

Tobacco Reduction Advisory Committee (TRAC)

Meeting Agenda



Objective:	<p>General: To advise and assist the Oregon Health Authority (OHA) in sustaining an outcomes-oriented Tobacco Prevention and Education Program (TPEP) that is most effective in decreasing tobacco use statewide.</p> <p>March 27, 2024 meeting objectives:</p> <ol style="list-style-type: none"> 1) Welcome & Introduction 2) Public Health Equity grant progress 3) Governance updates 4) CDC Menthol Grant & Juul funding updates 5) Public Health Division Organizational Chart 6) Opportunity for TRAC members to share general updates 7) Public comment 8) Wrap-Up & Future Agenda Items
Meeting Date:	March 27, 2024
Meeting Time:	1pm-3pm
Note-taker:	Katie Reilly, OHA
Facilitator:	Jen Chandler, OHA

Topic & Objective	Time
1) Welcome & Introduction – Sarah Wylie, OHA and Jen Chandler, OHA	1:00 – 1:05 (5 minutes)
<p>Discussion: TRAC management will transition to Jen Chandler from Sarah Wylie</p>	
<p>2) Public Health Equity grant progress – Helen Kidane, OHA</p> <p>Objective: Provide a high-level overview of the work happening by our Ballot Measure 108 (BM108) (Public Health Equity) funded community partners.</p> <p>Background: In 2020, BM 108 was passed increasing existing cigarette and cigar taxes and establishing a tax on e-cigarettes and nicotine vaping devices, effectively creating new tax</p>	1:05 – 1:25 (20 minutes)

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revenues to fund health programs. In 2021, Oregon Health Authority (OHA) partnered with a CBO Advisory Board to guide eligible activities for funding and organizations that could apply for funding, among other recommendations. Nearly 100 community-based organizations (CBOs) have received funding through tobacco tax dollars. This presentation is an overview of the work that has been and continues to happen by our funded community-based organizations.

Discussion:

- BM108 grantees/CBOs
 - Culturally specific communities
 - Statewide representation
 - 21 languages represented
- First grant cycle
 - Finding out what challenges and barriers exist
 - Brand new grant
 - Almost all CBOs have reported successes
 - Challenges
 - Fewer challenges than successes
 - Most challenges are related to processes, data collection, and funding
 - Resource Needs are closely linked to challenges reported
- What's next
 - Extended grant (3yrs vs 2yrs)
 - Supporting CBOs
 - New 5yr Tobacco Prevention & Education Program (TPEP) evaluation plan – increase community input, health equity, and cultural competency
 - Preparing for new biennium
 - Evaluating how to improve process based on CBO feedback

3) Governance Updates – Gwyn Ashcom, Conference Local Health Officials

**1:25 – 1:35
(10 minutes)**

Objective: Provide update on TPEP Ambassadors, shared governance timeline and next steps.

Background:

The Oregon TPEP has historically had two bodies that provide external perspectives on how tobacco tax revenues should be allocated for tobacco prevention and cessation. A TPEP Ambassador Group comprised of community-based organizations, Regional Health Equity Coalitions, national advocates and Local Public Health Authorities is convening

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to provide recommendations for a single governance group that reflects all partners in the commercial tobacco prevention system.

Discussion:

- Goal is to form one shared governance group that is inclusive of all partners in the statewide commercial tobacco landscape.
 - Recruitment for Shared governance group will begin in summer 2024
- New group will advise on – policy development, program improvement, program strategy, and budget strategy (community engagement frameworks)

BREAK

**1:35 – 1:45
(10 minutes)**

4) CDC Menthol Grant & Juul funding updates – Sari Hargand, OHA

**1:45 – 2:15
(30 minutes)**

Objective: Provide update on CDC Menthol Grant, and new Oregon JUUL Settlement dollars.

Background:

Oregon is one of eight new grantees from the Center for Disease Control’s (CDC) Office on Smoking and Health (OSH) for CDC-RFA-DP-23-0019: Building Capacity to Reduce the Burden of Menthol and Other Flavored Commercial Tobacco Products in Communities that Experience Health Disparities.

The Oregon Health Authority’s Public Health Division, in collaboration with Upstream Public Health and with ongoing training and technical assistance from The Center for Black Health & Equity, will expand the Tobacco Free Coalition of Oregon (TOFCO) from their successful engagement in Multnomah County to statewide reach and representation. This five-year grant opportunity will provide resources and capacity to deepen relationships with community partners across the state, especially in African American, rural, and frontier communities, to create a shared vision for commercial tobacco prevention and culturally appropriate cessation options for populations who have been long targeted by flavored tobacco product marketing.

In September 2022, JUUL Labs reached a settlement agreement of \$438.5 million with 34 states for engaging in

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marketing and sales practices that appealed to youth and misled consumers about product nicotine concentrations and effectiveness as a smoking cessation device. The agreement recommends, but does not require, uses for the payments, including vaping prevention, cessation, research, enforcement, and mitigating the effects of vaping on schools and school districts.

As part of this settlement, JUUL Labs is required to pay Oregon \$18.8 million over the next 7-10 years. Recently, the Oregon Health Authority Public Health Division (OHA-PHD) received payment for the 2023-2025 biennium. OHA-PHD is developing a budget plan for the 2023-2025 biennium.

Discussion:

- Menthol Grant
 - Only 2 of 8 grantees are States
 - 5 year grant/funding cycle
 - Partners include:
 - Center for health equity
 - TOFCO
 - Communities Served:
 - Black an African American
 - Rural/Frontier counites
 - Focus on youth/young adults
 - Project Plan;
 - Engage partners
 - Education
 - Interventions and data
 - Year one plan
 - Landscape analysis of resources (march)
 - Fund 6 regional organizations (april)
 - Landscape analysis of cessation (May)
 - Education (ongoing)
- JUUL Funding (2023-2025)
 - Recommended areas for spending
 - Vaping prevention
 - Cessation
 - Research
 - Enforcement
 - Vaping in schools
 - Currently developing budget plan

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<ul style="list-style-type: none"> ▪ Hoping to create mini-grants for youth lead projects/academic research ▪ TRAC member ask: how should this mini-grant program work? <p>Questions:</p> <ul style="list-style-type: none"> • (Jamie Dunphy, ACS-CAN) How flexible are the JUUL funding dollars? <ul style="list-style-type: none"> ○ Flexible as long as work is within listed topics ○ We can't/shouldn't build sustainability into these dollars as they are settlement dollars that will end after 7-10 years ○ Could we use this to complement current funding? (i.e. cessation) ○ Hesitant of building out anything pass current biennium as projects may become more irrelevant as possible policy changes may occur past 2025 <ul style="list-style-type: none"> ▪ National conversation about having this money "seed" future projects. ▪ Are currently looking at this funding in a time limited way. 	
<p>5) Public Health Division Organizational Chart – Jen Chandler, OHA</p> <p>Objective: Provide an overview of OHA-PHD Leadership changes.</p> <p>Background: Over the past year, OHA and PHD have experienced several changes in leadership. We will review these changes and have opportunity for questions.</p>	<p>2:15 – 2:25 (10 minutes)</p>
<p>Discussion:</p> <ul style="list-style-type: none"> • New OHA Director - Dr. Segal Hathi • Government Relation Director promoted to OHA chief of staff - Ashley Thirstrop • New HPCDP Manager – Tameka Brazile Miles • Structural change of OHA – Health Systems Division is now Medicaid Division and Behavior Health Division • Government relations division <ul style="list-style-type: none"> ○ Emily Droge – Public Health Liaison 	

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<ul style="list-style-type: none"> ○ Phil Schmidt - Interim Government Relations Director <p>Questions:</p> <ul style="list-style-type: none"> ● How much will this impact the work of this group? <ul style="list-style-type: none"> ○ Not much unless you currently work with these parts of OHA 	
<p>6) General updates – TRAC members</p> <p>Objective: Provide TRAC members opportunity to engage fellow members in gathering input and feedback on their respective policy and organizational efforts, as well as share information upcoming activities and opportunities.</p>	<p>2:25 – 2:35 (10 minutes)</p>
<p>Discussion:</p> <ul style="list-style-type: none"> ● BM108/CBOs: How are we capturing these successes? Are we capturing stories? <ul style="list-style-type: none"> ○ HPCDP is moving towards integrating stories and qualitative data ○ Still keeping quantitative data – using both and not shifting to solely qualitative data ○ Centering community in how/what data is collected. ○ Biannually (2x year) – send out activity report with open text fields ○ Communications team works closely with CBOs to capture stories within communities and how funds have impacted communities <ul style="list-style-type: none"> ▪ Launching a new Smoke Free Oregon campaign <ul style="list-style-type: none"> ● How we are using this feedback: Will include community specific campaign materials created in collaboration with CBOs working with priority populations ● Using ripple mapping for storytelling during this campaign 	
<p>7) Opportunity for public comment - Public</p>	<p>2:35 – 2:45 (10 minutes)</p>
<p>Comment: N/A</p>	
<p>8) Wrap-up and future agenda items – Jen Chandler, OHA</p>	<p>2:45 – 2:55 (10 minutes)</p>
<p>Discussion: N/A – reach out to Jen Chandler if there are questions/topics after meeting concludes</p>	

Meeting Location and attendees	
<p>Meeting Location:</p>	<p>Meeting will be held via Zoom. Meeting ID: https://www.zoomgov.com/meeting/register/vJIsfuCurTIuH3nH376ZU6jaOXL A72PTncc Please register to receive the meeting link and password.</p>

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Attendees:	<input checked="" type="checkbox"/> Gwyn Ashcom – Conference of Local Health Officials <input type="checkbox"/> Christina Bodamer – American Heart Association <input type="checkbox"/> Tyler Bechtel – Oregon State Police <input type="checkbox"/> Courtni Dresser – Oregon Medical Association <input type="checkbox"/> Kevin Ewanchyna – Coordinated Care Organization Representative <input checked="" type="checkbox"/> Jamie Dunphy – American Cancer Society, Cancer Action Network <input checked="" type="checkbox"/> Kristen Gilman – Oregon Department of Justice <input type="checkbox"/> David Hopkins – Centers for Disease Control and Prevention <input type="checkbox"/> Haoua Dogo – TOFCO, Inc. <input type="checkbox"/> Jennifer Jordan – Oregon Public Health Association <input checked="" type="checkbox"/> Carrie Nyssen – American Lung Association <input type="checkbox"/> Katie Harris – Oregon Assoc. of Hospitals and Health Systems <input type="checkbox"/> Michael Tynan – Centers for Disease Control and Prevention <input type="checkbox"/> TBD – Governor’s Office <input type="checkbox"/> Suzanne Hidde – Oregon Department of Education
Observers:	Lily Banning, Sarah Wylie, Ayla Ervin, Helen Kidane, Katie Reilly, Sari Hargand, Jen Chandler, Ophelia Vidal, Cassy Schroeder