Tobacco Reduction Advisory Committee (TRAC) Meeting Agenda

<table>
<thead>
<tr>
<th>Meeting Date:</th>
<th>Thursday, July 28, 2016</th>
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<tbody>
<tr>
<td>Meeting Time:</td>
<td>1:00 – 3:00 pm</td>
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| 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:**
- Patrick Aitchison – Oregon Department of Justice
- Courtni Dresser – Oregon Medical Association
- Kevin Ewanchyna – Coordinated Care Organization Representative
- Amanda Garcia-Snell – Conference of Local Health Officials
- Karen Girard – Oregon Health Authority
- Robin Hausen – Coordinated Care Organization Representative
- Christina Bodamer – American Heart Association
- David Hopkins – Centers for Disease Control and Prevention
- Jennifer Jordan – Oregon Public Health Association
- Carrie Nyssen – American Lung Association
- Luis Rodriguez – American Cancer Society
- Chuck Tauman – TOFCO, Inc.
- Fred Testa – Oregon State Police
- TBD – Governor’s Office
- Diane Waldo – Oregon Association of Hospitals and Health Systems
- Christina Bodamer – American Heart Association
- Chuck Tauman – TOFCO, Inc.
- Fred Testa – Oregon State Police
- TBD – Governor’s Office
- Diane Waldo – Oregon Association of Hospitals and Health Systems

**Observers:**

### Updates

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](https://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Pages/pubs.aspx).

   **Contact:** 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](http://www.oregon.gov/oha/Metrics/Pages/HST-Reports.aspx)  
   Measure specifications: [http://www.oregon.gov/oha/analytics/Pages/CCO-Baseline-Data.aspx](http://www.oregon.gov/oha/analytics/Pages/CCO-Baseline-Data.aspx)

   **Contact:** 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/9fqb9d](http://beattygroup.cvent.com/d/9fqb9d)

   **Contact:** Heather Gramp
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.

<table>
<thead>
<tr>
<th>Agenda Item, objective and background information</th>
<th>Time</th>
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<tbody>
<tr>
<td>1) Welcome and Introductions</td>
<td>1:00-1:05 (5)</td>
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<tr>
<td>2) Tobacco Prevention Policy Efforts Check-In -- ALL</td>
<td>1:05-1:15 (10)</td>
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**Objective:** 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).

**Background:** This is a time to discuss other priority tobacco policy efforts and identify opportunities and next steps for achieving them.

**Discussion:**

**Decision and Action Steps:**

3) **Tobacco Evaluation Updates - Shaun and Sarah**

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**Objective:** Provide updates on the various tobacco program evaluations taking place:

- Strategies for Policy and Environmental Change (SPArC) and Statewide Retail Evaluation
- Tobacco Prevention Education Initiative Evaluation
- Tobacco-free Properties Policy Evaluation in Counties (ToPPEC)

**Background:** 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.

**Discussion:**

**Decision and Action Steps:**

4) **Communication Coordination - Kati and Holly**

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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:**

**Decision and Action Steps:**

5) **Wrap-Up and Identify Potential Future Agenda Items**

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**Potential future agenda items:**

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