

Tobacco Reduction Advisory Committee (TRAC) Meeting Minutes



Meeting Date:	Thursday, July 28, 2016
Meeting Time:	1:00 – 3:00 pm
Meeting Location:	Portland State Office Building 800 NE Oregon Street, Room 1C Portland, OR 97232
Meeting Purpose:	To advise and assist the Oregon Public Health Division in establishing an outcome-oriented Tobacco Prevention and Education Program (TPEP) which effectively decreases statewide tobacco use.
Regular Attendees:	<input checked="" type="checkbox"/> Patrick Aitchison – Oregon Department of Justice <input type="checkbox"/> Courtni Dresser – Oregon Medical Association <input type="checkbox"/> Kevin Ewanchyna – Coordinated Care Organization Representative <input checked="" type="checkbox"/> Gwyn Ashcom for Amanda Garcia-Snell – Conference of Local Health Officials <input checked="" type="checkbox"/> Karen Girard – Oregon Health Authority <input checked="" type="checkbox"/> Robin Hausen – Coordinated Care Organization Representative (phone) <input checked="" type="checkbox"/> Christina Bodamer – American Heart Association <input type="checkbox"/> David Hopkins – Centers for Disease Control and Prevention <input type="checkbox"/> Jennifer Jordan – Oregon Public Health Association <input type="checkbox"/> Carrie Nyssen – American Lung Association <input checked="" type="checkbox"/> Luis Rodriguez – American Cancer Society <input checked="" type="checkbox"/> Chuck Tauman – TOFCO, Inc. <input checked="" type="checkbox"/> Fred Testa – Oregon State Police <input type="checkbox"/> TBD – Governor’s Office <input checked="" type="checkbox"/> Diane Waldo – Oregon Association of Hospitals and Health Systems <input type="checkbox"/> Jeremy Wells – Oregon Department of Education
Observers:	Jan Johnson – The Lund Report; Katie Tyson – ONA; PHD – Luci Longoria, Kirsten Aird, Steven Fiala, Shaun Parkman, Sarah Garand, Holly Heiberg, Kati Moseley; Becky Wright – MCHD; On phone: Samantha Shafer – Lincoln County HHS

Updates	Contact
1. In consultation with the Oregon Health Authority Health Systems Division, the Oregon Tobacco Prevention and Education Program recently published a report that summarizes successes and lessons learned from addictions and mental health residential treatment facilities on implementing the Tobacco Freedom Policy, which requires facilities to maintain tobacco-free properties and incorporate tobacco cessation into treatment planning. The report also includes recommendations for how OHA and coordinated care organizations continue supporting successful implementation of the policy. The full report is available here: https://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Pages/pubs.aspx .	Beth Sanders
2. Past and current Coordinated Care Organizations metrics can be accessed on the OHA website. Past rates: http://www.oregon.gov/oha/Metrics/Pages/HST-Reports.aspx Measure specifications: http://www.oregon.gov/oha/analytics/Pages/CCO-Baseline-Data.aspx	Luci Longoria
3. The Oregon Health Authority-Public Health Division cordially invites you to Place Matters 2016 happening October 4-6, 2016 at the Oregon Convention Center in Portland . Registration is now open at http://beattygroup.cvent.com/d/9fqg9d	Heather Gramp

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<p>The conference is a biennial gathering of people focused on addressing the leading drivers of chronic disease and health care costs: tobacco use, obesity, poor nutrition and physical inactivity. Conference sessions focus on changing policies and systems that create places where healthy options are in reach for all. The conference attracts 400+ attendees from diverse sectors, including health systems, public health, transportation and land use, education and community-based agencies.</p>	
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Agenda Item, objective and background information	Time
1) Welcome and Introductions	1:00-1:05(5)
2) Tobacco Prevention Policy Efforts Check-In -- ALL	1:05-1:15 (10)
<p><u>Objective:</u> Continue to discuss various tobacco prevention policy strategies, such as tobacco retail, Tobacco 21, raising the price of tobacco and the Tobacco Master Settlement Agreement (TMSA).</p> <p><u>Background:</u> This is a time to discuss other priority tobacco policy efforts and identify opportunities and next steps for achieving them.</p> <p>Discussion: TRAC members shared progress on the current policy efforts including:</p> <ul style="list-style-type: none"> • Tobacco 21 • Tobacco Retail Licensing • Indoor and Outdoor Public Policies <p>There is significant local traction. Lane, Benton, and Multnomah counties are making progress and assisting other counties with common challenges.</p> <p>State agencies are assessing the best way to streamline involvement and coordination.</p> <p>Decision and Action Steps: Continue to share updates on policy efforts and opportunities for coordination among counties and work with policy makers.</p>	
3) Tobacco Evaluation Updates- Shaun and Sarah	1:15-2:30 (75)
<p><u>Objective:</u> Provide updates on the various tobacco program evaluations taking place:</p> <ul style="list-style-type: none"> • Strategies for Policy And enviRonmental Change (SPArC) and Statewide Retail Evaluation • Tobacco Prevention Education Initiative Evaluation • Tobacco-free Properties Policy Evaluation in Counties (ToPPEC) <p><u>Background:</u> This is a time to discuss how evaluations can assist with shaping messages for advocates and partners to use to describe Measure 44 and TMSA investments made.</p> <p>Discussion: HPCDP requested group feedback to inform evaluation efforts.</p> <p>Projects discussed included:</p> <ul style="list-style-type: none"> • Tobacco-free Properties Policy Evaluation in Counties (ToPPEC) tracks involvement – A map was included in materials (Attachment A) that shows gradations of comprehensive county government tobacco-free worksites of March 2016. Materials based on the completed evaluation are available on the web for grantees; tool kit, models and lessons were shared from successful county campaigns. • Tobacco Prevention and Education Campaign Evaluation – The campaign messages were designed to address nonsmokers, as well as smokers, to complement cessation campaigns. The communication evaluation seeks to determine the impact of the campaign on population awareness and support for tobacco prevention messages, and how to sustain and increase reach. HPCDP does panel surveys measuring penetration (i.e. was the ad seen) and recall (i.e. did the person remember the ad specifically). HPCDP’s evaluation measures are comparable to measures used by national and other state entities; Oregon ads far excelled in both penetration and recall. 	

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- OHA Tobacco Freedom Policy – TRAC discussed how addictions and mental health residential treatment facilities are maintaining tobacco-free properties and supporting consumers and staff in quitting tobacco. The group discussed the value of accurate accountability through data to advise for improvement. Overall, the evaluations found that policy works and confirms the payoff in improved outcomes.

TRAC discussed the importance of partnering with other states and volunteer organizations to share data, ideas, and messaging. Oregon can be a leader in tobacco retail environment policy and SPArC grant work is accelerating and expanding this opportunity.

HPCDP explained how evaluation can engage multiple partners to inform strategies and improvement. TRAC discussed SPArC summary updates and timelines, program timing, resource availability, and program continuation/evolution.

Decision and Action Steps: Evaluation projects to be discussed at the next meeting are SRCH and the evaluation dashboard.

4) Communication Coordination- Kati and Holly	2:30-2:45 (15)
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Objective: Discuss needs around communication coordination and messaging for retail environment actions happening at the state and locally.

Background: HPCDP awarded seven SPArC grants to grantees who are accelerating retail interventions in their communities. During the past several legislative sessions, legislative concepts focused on addressing the tobacco retail environment have been proposed by a variety of stakeholders. Given this, coordinating communication to develop and share common messages and talking points that are working is critical.

Discussion: A pilot is underway with Trillium Coordinated Care Organization and Lane County to use OHA’s cessation materials to promote calls to the Quitline.

TRAC discussed needs for communications assistance.

The 2015-17 TPEP program report is under development and will be available in the fall of this year. The report describes Oregon’s evidence-based approach to tobacco prevention, the program budget, and includes a local success story about tobacco retail licensure in Lane County and a look at 20 years of program effectiveness.

TRAC discussed the potential and progress to collaborate with CCOs on cessation, broadening the set of population-based interventions beyond cessation. Among CCOs, there is excitement around collaborating with Public Health on population-level strategies for cessation and colorectal cancer screening.

The committee discussed future threats to tobacco prevention and public health.

Decision and Action Steps: Discuss TPEP program report and CCO collaborations

5) Wrap-Up and Identify Potential Future Agenda Items	2:45-2:55 (10)
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Potential future agenda items:

Legislative session check in and preparation

Evaluation projects – SRCH and dashboard

Connecting primary care and community prevention – CCO perspectives

Next TRAC meeting: Thursday, October 27, 2016; 1-3pm; PSOB Room 1C