

Tobacco Reduction Advisory Committee (TRAC) Meeting Notes



Objective:	<p>General: To advise and assist the Oregon Health Authority in establishing an outcome-oriented Tobacco Prevention and Education Program (TPEP) which effectively decreases statewide tobacco use.</p> <p>October 24:</p> <ol style="list-style-type: none"> 1) Familiarize TRAC members with additional one-time funds for TPEP. 2) Obtain feedback and endorsement for additional funding allocation. 3) Familiarize TRAC members with tobacco cessation projects.
Meeting Date:	October 24, 2019
Meeting Time:	1:00 – 3:00 pm
Note-taker:	Charina Walker - Oregon Health Authority
Facilitator:	Luci Longoria - Oregon Health Authority

Topic, objective and background information	Time
<p>1) Welcome, introductions, updates to agenda</p> <p>Discussion & action steps:</p>	1:00-1:05 (5)
<p>2) TPEP 2019-2021 one-time additional funds – Luci Longoria</p> <p>Objective: Identify priorities for additional funds for the 2019-2021 biennium. Background: TPEP is a comprehensive program that is comprised of the following components:</p> <ul style="list-style-type: none"> • State and Community Interventions; • Cessation Interventions; • Health Communications; • Surveillance and Evaluation; and • Administration and Management. <p>TRAC members approved the proposed 2019-2021 TPEP budget on September 26, 2019. Additional, one-time funds are available as a result of past biennium under expenditures.</p> <p>Discussion & action steps:</p> <p>OHA – PHD recapped the budget summary endorsed by TRAC in September (Attachment A) and provided an overview of the additional one-time dollars available to the 2019-2021 TPEP biennial budget. The additional one-time funds total around \$5 million and are available due to budget savings, reconciliation of tobacco tax revenues available, and less cost allocation from the 2017-2019 TPEP biennium (Attachment B). \$3 million is available to TPEP to be applied to its 2019-2021 budget. \$2 million has been set aside to address the vaping crisis. OHA – PHD proposed the additional \$3 million be applied to the budget consistent with CDC Best Practices for Tobacco Control.</p> <p>To reference proposed budget additions please see Attachment C – proposed budget summary with additional one-time funds and Attachment A – budget summary endorsed by TRAC in September.</p> <p>TRAC members discussed how the 2019-2021 TPEP budget compares to the 2017-2019 TPEP budget in terms of changes and alignment with CDC Best Practices for Tobacco Control. OHA-PHD shared that in previous biennia, the endorsed budget did not align with CDC Best Practices for Tobacco Control, because of decisions to avoid cuts to the Local Public Health grants. The 2019-2021 TPEP budget endorsed by TRAC in September and the proposed allocation of additional TPEP funds does align with CDC Best Practices.</p> <p>Conference of Local Health Officials (CLHO), American Cancer Society (ACS), American Heart Association (AHA), and the Oregon Medical Association (OMA) expressed concern that Local Public Health Authorities may be receiving fewer dollars to do tobacco prevention work and would like to see</p>	1:05-1:45 (40)

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the additional funding be allocated to them. OHA – PHD clarified that the previous funding structure was based on population only, rather than consideration of other factors such as what outcomes the LPHA is interested in and able to work on. Counties are now able to opt into a tier that is right-sized for their capacity and readiness. This means that some Counties are receiving less funding this biennium, and some are receiving more. TPEP has been holding individual calls with each LPHA to discuss workplans and budgets. LPHAs have the opportunity to resubmit work plan and budget proposals in response to the initial recommendations from TPEP.

Representatives from the Centers of Disease Control (CDC) and Oregon Association of Hospitals and Health Systems (OAHHS) expressed the need to adhere to CDC Best Practices and recommended staying consistent with CDC Best Practices funding recommendations.

TRAC members discussed the need to review cost savings and discuss spending adjustments throughout the biennium. The group agreed that periodic budget conversations would be beneficial to the program.

OHA-PHD recommended adding half of the additional one-time funds allocated to the administration and management budget to the Local Public Health budget.

TRAC members agreed that it is important to provide support to community programs but did not make a specific recommendation regarding the allocation of additional funds.

3) Vaping Executive Order – Karen Girard	1:45-1:55 (10)
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Objective: Provide an update on Governor Brown’s Executive Order 19-09 enacting a temporary ban on the sale of flavored vaping products.
Background: On October 4, 2019, Governor Brown issued Executive Order 19-09 enacting a temporary ban on the sale of flavored vaping products. Effective October 15, 2019, the sale of flavored vaping products is prohibited in the state of Oregon for 180 days.

Discussion & action steps:

Key takeaways:

- On October 17, 2019 the Oregon Court of Appeals granted a stay of Oregon Health Authority’s temporary rules banning flavored vaping products. All other components of the Executive Order are still in place.
- OHA-PHD is implementing a tobacco cessation campaign inclusive of vaping cessation and re-launching the Stay True to You and Talk with Them/Habla Con Ellos campaigns.
- Information and resources are available on the Public Health Division www.healthoregon.org/vaping website.

BREAK	1:55-2:05 (10)
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4) Winter and Spring tobacco cessation campaign – Sarah Wylie	2:05-2:25 (20)
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Objective: Provide an overview of the winter and spring tobacco cessation campaign.
Background: Mass-reach communications campaigns are a best practice strategy to help people quit tobacco. In January through May 2019, OHA’s Smokefree Oregon ran a cessation campaign to increase desire to quit, quit attempts, and health care provider support for tobacco cessation. This presentation will review the campaign’s objectives, media plan, results, and lessons learned.

Discussion & action steps:

OHA-PHD gave an overview of the Winter and Spring tobacco cessation campaign that ran January through May 2019 (Attachment D). Mass reach communications are a key component of a comprehensive tobacco control program and have been shown to reduce tobacco use, counter industry

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promotions, support policy and program goals, shift tobacco use social norms, reduce health disparities, and result in significant cost savings.

Key takeaways:

- Campaign audiences included people who use tobacco, people who are targeted by the tobacco industry, and health care providers.
- Media buy included digital, search and social media, radio and out-of-home. Total media buy was approximately \$450,000.
- Calls to the Quit Line doubled during the peak campaign months.
- The Portland media market saw the most reach and clicks, followed by Eugene, Medford-Klamath Falls, and Bend.

5) American Indian/Alaska Native cessation project overview – Shira Pope, Ashley Thirstrup & Sarah Wylie

2:25-2:40 (15)

Objective: Provide overview of the American Indian/Alaska Native cessation project.

Background: OHA, in partnership with the Northwest Portland Area Indian Health Board and Optum (Quit Line Contractor) implemented the AI/AN Commercial Tobacco Quit Line Program in March 2019. The population-specific quit line is a new service offered by the Oregon Health Authority – Public Health Division ((OHA-PHD) to ensure culturally relevant commercial tobacco cessation services for American Indians and Alaska Natives in Oregon.

Discussion & action steps:

TRAC members decided to move the American Indian/Alaska Native Cessation project overview to the January meeting.

6) General updates – All

2:40-2:50 (10)

Objective: Hear from TRAC representatives about current and upcoming activities and opportunities.

Discussion & action steps:

- Parents Against Vaping e-cigarettes (PAVe) put out a [parent toolkit](#).
- The Oregon Department Justice is recruiting for a Tobacco Retail Inspector. Recruitment is open until November 3rd.
- OHA-PHD will send an Outlook appointment for the January meeting.

7) Public comment/questions – The public

2:50-2:55 (5)

Objective: Members of the public have an opportunity to share comments and ask questions of TRAC.

Discussion & action steps:

None offered.

8) Wrap-up and future agenda items – All

2:55-3:00 (5)

Future agenda items:

- American Indian/Alaska Native Cessation project overview

Discussion & action steps:

Meeting Location and attendees

Meeting Location:	Portland State Office Building 800 NE Oregon Street, Room IC Portland, OR 97232
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Attendees:	<input checked="" type="checkbox"/> Gwyn Ashcom – Conference of Local Health Officials <input checked="" type="checkbox"/> Christina Bodamer – American Heart Association <input type="checkbox"/> Bob Charpentier – Oregon State Police <input checked="" type="checkbox"/> Courtni Dresser – Oregon Medical Association <input type="checkbox"/> Kevin Ewanchyna – Coordinated Care Organization Representative <input checked="" type="checkbox"/> Christopher Friend – American Cancer Society <input checked="" type="checkbox"/> Kristen Gilman – Oregon Department of Justice <input checked="" type="checkbox"/> Karen Girard – Oregon Health Authority <input type="checkbox"/> Robin Hausen – Coordinated Care Organization Representative <input checked="" type="checkbox"/> David Hopkins – Centers for Disease Control and Prevention <input type="checkbox"/> Robb Hutson – TOFCO, Inc. <input type="checkbox"/> Jennifer Jordan – Oregon Public Health Association <input type="checkbox"/> Carrie Nyssen – American Lung Association <input checked="" type="checkbox"/> Rebecca Tiel – 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"/> TBD – Oregon Department of Education
Observers:	Morgan Cowling - Coalition of Local Health Officials Luci Longoria – Oregon Health Authority Shira Pope – Oregon Health Authority Ashley Thirstrup – Oregon Health Authority Charina Walker – Oregon Health Authority Sarah Wylie – Oregon Health Authority

Next TRAC meeting: TBD