

Tobacco Reduction Advisory Committee (TRAC) Meeting Agenda



Meeting Date:	Thursday, January 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 (phone) <input checked="" type="checkbox"/> Courtni Dresser – Oregon Medical Association (phone) <input type="checkbox"/> Kevin Ewanchyna – Coordinated Care Organization Representative <input checked="" type="checkbox"/> Amanda Garcia-Snell – Conference of Local Health Officials <input checked="" type="checkbox"/> Karen Girard – Oregon Health Authority <input type="checkbox"/> Robin Hausen – Coordinated Care Organization Representative <input checked="" type="checkbox"/> Sarah Higginbotham – American Heart Association <input checked="" type="checkbox"/> David Hopkins – Centers for Disease Control and Prevention <input checked="" type="checkbox"/> Jennifer Jordan – Oregon Public Health Association <input checked="" type="checkbox"/> Carrie Nyssen – American Lung Association (phone) <input checked="" type="checkbox"/> Luis Rodriguez – American Cancer Society <input type="checkbox"/> Jeff Ruscoe – Oregon Health Authority <input checked="" type="checkbox"/> Chuck Tauman – TOFCO, Inc. <input 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 checked="" type="checkbox"/> Jeremy Wells – Oregon Department of Education
Observers:	Anne Renee Covert- AllCare Health (on phone); Jody Daniels- GSK (on phone); Bruce Dudley- Pfizer; Kim Mutson- concerned citizen; Oregon Health Authority: Holly Heiberg, Kim La Croix, Luci Longoria, Tara Weston

Agenda Item, objective and background information	Time
1) Welcome and Introductions	1:00-1:10(10)
2) Revised Indoor Clean Air Act (ICAA) and Enforcement --TPEP	1:10-1:30 (20)
<p><u>Objective:</u> Review changes to the ICAA and discuss enforcement implementation of the new law.</p> <p><u>Background:</u> Starting January 1, 2016, the ICAA now includes the use of “inhalants” (nicotine, marijuana or any other substance delivered into a person’s respiratory system) and “inhalant delivery systems,” which are devices that can be used to deliver nicotine, cannabinoids and other substances in the forms of a vapor or aerosol. These include e-cigarettes, vape pens, e-hookah and other devices.</p> <p>Discussion: A handout was provided- see attachment A. It describes background on the ICAA, a summary of changes to the ICAA and how the ICAA is implemented. OHA has partnered with the Oregon Liquor Control Commission (OLCC), the Secretary of State and local public health to notify businesses of the changes to the ICAA. There has been significant media coverage, mostly positive.</p> <p>The definition of “enclosed area” is clearer to help businesses with compliance. It was suggested that TPEP create a handout describing the laws businesses need to follow and examples of structures that are and are not “enclosed areas” under the new definition.</p> <p>Decision and Action Steps:</p>	

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<ol style="list-style-type: none"> 1. Create an educational handout that describes the law and includes image examples of an enclosed area; 2. Explore options for sharing news media with partners in real time; 3. Connect TRAC member Jeremy Wells with Suzanne Hidde, staff at Oregon Department of Education, to support school health and tobacco coordination. 	
3) Tobacco Prevention Policy Options -- ALL	1:30-2:00 (30)
<p><u>Objective:</u> Learn about and discuss various tobacco prevention policy strategies, such as tobacco retail licensure, Tobacco 21 and Tobacco Master Settlement Agreement talking points.</p> <p><u>Background:</u> The retail environment is an important setting for tobacco prevention policy. The tobacco industry spends \$1 million an hour on marketing and promotion of their products in retail stores. Oregon is one of nine states that do not require retailers to have a license to sell tobacco.</p>	
<p>Discussion:</p> <p>TRAC members shared their tobacco prevention priorities for the legislative session. Policy options discussed included:</p> <ul style="list-style-type: none"> • Tobacco 21 by American Heart Association (AHA), American Cancer Society (ACS), American Lung Association (ALA), Oregon Medical Association (OMA), and TOFCO. • Tobacco Retail Licensure (TRL), with opposition to preemption, by AHA, ACS, ALA, OMA, and TOFCO. • E-cigarette tax by AHA, ACS, and ALA. • Raising the price of tobacco through a tobacco tax by AHA, ACS, ALA, and OMA. <p>Tobacco prevention work locally has traction. Unincorporated Lane County and Cottage Grove both established TRL in 2015 and 2016 (respectfully) and Veneta is looking promising for passing TRL.</p>	
Decision and Action Steps:	
BREAK	2:00-2:10 (10)
4) Health Communications/Prevention & Cessation Initiatives -- TPEP	2:10-2:40 (30)
<p><u>Objective:</u> Review the cessation and prevention media efforts and discuss how they contribute to the Tobacco Prevention and Education Program’s policy work.</p> <p><u>Background:</u> The prevention initiative is designed to help Oregonians eliminate exposure to secondhand smoke, prevent youth from initiating tobacco use, and identify and eliminate tobacco-related disparities in all populations. The cessation initiative is designed to help Oregon smokers quit. Together, these comprise the Smokefree Oregon brand, which supports local voices and conversations within a statewide education effort.</p>	
<p>Discussion:</p> <p>Prevention Initiative: TPEP provided an overview of the Prevention Initiative (http://smokefreeoregon.com/) that has a print, radio, television, and digital presence. Evaluation of the campaign over time will examine how Oregonians receive the main messages of the initiative. The evaluation is based on several sets of data that measure recall of specific media messages, as well as opinions of the tobacco industry.</p> <p>Cessation initiative: The statewide focus is to reach African Americans, Native Americans, Latinos and others experiencing disparities. Social media is an effective way to reach these populations. It was mentioned that the CDC Tips From Former Smokers ads will run now through first week in June and are complimentary to the cessation initiative ads.</p>	
Decision and Action Steps:	
5) Competitive Tobacco Grants Update--TPEP	2:40-2:50 (10)

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<p><u>Objective:</u> Inform members of the current and upcoming coming funding opportunities related to tobacco prevention and recruit reviewers.</p> <p><u>Background:</u> Strategies for Policy And Environmental Change, Tobacco-Free (SPArC Tobacco-Free) was released on December 28, 2015 and closed on January 27, 2016. American Lung Association of the Mountain Pacific and the American Cancer Society will be participating in the review of SPArC applications. The focus of this funding opportunity is the tobacco retail environment. Sustainable Relationships for Community Health (SRCH) is a future funding opportunity that will focus on partnerships between local health departments and Coordinated Care Organizations and the establishment of referral processes related to tobacco cessation and chronic disease self-management programs.</p>	
<p>Discussion: SPArC Tobacco-Free competitive grant opportunity closed on January 27th and application review will occur the first two weeks of February.</p> <p>The SRCH funding opportunity is almost ready for release.</p>	
<p>Decision and Action Steps: 1. Please let Luci know if you are interested in participating on the SRCH review panel.</p>	
<p>6) Wrap-Up and Identify Potential Future Agenda Items</p>	<p>2:50-3:00 (10)</p>
<p>Potential future agenda items: 1. Debrief legislative session 2. Local Programs 3. SPArC update 4. SRCH update 5. Continue tobacco prevention policy discussion</p>	

Next TRAC Meeting: Thursday, April 28, 2016; 1-3pm; PSOB Room 1C