Tobacco Reduction Advisory Committee (TRAC) Meeting

Agenda

Meeting Date: Thursday, January 26, 2017
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:
- Christina Bodamer – American Heart Association
- Courtni Dresser – Oregon Medical Association
- Andi Easton – Oregon Association of Hospitals and Health Systems
- Kevin Ewanchyna – Coordinated Care Organization Representative
- Chris Friend – American Cancer Society
- Amanda Garcia-Snell – Conference of Local Health Officials
- Kristen Gilman – Oregon Department of Justice
- Karen Girard – Oregon Health Authority
- Robin Hausen – Coordinated Care Organization Representative
- David Hopkins – Centers for Disease Control and Prevention
- Jennifer Jordan – Oregon Public Health Association
- Carrie Nyssen – American Lung Association
- Chuck Tauman – TOFCO, Inc.
- TBD – Governor’s Office
- Jeremy Wells – Oregon Department of Education
- Gregg Withers – Oregon State Police

Observers:

Agenda Item, objective and background information

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<tr>
<th>Agenda Item</th>
<th>Objective</th>
<th>Time</th>
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<tr>
<td>1) Welcome and Introductions</td>
<td>Provide an update on an evaluation of callers and potential callers to the Oregon Tobacco Quit Line.</td>
<td>1:00-1:10 (10)</td>
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<td>2) Oregon Tobacco Quit Line Evaluation Update – Sarah Hargand</td>
<td></td>
<td>1:10-1:30 (20)</td>
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**Objective:** Provide an update on an evaluation of callers and potential callers to the Oregon Tobacco Quit Line.

**Background:** The Quit Line is one element of a comprehensive tobacco prevention and education program. It provides support to some of Oregon’s most vulnerable populations and is an important resource.

**Discussion:**

**Decision and Action Steps:**

| 3) Communication Coordination (Part 2) – Holly Heiberg and Nancy Goff | | 1:30-1:45 (15) |

**Objective:** Provide update on the TPEP 20th anniversary event and program report and discuss potential partner promotion. Discuss methods for state and national demographics assessment to advise media targeting smokers who are ready to quit.

**Background:** Coordinating communication to develop and share common messages and talking points is critical. HPCDP supports partners’ work by providing data about tobacco use, marketing, promotion, and information about best-practices to protect youth from tobacco use, help adults and youth quit for good, and reduce tobacco use disparities. This can be used to inform messages and talking points used with decision makers to support efforts to end Oregon’s tobacco epidemic.

**Discussion:**
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## Agenda

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<th>Decision and Action Steps:</th>
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<tr>
<td><strong>BREAK</strong></td>
<td>1:45-1:55 (10)</td>
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<td><strong>4) Governor’s Budget Proposal – Sarah Hargand and Steve White</strong></td>
<td>1:55-2:10 (15)</td>
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**Objective:** Provide overview of Governor’s budget proposal for 2017-19 biennium.

**Background:** On December 1, 2016, the Governor released her proposed budget for the 2017-19 biennium. The Governor’s budget includes a proposal to raise the price of a pack of cigarettes by 85 cents.

**Discussion:**

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<td><strong>5) Legislative Efforts Check-In -- All</strong></td>
<td>2:10-2:40 (30)</td>
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**Objective:** Review tobacco-related bills and discuss objectives of the 2017 Oregon Legislative Session.

**Background:** The 2017 Oregon Legislative Session begins February 1, 2017 and concludes July 9, 2017. Preparation for legislative concepts and bills is underway among many TPEP partners and legislators.

**Discussion:**

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<td><strong>6) General Member Updates -- All</strong></td>
<td>2:40-2:50 (10)</td>
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**Objective:** Hear from members about current and upcoming activities and opportunities.

**Background:** Members will share updates from their respective organizations.

**Discussion:**

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<td><strong>7) Wrap-Up and Future Agenda Items – All</strong></td>
<td>2:50-3:00 (10)</td>
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Potential future agenda items:

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Next TRAC meeting: Thursday, April 27, 2017; 1-3pm; PSOB Room 1C