frye** - The use of focus groups for data and type of campaign needed. Use of faith-based organizations. Presentation on the “Ashes to Ashes” campaign, packets are distributed by trained coordinators. Each coordinator obtains information on each individual to maintain a data-base.

Developing an Asian American campaign, working with focus groups, building community trust, brochures will be in four different languages.

Budget of \$500,000.00 is close to being divided equally between the African American and Asian American communities.

Working on a common feel to all media campaigns.

Call for public comment – None.

**Mr. Madonna** - Motion to adjourn.

**Mr. Pfeifer** - Moved to adjourn the meeting.

**Dr. Hsu** - Seconded.

Meeting adjourned at 2:10pm.

Patricia Tarango  
Office Chief  
Office of Tobacco Education and Prevention Program  
Arizona Department of Health Services

Attachment: 2004 Biennial Evaluation Report, FY 2002-2004

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
February 15, 2005  
American Cancer Association  
2929 East Thomas  
Phoenix, Arizona

### MINUTES

Members Present: Matthew Madonna – President  
William Pfeifer – Vice President  
Kelly Hsu, M.D.  
Bertha Sepulveda

ADHS Staff: Danny Valenzuela – Deputy Director  
Raul Muñoz – Deputy Assistant Director  
Patricia Tarango – Office Chief  
Dilia Loé – Chief Administrative Officer  
Lynda Anderson – Administrative Assistant

Presenters: Leigh Cheatham – Arizona Department of Revenue  
Larry Davis – Arizona Department of Revenue  
Dr. Mary Gilles – Health Care Partnerships  
Louise Strayer - Health Care Partnerships  
Bob Leischow – Arizona Department of Health  
Services, Chronic Disease Program

The meeting was called to order at 10:08am by Matt Madonna – President

Introduction of TRUST Commission Members.

**Mr. Madonna** - Motion to approve the minutes of January 10, 2005

**Dr. Hsu** - Moved to approve the minutes.

**Ms. Sepulveda** - Seconded.

Minutes approved.

**Mr. Madonna** – Mr. Pfeifer to report on the progress of new TRUST Commission members.

**Mr. Pfeifer** – The letter requesting interest in serving on the TRUST Commission was sent to the list of prospective members. There is a goal of enlisting seven new members. Mr. Madonna will conduct interviews this month. After the interviews, recommendations

will then go to the Nominating Committee for further review, then their recommendations will go to the entire TRUST Commission. Director Eden will be given the list of individuals recommended by the TRUST Commission.

**Mr. Madonna** – Meetings with all of the candidates will be completed prior to the next TRUST Commission meeting.

**Ms. Tarango** – How will the TRUST Commission proceed if the goal is not reached?

**Mr. Madonna** – With the interest shown by the list of possible candidates the TRUST Commission feels there will be enough qualified individuals to fill the TRUST Commission. New members will be representative of the community with multiple resources to bring to the table.

**Mr. Pfeifer** – The interviews will be completed and the list to be finalized in April by the TRUST Commission meeting.

**Ms. Cheatham** – Overall review of the Department of Revenue and the Tobacco Enforcement Unit. By A.R.S. State statute tobacco vendors have 48 hours to place the tobacco tax stamps on each package of cigarettes. Inspectors will take action on their second visit to seize the product if the vendor is non compliant, either with the stamps not affixed or improperly stamped. The seized cigarettes either 1) have to have new stamps purchased and affixed with fines assessed to the vendor, 2) are auctioned back to the distributor, or 3) shredded and burned. All fines are placed in the State general fund.

There are two bills currently before the legislature: HB 2531 pertains to the sale of single sticks. If this bill passes the Department would then have to stamp each stick, details are being considered as to how this would be done under the current statute; HB 2717 deals with cigarette licensing, broadens and tightens control of licensing.

The number of stamps sold is approximately 20 million and the revenue varies between 23-27 million. This is projected for the fiscal year, July 1, 2004 -June 30, 2005.

Last year a one million dollar increase to the Department was to expand the enforcement unit. There were start-up costs and this year the projected budget is \$750,000. This money is from the general fund not the tobacco settlement funds or State Tobacco Tax funds.

**Mr. Davis** – The responsibility of the Enforcement Unit is to educate and train Arizona law enforcement officers in tobacco compliance and organized crime activity. Tobacco laws in Arizona are administered and enforced primarily by the Luxury Tax Audit Unit and the Criminal Investigations Unit.

The Luxury Tax Audit Unit is responsible for the tobacco tax stamps, distributor's licensing, monitoring the monthly returns and the auditing of tobacco distributors.

The Criminal Investigations Unit is responsible for the inspections of retailers and distributors, investigations on criminal and civil tobacco tax violations, recommendations on prosecution, education of the public and local law enforcement communities.

Millions of dollars are lost from cigarette smuggling, export of gray market products, offshore infiltration, counterfeit tobacco and tax stamps, internet sales. Tobacco products are number one in smuggled products in the United States. Gray market products are for export only. Offshore products are manufactures in foreign countries. Other Tobacco Products (OTP) include snuff, cigars, chew, roll your own, and pipe tobacco. Herbal cigarettes are also stamped.

Large seizures of illegal products in Arizona have larger counterparts outside of the state.

Presentation on the various types of counterfeiting packaging in relation to Arizona's tobacco tax stamps.

**Mr. Pfeifer** – Are counterfeit cigarettes taxed?

**Mr. Davis** – A small number of counterfeit cigarettes will have stamps, usually out-of-state stamps or counterfeit stamps.

**Mr. Madonna** – Is it illegal to sell cigarettes in Arizona without an Arizona Tobacco Tax Stamp, or are they able to use out-of-state stamps?

**Mr. Davis** – All products sold in Arizona must have an Arizona Tobacco Tax Stamp. All Arizona Tobacco Tax Stamps have five key areas to maintain integrity: 1) serial number is dot matrix, 2) hologram in the background, 3) special font, 4) fusion to the product will not come off in one piece, and 5) laser light illuminates the chemical in the stamp. There are three stamps issued in Arizona, 1) the green stamp is for use on reservations and those cigarettes can only be sold to tribal members, 2) the red stamp is for use on reservations and those cigarettes can be sold to anyone, 3) the blue stamp is for general use in Arizona. Each stamp has a different tax rate.

Explanation of the two types of machines that affix the stamps to the packages, an automated Meyercord machine and a manual machine. Partially or half stamped products, mail order products or internet sales are used to evade taxes.

**Mr. Madonna** – The process for the distributors is to lease or purchase the machine, purchase the stamps, affix to the product. How many distributors are in Arizona?

**Mr. Davis** – There are 80 active distributors with 230 overall, includes OTP, the distributors are primarily in the Phoenix area. The manufactures ship to the distributors, the distributors have 48 hours to stamp or ship out of state. The stamps must be affixed to the packages not the cartons.

**Mr. Madonna** – Since the budget increase in September has the enforcement been more aggressive on the counterfeit and gray market products and has lowered the amount of illegal products in Arizona?

**Ms. Cheatham** – Yes, distributors are more careful, there are fewer illegal products in the open market, there have been 7 million cigarettes seized, less counterfeit products and revenue is holding.

**Dr. Gilles** – Introduction of Louise Strayer. Overview of the Health Care Partnership (HCP), the “Take Away Message” is brief interventions, intensive interventions and education, evaluation, goals and objectives, and future direction. The budget is \$446,000.

Definition of the 5 “A” model, Ask, Advise, Assess, Assist, and Arrange. Background on the history, current momentum, continuing education and certification and participant data throughout the state.

The evaluation design is broken into five categories: 1) self confidence, 2) skills demonstration, 3) knowledge, 4) survey of satisfaction, and 5) post program follow-up. Overview of the satisfaction with the HCP educational program with clinician interventions, measure of behavioral change, number of brief interventions delivered and post certification, impact of the 5 “A” model, follow-up contacts.

Multimodal intervention includes: 1) continuing education which has a small impact, 2) opinion leader involvement has increased, 3) academic detailing has also increased.

The framework to support a healthy Arizona includes the building blocks to an integrated outreach system statewide in the healthcare system and the AzTEPP resources supporting healthy communities. Utilization of materials and interstate data on cessation counseling.

JACHO requires in-patient counseling for those who are diagnosed with one or more diagnosis including AMI and pneumonia, stricter accountability with hospitals, required reporting and reimbursement. There are resources available to healthcare professionals.

Partnerships with WIC, Health Services Advisory Group, Indian Health Services, Arizona VA Health Care System, Arizona hospitals and healthcare organizations and AzTEPP funded statewide partners, inclusion of medical societies, increase in the number of participants for 2002-2003.

**Ms. Tarango** – Community health centers and AHCCCS serve a population at greater risk. There is a loan repayment program for medical personnel who serve in rural communities. Need to build contracts to include interventions.

**Dr. Hsu** – There is a need to provide physician incentives.

**Ms. Strayer** – Physicians can bill for services.

**Dr. Hsu** – Is Health Care Partnerships working with schools?

**Dr. Gilles** – We are partnering with the University of Arizona College of Medicine with basic skills, Arizona State University School of Nursing, and the Northern Arizona University Oral Hygienists Program.

**Ms. Loé** - This program is also part of Local Projects curriculum.

**Mr. Madonna** – The Local Projects should take on the responsibility of involving physicians.

**Mr. Leischow** – Update on the progress of the nine projects.

Screening and Detection:

1) American Cancer Society – colorectal cancer update, colon cancer is in the Cancer Plan. Accomplishments - conference in June of 2005.

Challenges - Arizona does not track the rate of colorectal cancer.

2) Mountain Park Health Center – cardiovascular disease

Accomplishments – forms and brochures have been implemented, 240 have been screened, 186 have been enrolled in walking classes, Halle Heart is assisting with screenings and community outreach, a registry of participants has been created.

Challenges – getting patients to the CVD classes.

3) T/Gen and the City of Avondale – cardiovascular disease

Accomplishments – they have had a slow start but are improving.

Challenges – the Community Health Liaison has resigned, delay in IRB process.

4) Wingspan – CVD, cancer, COPD

Accomplishments – created and identified outreach materials, hosted an LBT Women’s Health and Wellness Fair, staffed outreach table at OUTober Fest, collaborated with Gay/Great American Smokeout, hosted pre-game reception at the UofA’s Women’s Basketball game, TEPP funded HCP to develop curriculum, facilitated health care presentations on culturally competent care for LGBT, and designed and implemented LGBT specific pre/post test at events.

Challenges – lack of administrative staff.

5) American Lung Association – COPD

Accomplishments – completed evaluation tools, pre/post tests are nearly completed, completed a “relational demographic database, 640 lung health screenings have been implemented at 19 events, descriptive statistics based on 271 participants completed.

Promoting Healthy Life Styles

1) Coconino County Department of Health – Williams Projects – CVD, cancer

Accomplishments – administered the Behavioral Risk Factor Survey, three of five worksites have begun worksite wellness programs, continuing grassroots health education and promotion, education programs for high school girls and middle school students, planning a health and fitness river trip for girls, planning a school-based health fair

targeting grades 4-6, staff and families, hosted focus groups, administered survey on insight on perceptions on healthy lifestyles

Challenges – ambitious scope of work, coordinating time lines.

2) Native American Community Health Center - CVD, cancer

Accomplishments – completed flyer, marketing and outreach to Native American agencies, lifestart fitness memberships of NACHI employees, began school-based presentations at Creighton School District through the Learning Circle Program, Phoenix Union High School program, presentations to NACHI staff, Guiding Start Lodge, Intensive Outpatient Program, Native American Seniors Association, Concept for Change Outpatient Program, Great American Smokeout.

Challenges – two thirds of the worksite agreements have been place on hold until March.

3) Maricopa County Department of Public Health – CVD, cancer

Accomplishments – Data from 199 participants in the People Together for Health Program, continue to refine the partnership with TEPP Maricopa Tobacco Use Prevention Program funded cessation services, interaction with Arizona Nutrition Network, Food City' Comer Bien Estar Bien effort, demonstration have begun at Food City intervention stores, Comer Bien Estar Bien “Call a Dietitian is functional.

Challenges – need to hire a Comer Bien Estar Bien evaluator, management change at Food City.

4) Arizona Interscholastic Association, CVD

Accomplishments – preliminary success in the development and implementation of a system based approach in the education and delivery of physical activity and healthy eating content, introduce recess and in-class activity break, in-service training, introduction of pedometers into the schools, in-service training of City of Phoenix Active City program, ongoing development of the Train the Trainer program, developed 175 physical activity lesson plans, integration of the City of Phoenix nutrition program into after school programs, training of Tolleson Unified High School students, held two Family Nights focused on promotion of healthy lifestyles, organized a Family Fun Walk, worked with Fry's and Fry's marketplace to donate health snacks and beverages, active in Parent Teacher Organizations, completed the end of the first semester satisfaction survey, completed pre-program evaluation of health lifestyle indicators, data on physical activity monitoring in grades 5-8.

Challenges – school population has increase, strain and stress is an ever-present factor at the school.

Memorandum of Understanding – Development of the Comprehensive Chronic Disease Plan by the Office of Nutrition and Chronic Disease, completion by June 2005.

Budget overview, current balance is \$4.9 million, contractual encumbrance is \$2 million, leaving a balance of \$2.9 million, there has been a slight increase in revenue.

**Mr. Pfeifer** – The TRUST Commission is an advisory oversight commission of the Chronic Disease fund, which is now not directly under the TEPP Office.

**Mr. Leischow** - Contracts currently end June 30, 2005, need to plan for the next steps for funding.

**Mr. Madonna** – Previous dialogue was to extend/amend current programs for one-year, evaluation of programs to include possibility for extension or amendments, advocacy, completion of program if warranted. New RFP's in 2006.

**Mr. Pfeifer** – March meeting should include a discussion on the need to amend contracts. Mr. Leischow to contact the nine programs for deliverables, completion of program, ongoing projects and the programs future plans.

**Mr. Pfeifer** – The American Lung Association, the Heart Association and the Cancer Society feel that the Department's media campaign is not "hard hitting" enough, concerned with the direction of the campaign, need for stronger anti-smoking and prevention campaigns, future of second hand smoke campaigns.

Call for public comment – Michele Walsh – Review of the tobacco tax stamp data from the Department of Revenue, tobacco control program.

**Mr. Madonna** - Motion to adjourn.

**Mr. Pfeifer** - Moved to adjourn the meeting.

**Dr. Hsu** - Seconded.

Meeting adjourned at 2:20pm.

Patricia Tarango  
Office Chief  
Office of Tobacco Education and Prevention Program  
Arizona Department of Health Services

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
March 14, 2005  
Arizona Department of Health Services  
150 North 18<sup>th</sup> Avenue, Room 540A  
Phoenix, Arizona 85007

### MINUTES

Members Present: Matthew Madonna – President  
William Pfeifer – Vice President  
Kelly Hsu, M.D.  
Hugh Miller, M.D.

ADHS Staff: Danny Valenzuela – Deputy Director  
Raul Muñoz – Deputy Assistant Director  
Patricia Tarango – Office Chief  
Dilia Loé – Chief Administrative Officer  
Bob Leischow, Chronic Disease Fund Administrator  
Lynda Anderson – Administrative Assistant

The meeting was called to order at 10:19am by Matt Madonna – President

**Mr. Madonna** - Motion to approve the minutes of February 15, 2005

**Dr. Miller** - Moved to approve minutes.

**Dr. Hsu** - Seconded.

Minutes approved.

**Mr. Pfeifer** – Twenty-one letters were sent to prospective new members, interviews were completed and a list of nine members will be forwarded to Director Eden for approval. The nominees have diverse backgrounds that will bring additional insight to the TRUST Commission.

**Mr. Madonna** – The new members will be assigned term lengths. There is no sunset for the TRUST Commission, therefore the process for maintaining members will be ongoing.

Discussion related to the commitment and training for the new members.

**Dr. Miller** – New members should prove willingness to serve on the TRUST Commission. Recommend that there be a time commitment and attend an orientation to include Ethics Training. Questioned the open meeting law and quorum of the training session.

**Mr. Madonna** – Feels there should be an introduction meeting with all members, bring in an outside facilitator (Kimberly McAdams), emphasizing on the accomplishments the TRUST Commission has already completed.

**Dr. Miller** – There is a need for the meeting to decide the future strategies, recommend two meetings, 1) agenda, next steps, planning calendar; 2) strengths and weaknesses of TEPP, TEPP's mission, critical components to the mission, an open dialogue.

**Ms. Tarango** – What is the process of the TRUST Commission's recommendations, what are the TRUST Commission's expectations for the Department?

**Mr. Madonna** – There is no process in place, recommend that Ms. Tarango draft a proposal for the recommendation process for the Department.

Further discussion pertaining to the training of the new members. Recommendations are for mandatory sessions, one a joint meeting with an outside facilitator to include, where do we go from here, length and timeframes for the meetings, second one to include the last five months of education on TEPP and the contractors review for the new members.

**Mr. Pfeifer** – Vote on the new members at the April 20<sup>th</sup> meeting.

**Dr. Miller** – Recommend that the April meeting be canceled, vote on the new members at the end of March, schedule the two orientation sessions for April and May. At the May 18, 2005 meeting begin to establish the agenda for the next year. Possibility of expense reimbursement for travel to the TRUST Commission meetings. Budget item for next year.

Discussion on a conference call meeting to vote to confirm the new members. Will a conference call meet the obligation of the open meeting law? March 30, 2005, 9am, was set as the date and time for the conference call meeting to vote to confirm the new members and to cancel the April 20, 2005 meeting. Two orientation sessions will be schedule between March 30, 2005 and May 18, 2005. Use of teleconferencing and possibility of rotating meetings around the state.

The May 18, 2005 meeting will be the first regularly scheduled meeting with the new members. Kimberly McAdams will facilitate, focus on new directions, planning and function of the TRUST Commission.

The TEPP office will send to the members a packet to include the By-laws, Mission Statement, Common Purpose Statement, Values/Ethical Statement, Proposition 303 authorizing the TRUST Commission and the 2005 Biennial Report.

Recruitment of new members will be an ongoing process. Need to establish terms for the new members.

**Mr. Pfeifer** – Three new members will serve to fill the three vacant positions with their term ending in 2007. The remaining new members will serve three-year terms to end in 2008.

**Ms. Tarango** – Presentation and viewing of the anti-smoking video by the Phoenix Fire Fighters. Usage in schools, family orientated TV shows, 7-11 year olds is the target age. Integrate with the Tobacco Free logo and tag with ADHS and the Phoenix Fire Department.

Discussion concerning the funding source of the video. Video was produced by the Phoenix Fire Department through their contract with ADHS/Maricopa County for cessation. ADHS allows contractors to be creative and flexible. The video was not meant to be a media piece, rather an educational tool in schools. Possible media use in the future. TEPP to update the TRUST Commission on use of the video.

**Ms. Tarango** – Second Hand Smoke update, review of the Square Ones from the Evaluation Unit, Arizona specific data is being used in the development of the secondhand smoke messaging and to tie to the Tobacco Education and Prevention Programs and Projects. Use of a three-phase approach, 1) General Awareness, 2) Impact of Secondhand Smoke on others with compromised health, 3) Influencers.

Discussion on the definition of General Awareness, use of an evaluation tool to measure the effects of the second hand smoke message, need to reinforce the dangers of second hand smoke on the population, study showing second hand smoke causes breast cancer, bring the message to the Asian communities, who should TEPP fund to produce the message, different approach on second hand smoke from cessation and prevention. The Smoke Free Arizona initiative for 2006 addresses concerns about the second hand smoke, until then, there needs to be a relevant message on the dangers, need to denormalize tobacco use.

**Ms. Tarango** – TEPP is just in the beginning phase, need to finalize the budget, need for the evaluation measures to be completed. TEPP is heading in the right direction with second hand smoke and the message needs to support current TEPP programs.

Discussion on connected messaging, overall goals, funding, professional production, innovative messages, not just a media message, use for schools, workplaces, and cessation classes.

**Ms. Tarango** – Future agenda items to include 1) Update on measuring the “Dance” commercial, 2) Use of the Logic Model for evaluating media, and 3) Update on Second Hand Smoke message production.

Discussion on the definition of “Logic Model” and Director Eden’s invitation to involve input from the TRUST Commission on message productions.

**Mr. Muñoz** – Review of the Chronic Disease programs, some time frames to complete the contracts will not be met due to a variety of reasons. Recommend that they be extended, without additional costs, for 3-6 months. The Comprehensive Chronic Disease Plan will be sent to the TRUST Commission for review and finalized in June. Three million dollars on hand and \$2 million spent on the projects. At that time determination will be made to see which programs fit with the plan. New RFPs will be issued in January 2006.

Discussion on extending the current contracts, determined by completion or nearly completed projects, no new round of RFPs, define “worthwhile” projects – meet deliverables, funding, the TRUST Commission encourages ADHS to extend the contracts, does not want nearly completed projects to go dark.

**Ms. Tarango** – Some projects have completed their contract, some are not completed, and the Comprehensive Chronic Disease Plan has sufficient funds to move new projects forward.

Discussion on the need to complete the Comprehensive Chronic Disease Plan prior to evaluating the projects, the plan encompasses heart, lung, and cancer. Extension if the project is 70% completed, no cost extension, keep the momentum going if the projects are worthy, time frame for the extensions, need for the projects to be consistent with the plan, new direction with new RFP 12 months from now. Concerns about current worthwhile projects going dark, having to begin all over again when an extension could keep the project going until the new RFP. Need for sustainability of the projects, extension for eight of the projects, evaluate when the plan is completed in June.

**Mr. Leischow** – American Cancer Society’s project will be done in July, Call to Action June 16-17, 2005, T-Gen possible extension until January, need for priority discussion as early as May 2005.

Discussion on the time frame for a new RFP process, new procurement procedures that are not in the Department’s control. Recommend that eight of the projects be granted an extension to completed their projects. Will the Comprehensive Chronic Disease Plan have an evaluation component to the plan? Need for a focus or positive return to the community.

Call for public comment – None.

**Mr. Madonna** - Motion to adjourn.

**Dr. Miller** - Moved to adjourn the meeting.

**Dr. Hsu** - Seconded.

Meeting adjourned at 1:35pm.

Patricia Tarango, Office Chief

Office of Tobacco Education and Prevention Program

Arizona Department of Health Services

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
March 30, 2005  
Arizona Department of Health Services  
150 North 18<sup>th</sup> Avenue, Room 540B  
Phoenix, Arizona 85007

### MINUTES

Members Present: Matthew Madonna – President  
William Pfeifer – Vice President  
Kelly Hsu, M.D.  
Hugh Miller, M.D.  
Bertha Sepulveda

ADHS Staff: Danny Valenzuela – Deputy Director  
Patricia Tarango – Office Chief  
Lynda Anderson – Administrative Assistant

The meeting was called to order at 9:08am by Matt Madonna – President

**Mr. Madonna** - Motion to approve the minutes of March 14, 2005

**Dr. Miller** - Moved to approve minutes.

**Dr. Hsu** - Seconded.

Minutes approved.

**Mr. Pfeifer** – There were seven positions to be filled, Mr. Valenzuela and Mr. Allison provided possible candidates, and Mr. Madonna conducted the interviews. There were many qualified candidates and the Nominating Committee selected ten of the original twenty-one candidates, Director Eden approved the nominations. There will be a total of 15 members upon the election of the new members.

The length of terms was staggered to allow for five members (1/3 of the membership) to be up for re-election every year. The original members have two years left of their term and the new members will have either a one year or three year term.

**Mr. Madonna** – Motion to adopt the Nominating Committee’s slate of candidates.

**Mr. Pfeifer** – Moved to adopt the slate of candidates

**Ms. Sepulveda** – Seconded.

Discussion – Mr. Madonna spoke with all of the candidates and stressed the time commitment. Mr. Valenzuela mentioned that all of the candidates have different levels of tobacco knowledge and are familiar with the Office of Tobacco Education and Prevention Program.

Motion Passed.

**Mr. Madonna** - Two letters have been drafted, one to all of the prospects announcing the election of the new members and one to the newly elected members. A two day orientation will be scheduled prior to the regularly scheduled TRUST Commission meeting. A form was enclosed with the letter to the new members asking them for dates they are available, the form is to be returned within five days of receipt. The letters will go to Director Eden for approval and mailed April 1, 2005.

**Mr. Madonna** – Proposed to change the May meeting from May 18, 2005 to May 25, 2005. This will be the first meeting of the full membership.

Discussion pertaining to the two day orientation, Kimberly McAdams, the agenda and finding an organization to host the lunch.

**Mr. Madonna** - Motion to adjourn.

**Dr. Miller** - Moved to adjourn the meeting.

**Dr. Hsu** - Seconded.

Meeting adjourned at 9:35am.

Patricia Tarango  
Office Chief  
Office of Tobacco Education and Prevention Program  
Arizona Department of Health Services

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
May 19, 2005  
Arizona Department of Health Services  
150 North 18<sup>th</sup> Avenue, Room 540A  
Phoenix, Arizona 85007

### MINUTES

Members Present: Matthew Madonna – President  
Linda Bailey  
Wil Counts  
Benton Davis  
Shelly Hall  
Keith Kaback  
Violet Mitchell-Enos  
Babak Nayeri  
Librado Ramirez  
Dana Russell

ADHS Staff: Danny Valenzuela – Deputy Director  
Patricia Tarango – Office Chief  
Lynda Anderson – Administrative Assistant

Presenters: Chappy Graham – Office of Training  
Leigh Cheatham – Department of Revenue

The meeting was called to order at 10:08am by Matt Madonna – President

**Mr. Madonna** – Welcome to the new members

**Ms. Tarango** – Introduction of Assistant Director, Rose Conner, Arizona Department of Health Services, Division of Public Health Services.

**Ms. Conner** – Welcome and thank you for serving on the TRUST Commission, Public Health Services focuses on three areas 1) Public Health Services, 2) Behavioral Health Services and 3) Licensing, the new Director for the Arizona Department of Health Services, Susan Gerard, begins on May 23, 2005. Introduction of Danny Valenzuela, Deputy Director.

**Mr. Valenzuela** – Welcome and thank you for being a part of the TRUST Commission, the Department of Health Services is a smoke free campus.

**Ms. Tarango** - Introduction of the Office of Tobacco Education and Prevention Program staff.

**Mr. Suiter** - TRUST Commission members can be reimbursed for expenses according to state guidelines.

**Mr. Madonna** – Review of the agenda, background on the tobacco program in Arizona and the initiatives that fund the programs from 1994 to the present.

**Ms. Bailey** – Background on the Master Settlement Agreement from 1998.

**Mr. Madonna** – Proposition 303, 2002 increased the level of eligibility for the Arizona Health Cost Care Containment System (AHCCCS) to fund health care. The monies did not go to the general fund.

Discussion on Propositions 200 and 303.

**Mr. Madonna** - Review of the TRUST Commission and its role with the Arizona Department of Health Services.

Discussion on the collaborative role of the members in working with the Arizona Department of Health Services and the Tobacco Education and Prevention Program.

**Mr. Graham** – Provided Ethics Training for the new members of the TRUST Commission.

**Ms. Cheatham** – Presented an overview of the Department of Revenue, enforcement and tax collections. Explanation of the tobacco tax, tobacco stamps, and licensed distributors, who have forty-eight hours to place the stamps on all packages of tobacco products. There are four criminal and six civil investigators, revenue is lost due to the sale of tobacco products on the illegal market, counterfeit products and contraband.

The Arizona Department of Revenue has agreements with some tribes, sales of some tobacco products on reservations are taxed and the revenue is collected by Arizona Department of Revenue and then returned to the tribes. Tobacco products with green stamps are sold only on reservations to tribal members and are not taxed.

Discussion on the sale of illegal and counterfeit products, grey market, offshore and overseas.

**Ms. Cheatham** – The mission of Arizona Department of Revenue is to stop illegal products, cease the sale illegal products and revoke licenses of distributors how fail to comply with state statutes, assess penalties and interest. Credit card companies are no longer accepting Internet sales of tobacco products, Internet sales are down.

Average monthly revenue is \$20 million and projected revenue for the year is \$300 million.

**Ms. Tarango** – Overview of the Office of Tobacco Education and Prevention, and Propositions 200 and 303. The TEPP program is based on a Center for Disease Control Comprehensive Model. The three programs are 1) Prevention, youth and at risk, 2) Cessation and 3) Secondhand smoke. The TEPP mission is to reduce use and reduce secondhand smoke and to denormalize the use of tobacco products. Review of the Program Development Process

A review of TEPP's long term and short term goals, and core strategies, a review of the organizational chart and our contractors.

Discussion on Intertribal Council of Arizona and the Office of Tobacco Education and Prevention's relationships with 21 tribes. Not currently working with the Navajo Nation, working to establish a relationship with them and other tribes. Contracts with the tribes are reviewed by the Attorney General's office.

**Ms. Tarango** – Review of the 2004-2005 budget, Adult and Youth Tobacco surveys are included in the Evaluation Unit's budget.

Discussion on the tobacco tax, voter protected, increase in AHCCCS eligibility, master settlement funds, Proposition 303 background.

**Mr. Madonna** – Review of the materials and tomorrows meeting

Meeting adjourned at 3:50pm.

Patricia Tarango  
Office Chief  
Office of Tobacco Education and Prevention Program  
Arizona Department of Health Services

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
May 20, 2005  
Arizona Department of Health Services  
150 North 18<sup>th</sup> Avenue, Room 540A  
Phoenix, Arizona 85007

### MINUTES

Members Present: Matthew Madonna – President  
Linda Bailey  
Wil Counts  
Benton Davis  
Shelly Hall  
Keith Kaback  
Violet Mitchell-Enos  
Babak Nayeri  
Librado Ramirez  
Dana Russell

ADHS Staff: Danny Valenzuela – Deputy Director  
Patricia Tarango – Office Chief  
Lynda Anderson – Administrative Assistant

Presenters: Beau Cordova – Office of Tobacco Education and Prevention  
Program  
Meryl Salit – Office of Tobacco Education and Prevention  
Program  
Rebeca Ruiz – Office of Tobacco Education and Prevention  
Program  
Jesse Nodora – Office of Tobacco Education and Prevention  
Program  
Bob Leischow – Chronic Disease Office  
Janet Bourbouse – Chronic Disease Office  
Kelly Peloquin – Office of Attorney General

The meeting was called to order at 10:05am by Matt Madonna – President

**Mr. Madonna** – Review of the agenda and introductions of members and Tobacco Education and Prevention Program staff.

**Ms. Tarango** – Handed out the Ethics Training Certificates.

**Mr. Cordova** – Review of the disparate populations and breakdowns, prevalence rates and breakdowns including educational levels, risk factors for adults and students.

**Ms. Loé** – Review of the Local Projects, scope of work includes program administration, prevention, cessation and secondhand smoke, services provided by the Local Projects.

Discussion on the definition of prevalence, the population of the state, Youth Tobacco Survey, sources of population breakdowns, how is evaluation data determined and risk assessment.

**Ms. Loé** – Review of the Native American Indian community, difference between traditional/ceremonial and commercial/manufactured/recreational tobacco.

Discussion on commercial tobacco products in ceremonial use, difference among the various tribes, not to demonize tobacco, incorporate with substance abuse and behavior.

**Ms. Loé** - Arizona Tribal and Urban Tobacco Program, working to engage the Navajo Nation and working with other states.

**Ms. Salit** – Review of the statewide programs, Arizona’s Smoker’s Helpline (ASHLine) and Healthcare Partnerships, which is based at the University of Arizona, School of Psychology.

Discussion on who can receive services, how and where are referrals obtained, contacts by local projects.

**Ms. Salit** – U.S. Script provides vouchers for some Nicotine Replacement Therapy (NTR), 50% discount coupon.

Discussion on insurance costs of NTR.

**Ms. Salit** – Review of the Quitline, target high risk populations, Healthcare Partnerships train and certify healthcare providers to perform interventions, Arizona Health Links works with employers to provide smoke free worksites and wellness programs.

**Ms. Bailey** – There is a National Quitline and all states, which have a quitline, are part of the National Quitline.

**Ms. Salit** – Review of the Arizona Interscholastic Association and the CounterActs program.

**Ms. Tarango** – Review of the office of Tobacco Education Program’s media campaign.

**Ms. Loé** – There are three components of the media campaign, 1) Advertising, 2) Marketing, and 3) Social Marketing, Arizona Department of Health Services strategy is to promote a health life style, the marketing strategy is a single brand position. Review of the current advertisement, including a DVD presentation, Gearheadz for youth

prevention, sports marketing and sports arena signage, community events and the community grass-roots campaign, Ashes to Ashes, and market branding.

Discussion on Ashes to Ashes, focus groups, African-American and Asian Marketing.

**Dr. Nodora** – Review of the evaluation process multiple components, methodologies which include surveillance, process evaluation system, outcome evaluation, and contracts with 1) The University of Arizona, Department of Psychology, 2) the Adult tobacco survey by Northern Arizona University, 3) The Department of Education and 4) The Department of Health Services Epidemiologist.

Brief overview of the data flow and analysis of highlights, recent reports and upcoming analyses.

**Mr. Leischow** – Presentation on the Chronic Disease Fund, the four major causes of death 1) Heart Disease, 2) Cancer, 3) Stroke, and 4) Chronic Obstructive Respiratory Disease, and obesity trends and prevention.

The Chronic Disease office issued Request for Proposals in January of 2004 and nine contracts were awarded in June of 2004, four for Promoting Health Lifestyles and five for Screening and Early Detection, review of the nine contactors. Review of the budget. Overview of the National Governors Academy, Focus Areas and the Department of Health Services Chronic Disease Efforts.

**Mr. Madonna** – Review of past TRUST Commission recommendations to accelerate the Chronic Disease Program, recommended to extend current funded programs.

**Ms. Bourbouse** – Overview of the Chronic Disease Plan and the merger of various Arizona Department of Health Services programs to one chronic disease plan and team, identifying the need for a comprehensive and coordinated effort and to identify direction and funding priorities for Proposition 303 funds. Received a Centers for Disease Control grant for technical assistance to develop a comprehensive and integrated chronic disease plan.

Review of the composition of the team and how the plan was to be defined, commonality between the various areas and a three-year plan. The plan will be completed in June of 2005.

**Mr. Madonna** – The report will be available prior to the June meeting of the TRUST Commission for review.

Discussion on Diabetes, there is no funding from the Chronic Disease Plan.

**Ms. Peloquin** – Review of the Arizona Youth Tobacco Program, created in 2001 through an Inter-Agency Service Agreement between the Arizona Department of Health Services and the Attorney General's office, developed and maintain by the Attorney General's

office, 1) reduce youth access to tobacco, 2) monitor compliance and 3) enforcement of state laws. Inspection of retailers across the state, use of volunteers between the ages of 15 and 17.

Publish a list of retailers who sell to underage youth in local papers, letters of congratulations to retailers who follow the state laws, description of inspection protocols, number of inspections by calendar year.

Arizona Youth Tobacco Database, automated tobacco retailer inspection system, hot lists flag retailers who sell to underage youth, toll-free hotline, how citations are issued, \$300.00 fine to a clerk, \$1,000.00 to retailer if more than one offense, fines go to the local communities, contract with some local law enforcement agencies.

Increase in inspections, more contracts with local agencies and more youth volunteers.

Discussion on tightening laws, licensing fee, Attorney General authority to cite. Explore opportunities to work with tribes and on reservations.

**Mr. Madonna** – Thank you to Office of Tobacco Education and Prevention Staff, review of the orientation.

Meeting adjourned at 3:50pm.

Patricia Tarango  
Office Chief  
Office of Tobacco Education and Prevention Program  
Arizona Department of Health Services

## Attachment B

Tobacco Revenue, Use, Spending and Tracking Commission  
May 25, 2005  
Arizona Department of Health Services  
150 North 18<sup>th</sup> Avenue, Room 540A  
Phoenix, Arizona 85007

### MINUTES

Members Present: Matthew Madonna – President  
Linda Bailey  
Wil Counts  
Benton Davis  
Shelly Hall  
Kelly Hsu  
Keith Kaback  
Hugh Miller  
Violet Mitchell-Enos  
Babak Nayeri  
Dana Russell  
Bertha Sepulveda

ADHS Staff: Danny Valenzuela – Deputy Director  
Patricia Tarango – Office Chief  
Lynda Anderson – Administrative Assistant

Presenters: Bob Leischow – Chronic Disease Office  
Kimberly McAdams  
Janet Bourbouse – Chronic Disease Office  
Nicole Olmstead – Chronic Disease Office  
Tiara Kochar - Chronic Disease Office  
Renee Cunnien - Chronic Disease Office  
Meryl Salit – Office of Tobacco Education and Prevention

#### Program

The meeting was called to order at 10:10am by Matt Madonna – President

**Mr. Madonna** – Adjustment to the agenda, move Approval of the Minutes after Team Building, explanation of the guidelines on commentary by the public.

Welcome and introduction of the new Director of the Arizona Department of Health Services, Susan Gerard.

**Mr. Leischow** – Presentation on the Chronic Disease Fund, review of the nine contracts, and renewal requests, majority have asked for an eleven-month extension.

**Ms. McAdams** – Introduction of members and conducted a team building exercise.

**Ms. Tarango** – Review of the Strategic Plan

Discussion on the Office of Tobacco Education and Prevention Program's Strategic Plan, completion date, areas of focus: 1) prevention, 2) cessation and 3) secondhand smoke, stakeholder input, review by the TRUST Commission prior to publication.

**Mr. Muñoz** – There should be more than \$2 million in the fund at the end of the year, the Chronic Disease Plan will be completed in June 2005, plan is based on the Centers for Disease Control's four leading causes of death, no new proposals until the plan is completed.

Discussion on the funding of the contracts, will not lose funding if the contracts are extended, the fund would continue to grow, potential for the new plan to include the existing contracts, accomplishments of the existing contracts, no cost extensions, same dollars, ongoing process, delays with some contractors to begin the contracts, various problems, fund is not tied to the fiscal year.

**Mr. Madonna** – The no cost extension was based on 1) good faith effort and 2) continued for one more year if they had produce good results so far.

**Ms. Tarango** – All Arizona Department of Health Services contracts have an option which allows them to be amended for five years.

**Dr. Miller** – Peer review of goals and objectives, well established, do not fund if not part of the Chronic Disease Plan, must provide deliverables.

**Motion** - Dr. Miller recommends to the Arizona Department of Health Services to allow the nine funded programs to complete their projects as stipulated but not provide additional funding beyond the original contract as it relates to the Chronic Disease Plan.

**Seconded** – Dr. Nayeri

Discussion not to reauthorize, be consistent with goals, common cohesive goal, proven track record, need to extend with additional funding, overview of the Plan, finalization of the Plan, additional funds requires additional deliverables, potentially a year before the projects can receive more funding, four projects are close to completion, effectiveness of the projects.

**Amended Motion** – Dr. Miller recommends to the Arizona Department of Health Services all existing programs to be extended with a no cost extension.

**Seconded** – Dr. Nayeri

Discussion on the process used to award the Request for Proposals, rational to extend the contracts, maintain a presence in the state.

**Vote - Motion Passed** – 9 Yes, 1 No, 2 Abstentions

**Mr. Valenzuela** – There has been no negative feedback on the projects, need to decide the best interest for the Arizona Department of Health Services, extend for another year.

Discussion on the Arizona Department of Health Services staff to proceed without the recommendation from the TRUST Commission, alignment with the Chronic Disease Plan, deliverables, follow the Arizona Department of Health Services staff recommendations and review in 2006, funding, different points of view based on recommendation by the Arizona Department of Health Services staff.

**Motion** – Ms. Sepulveda recommends the TRUST Commission supports the extension to approve \$685,363.00 through June 2006.

**Seconded** – Mr. Counts

Discussion on program sustainability, all nine projects are eligible to apply with the new Request for Proposals in 2006, projects should not look to the Arizona Department of Health Services exclusively, obtain funding from other resources, answer concerns with the new Chronic Disease Plan, do not break momentum of current projects, grant monies should be accountable and sustainable.

**Vote - Motion Passed** – 11 Yes, 1 Abstention

**Dr. Miller** - Recommends to the Arizona Department of Health Services that in the renewal and continued funding for additional year 2005-2006 the contractor's deliverables should include an evaluation to demonstrate that their project deliverables are consistent with the priorities of the new comprehensive chronic disease plan for the state.

**Mr. Madonna** - Motion to approve the minutes of March 30, 2005 as corrected.

**Dr. Miller** - Moved to approve minutes.

**Ms. Mitchell-Enos** - Seconded.

Minutes approved, 6 Yes, 6 Abstentions

**Mr. Madonna** – Scheduling of the TRUST Commission meetings for the remainder of 2005. There will be no meeting in June, the July meeting will be July 13, 2005, 9am-3pm, with the following meetings scheduled for the second Wednesday of each month from 10am-2pm.

**Ms. Tarango** – Review of the 2006 budget, evaluation dollars are centralized and adjusted for this year, media will be added to the evaluation component, expenditures are based on revenue and do not exceed revenues. Gearheadz is earmarked through

legislation. Received a Centers for Disease Control grant of \$250,000.00 for ethnic and disparate populations. The 13<sup>th</sup> month is to close the books and final adjustments. Decrease in revenue due to Proposition 303, Internet sales, and better enforcement.

**Ms. Tarango** – Media update on secondhand smoke messaging, specific background information to advertising agency, three phase approach: 1) General Awareness, 2) Need to address health impact on those with compromised health, and 3) Influences. April of 2005 shared lessons learned by the American Cancer Society and the American Lung Association. May 2005 reviewed the second presentation on new concepts. A core message evolving to address the need among low socio-economic or ethnic groups, align with the program's goals and services, need to include evaluation.

**Ms. Bourbouse** – Review of the Chronic Disease Plan.

**Ms. Olmstead** – History of the Cardiovascular Disease State Plan, planning began in August of 2004, targeted adults 20 years and older and secondary prevention.

Long term objectives to include reduce the number of coronary deaths in Arizona by 25% by 2010, reduce the number of strokes by 20% by 2010, decrease the numbers diagnosed with Cardiovascular Disease by 20% by 2010, increase awareness of the warning signs and symptoms of heart attacks and stroke, establish a surveillance system to identify the true burden on Cardiovascular Disease, establish a core team to advise the Arizona Department of Health Services' Cardiovascular Risk Reduction Program.

Short term objectives to include the increase the number of those diagnosed, increase the availability of automated external defibrillators in the public, increase the number of Emergency Medical Technician training programs and to involve healthcare facilities, providers and first responders, worksites, policy and health marketing.

Cardiovascular Disease State Plan to be finalized in June 2005 with a Kick-off event scheduled for August 2, 2005.

**Ms. Kochar** – Review of the Comprehensive Cancer Control in Arizona Plan, partnership with public and private stakeholders, reduce the burden of cancer in the areas of prevention, early detection, effective treatment and improving the quality of life of those living with cancer.

Overview of the Comprehensive Cancer Control, began in June 2001 with state leaders, grant from the CDC was approved but not funded, recruited more members, created the structure for the Comprehensive Cancer Control coalition, submitted a proposal to the CDC in 2003 and was awarded a planning grant, partnered with various entities throughout the state.

Efforts to date include the community assessment phase was completed, passage of SCR 1027, five committees were established to address the burden of cancer, Steering

Committee was established to identify problems, recommend goals and objectives, identify strategies for accomplishing the goals and objectives, prevention, screening and early detection, diagnosis and treatment, quality of life and research.

The Comprehensive Cancer Control Plan will be published in July 2005 with a Kick-off event scheduled for July 2005 and implementation.

**Ms. Salit** – Review of the Comprehensive Lung Disease Control Plan, COPD is the third leading cause of death, 6% of all deaths in Arizona, seen as a contributing factor of death and may not be listed at all in mortality data, hospitalization data does not include emergency department, urgent care or residents receiving care in Federal facilities, the burden is underestimated because it is not diagnosed until it is clinically apparent and moderately advanced, 70% of patients are under the age of 65.

Smoking tobacco products account for 80 to 90% of deaths, 15% of smokers develop COPD, secondhand smoke is associated with a 10 to 43% increase in the risk of COPD in adults among other risk factors, the risk of developing COPD is inversely related to socio-economic status.

The timeframe is a 3-year plan, goals are to reduce the proportion of adults in Arizona whose activity is limited to chronic lung disease, reduce deaths, there are 8 topics and 15 objectives to the plan.

**Ms. Cunnien** – Review of the Obesity Prevention Program, the plan is completed and located in the Office of Chronic Disease Prevention and Nutrition Services, budget of \$350,000.00, kick-off in February 2005 in collaboration with the Governor's office Call to Action, promote coordinated approaches to the provision of obesity prevention throughout the state, develop the state's capacity to reduce the incidence of chronic disease and obesity through nutrition and physical activity intervention, develop a comprehensive state plan for nutrition and physical activity involving state leadership, health professionals and communities, establish and maintain a surveillance system to measure the burden of obesity in Arizona.

Collaboration with many entities and the proposed and current projects to include Arizona Project MUNCH (Model for Understanding Childcare Health), future projects are to expand MUNCH, develop coordinated data surveillance system, expand website to include obesity related resources and activities, coordinate partner efforts, provide technical assistance and be the cornerstone in promoting obesity prevention measures statewide.

**Ms. Bourbouse** – The Chronic Disease Team consisted of the Arizona Department of Health Services staff from Office of Chronic Disease and Prevention Services and the Office of Tobacco Education and Prevention Program, the team was expanded as needed, and the team met once a month, the Plan is broader than the statutory parameters for Proposition 303 funding to include Cardiovascular, Cancer, Lung, diabetes, Nutrition and Physical Activity and Tobacco Education and Prevention, objectives included service

delivery, risk factors, target populations, intervention sites and common messaging, categorical plans are complete, it is a 3-year plan, process for ongoing review of the Plan is written into the document.

Completion of the Plan is on schedule, ready for presentation to the TRUST Commission at their next meeting with feedback, revisions and review and approval. The final document will be presented in August 2005.

**Mr. Madonna** – Moved to adjourn the meeting.

**Dr. Miller** - Seconded.

Meeting adjourned at 3:50pm.

Patricia Tarango  
Office Chief  
Office of Tobacco Education and Prevention Program  
Arizona Department of Health Services

## Attachment C

# TRUST Commission Values / Ethical Statement

Based on a belief in excellence, inclusiveness and integrity that honors individuals, the TRUST commission is to provide advice on the use of tobacco tax funds for the Tobacco Education and Prevention Program (TEPP) and the Chronic Disease Fund. The mission of the TRUST Commission is to improve the health and quality of life of all Arizonans by making recommendations on overall strategic goals, objectives and activities of TEPP and the Chronic Disease Fund including a comprehensive tobacco control strategy.

### TRUST Commission Value Statements:

- TRUST Commission is committed to excellence through integrity and inclusiveness, honoring individual, cultural and religious practices.
- We value the communities we serve and represent.
- We value excellence in developing quality recommendations based on determined community needs and data supporting those needs.
- We will act with integrity, truth and compassion.
- We will seek and integrate community input through creating partnerships and collaborations with others
- We will honor individuals and their communities by giving respect and dignity to all who reach out to us.

## **Attachment C**

### **BYLAWS**

#### **Tobacco Revenue Use, Spending and Tracking Commission**

The name of this Commission shall be: Tobacco Revenue Use, Spending and Tracking Commission of the State of Arizona, referred to in the remainder of these Bylaws as “TRUST Commission”.

#### **Purpose and Scope of Work**

The Tobacco Revenue Use, Spending and Tracking Commission is established through the passage of Prop 303 in November 2002. This Commission is charged with providing advice to the Director of the Arizona Department of Health Services on the use of tobacco tax funds for the Tobacco Education and Prevention Program (TEPP) and the Chronic Disease Fund. The Trust Commission can make recommendations on overall strategic goals, objectives and activities of TEPP and the Chronic Disease Fund. In general, this oversight can include the following areas:

The TRUST Commission reviews the current Tobacco Education Prevention Program and Chronic Disease Fund and makes recommendations to the Director of the Department of Health Services for a strategic plan that will include:

- a. A comprehensive tobacco control strategy that includes plans for education, prevention and cessation activities, including a media and marketing plan. The plans will include programs to discourage tobacco use among the general population as well as minors and culturally diverse populations.
- b. Identification of measurable program goals and objectives
- c. Expenditure priorities
- d. Performance measures and an evaluation process for determining the effectiveness of statewide and community programs funded with monies from the health education account of the tobacco tax and health care fund.

The TRUST Commission annually reviews prior expenditures of the Tobacco Education and Prevention Program and Chronic Disease Fund and makes recommendation to the Director of the Department of Health Services on the appropriateness of budget allocation recommendations in meeting program goals.

The TRUST Commission provides advice to the Director of the Department of Health Services on potential dispersal of tax monies out of the Tobacco Education and

Prevention Program and/or the Chronic Disease Fund through a competitive grants process to community organizations.

### **TRUST Commission Oversight**

The Chair of this commission and the Office Chief of Tobacco Education and Prevention shall be responsible for mutually developing the timelines, agendas and materials for all TRUST Commission meetings.

### **TRUST Commission Members**

The commission membership shall be composed of a minimum of 12 members and a maximum 15 members. Initial membership appointed by the President of the State Senate and the Speaker of the State House of Representatives.

The Commission shall include members that have expertise in public health services; tobacco cessation or tobacco addiction programs; school-based tobacco education programs; marketing or public relations; research and evaluation of public health programs. (Proposition 303, year 2002, section 8) Future members will be nominated for membership by a committee as described below.

The term of Commissioners shall be 3 years. No Commissioner shall serve more than 3 consecutive terms. After serving 3 consecutive terms members must rotate off a full year prior to submitting name for nomination. Attempts shall be made to ensure that no more than 3 terms expire in a given year.

**Compensation:** Members of the TRUST Commission are not entitled to compensation.

**Officers:** The membership shall select a Chair and Vice Chair. The Chair's term shall be 1 year. The Chair may not serve more than 3 consecutive terms. The Vice Chair's term shall be 1 year. The Vice Chair shall serve no more than 3 consecutive terms. After 3 consecutive years as Chair or Vice Chair Commission members must join standard membership for one full year prior to being nominated for leadership position again.

In the event a Chair or Vice Chair is elected at the end of their 3 consecutive terms, they may be granted an extension to serve out their office.

**Voting:** Each member of the commission shall be entitled to one vote when present at a meeting of the TRUST Commission. No individual member shall have more than one vote. Voting and or participation by proxy and/or alternate voter shall not be authorized.

**Vacancies:** Vacancies shall be filled within 3 months of vacancy as needed. If vacancy occurs during the length of a Commission member's term, their replacement will serve out the remainder of the vacant position. Then they may be considered for a full term.

### **Nominating Committee**

A sub-committee of three (3) TRUST Commission members shall be established by the full commission membership to serve as the Nominating Committee. This sub-committee shall be responsible for selecting and presenting potential new members and members for leadership positions as need arises. The sub-committee shall nominate potential new members with-in the parameters defined by the full commission. The sub-committee shall determine best practices and processes for operating and submit procedures to full commission for approval.

The TRUST Committee's recommendations for new TRUST Commission members shall be submitted to the Director of the Department of Health Services for approval.

Chair of the Nominating committee and its members shall be selected by the Commission Chair.

Nominating Committee will work to ensure that overall TRUST Commission membership stay at 12 unless they determine there is a compelling reason to add additional members.

### **TRUST Commission Meetings**

**Meetings:** The TRUST Commission shall meet at least quarterly. A special meeting may be called by the Chair of the commission or by written request of a simple majority of the commission, and must comply with the Open Meeting Law, and will be ratified at the next meeting of the commission. TRUST Commission members shall be notified at least ten (10) days in advance of all special commission meetings. A public notice will be made no later than 48 prior to a special meeting.

**Notice of Meetings:** A yearly schedule of regular commission meeting shall be made available to the members in January. Minutes of the previous meeting and an agenda for the upcoming meeting should be available ten (10) calendar days in advance of the commission meetings.

**Attendance:** Regular attendance is expected of all the TRUST commission members. If a member fails to attend 2 consecutive meetings an inquiry shall be made by the Nominating Committee of that member concerning his/her continued participation in the commission and the results of the inquiry together with a recommendation of the committee shall be forwarded to the full commission.

**Quorum:** A simple majority of the members of the TRUST commission in person or by telephone shall constitute a quorum. Quorum will be determined by those actual members of the commission and without consideration of vacant membership positions.

### **Parliamentary Authority**

The rules contained in the current edition of Robert's Rules of Order Newly Revised shall govern the TRUST Commission in all cases to which they are applicable and in which they are not inconsistent with these bylaws or state law.

### **Open Meeting Law**

The Arizona Open Meeting Law shall apply to meeting of the commission and its committees.

### **Minutes**

Accurate minutes of each TRUST Commission meeting will be recorded, and the commission shall have the right of review and correction of minutes of all meetings before publication and distribution.

### **Motions**

All motions passed by the TRUST Commission will be forwarded to the Office Chief of Tobacco Education/Prevention and the Director of the State Department for Health for review and/or action. An annual report will be made by July 1<sup>st</sup> to the President of the Senate and the Speaker of the State House of Representatives.

### **Amendments**

These bylaws can be amended at any regular meeting of the TRUST Commission by a majority of the entire membership, provided that the amendment has been submitted in written form ten (10) days in advance of the meeting. Bylaws will be reviewed, at a minimum, every 3 years.

### **Conflict of Interest**

A.R.S. § 38-501 through § 38-511 governs conflicts of interest of public officers and employees, including any state agencies, departments, commissions, boards and bodies. It is the TRUST Commission member's continuing responsibility to observe and apply the provisions of these laws. The purpose of conflict of interest laws is to remove or limit the possibility of personal influence which might bear upon a public official's decision. The following policy can help the TRUST Commission avoid situations that can damage the public's trust in the TRUST Commission.

- **Business or professional interests:** TRUST Commission members have outside business and professional interests. TRUST Commission members may not profit, in any way, by using the TRUST Commission in furtherance of outside employment or business interests, for themselves, relatives, or friends. TRUST Commission members shall

disclose any conflict of interest involving an issue before the TRUST Commission. TRUST Commission members should not participate in any issue in which they have an interest, and shall not vote on that issue.

- **Gifts, gratuities:** TRUST Commission members will not accept gifts, gratuities, trips, personal property or other items of value from an outside person or organization working with the TRUST Commission.

- **Personal Beliefs:** TRUST Commission members hold a wide range of personal belief, values and commitments. These may present a conflict of interest if they prevent TRUST Commission members from acting for the benefit of the full organization. TRUST Commission members shall not use their membership to further personal interests, or to convince other TRUST Commission members, the Executive Director or TRUST Commission staff to act upon the TRUST Commission member's wishes. TRUST Commission member efforts shall be focused on the mission of the TRUST Commission and not on personal goals.

- **Abuse of the TRUST Commission office:** TRUST Commission members should not abuse their office by using the TRUST Commission's staff, services, equipment or property for their personal or family gain.

### **Confidentially**

Minutes of and discussion made at an Executive Session are required by law to be kept confidential and shall not be shared with any person outside this meeting room except to:

- Members of the TRUST Commission;
- A person who is the subject of the discussion pursuant to A.R.S. § 38-431(A)(1);
- The Auditor General in connection with an audit authorized by law; and
- The Attorney General's Office

### **Ethics Statement**

Members of the TRUST Commission will comport themselves with dignity and strive to maintain high standards of honest, integrity and responsibility in the conduct of the TRUST Commission's business. Members of the TRUST Commission will maintain a respectful degree of professionalism and ethical behavior in accordance with Arizona law.