

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:	<input type="checkbox"/> Christina Bodamer – American Heart Association <input checked="" type="checkbox"/> Courtni Dresser – Oregon Medical Association <input type="checkbox"/> Kevin Ewanchyna – Coordinated Care Organization Representative <input checked="" type="checkbox"/> Chris Friend – American Cancer Society <input checked="" type="checkbox"/> Amanda Garcia-Snell – Conference of Local Health Officials <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 checked="" type="checkbox"/> Jennifer Jordan – Oregon Public Health Association <input checked="" type="checkbox"/> Carrie Nyssen – American Lung Association <input checked="" type="checkbox"/> Rebecca Pawlak – Oregon Assoc. of Hospitals & Health Systems <input checked="" type="checkbox"/> Chuck Tauman – TOFCO, Inc. <input type="checkbox"/> TBD – Governor’s Office <input type="checkbox"/> Jeremy Wells – Oregon Department of Education <input type="checkbox"/> Gregg Withers – Oregon State Police
Observers:	Jim Becraft- Tillamook County Health Department (on phone); Tom Bluth- Senator Monnes-Anderson staff; Morgan Cowling- Conference of Local Health Officials; Katie Dyson- Oregon Nurses Association; Brett Hamilton- FamilyCare Health; Senator Laurie Monnes-Anderson- State Senator; Oregon Health Authority- Amanda Cue, Sarah Hargand, Holly Heiberg, Shaun Parkman, Tara Weston, Steve White; Becky Wright- Multnomah County Health Department

Agenda Item, objective and background information	Time
1) Welcome and Introductions	1:00-1:10(10)
2) Oregon Tobacco Quit Line Evaluation Update- Sarah Hargand	1:10-1:30 (20)
<p>Objective: Provide an update on an evaluation of callers and potential callers to the Oregon Tobacco Quit Line.</p> <p>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.</p> <p>Discussion: TPEP provided results of an evaluation of Oregon Tobacco Quit Line callers, as well as Oregon tobacco users who have not called the Quit Line. Key evaluation findings include:</p> <ul style="list-style-type: none"> • Services provided by the Oregon Quit Line are crucial in reducing tobacco use in Oregon. • Stress appears to be the biggest barrier for Oregon tobacco users. • Non-callers would prefer some form of nicotine replacement therapy to help them quit, if they were trying to quit. <p>Decision and Action Steps: None</p>	
3) Communication Coordination (Part 2)- Holly Heiberg	1:30-1:45 (15)

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Objective: The Tobacco Prevention and Education Program (TPEP) 20th anniversary event and program report is coming up, which provides a good opportunity for potential partner promotion. Media targeting tobacco users who are ready to quit is in development, with key market segments highlighted based on the state and national demographics assessment.

Background: Coordinating communication to develop and share common messages and talking points is critical. Health Promotion and Chronic Disease Prevention (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 create messages and talking points used with decision makers to support efforts to end Oregon's tobacco epidemic.

Discussion:

The Tobacco Prevention and Education Program (TPEP) 20th anniversary Report is finalized and posted on the [web](#). An [insert](#) highlights a local community, Cottage Grove, and their recent successes around tobacco prevention.

The upcoming TPEP 20th anniversary is a good time to highlight evidence around raising the price of tobacco through partner conversations and celebratory events.

Decision and Action Steps: None

BREAK	1:45-1:55 (10)
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4) Governor's Budget Proposal- Sarah Hargand and Steve White	1:55-2:10 (15)
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Objective: To provide an 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:

The Governor's budget proposal for the 2017-19 biennium includes a proposal to increase the cigarette tax by 85 cents. Oregon currently ranks 31st among all states for cigarette taxes. An 85 cent increase in the price of cigarettes could decrease youth smoking by 10% and decrease adult smoking by 7%. The proposed taxes are projected to increase tobacco tax revenue by \$8.7 million for cigarettes and \$600,000 in Other Tobacco Products for the biennium. A handout was provided highlighting this information- see attachment A.

Decision and Action Steps:

Send any specific data requests to the Tobacco Prevention and Education Program.

5) Legislative Efforts Check-In- All	2:10-2:40 (30)
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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:

TRAC members from the American Cancer Society- Cancer Action Network, American Lung Association and other partners identified the following policy options and tobacco prevention priorities for the upcoming legislative session, including:

- Tobacco 21,
- Tobacco Retail Licensure;
- Cigarette tax; and
- Electronic cigarette tax.

TRAC discussed the importance of continuing working on improving tobacco control, as tobacco use significantly impacts health care spending. Human stories are very impactful, but so are the drains on our budget, which is very important to articulate this session.

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TRAC discussed the introduction of a few bills that would weaken the Indoor Clean Air Act (ICAA) by allowing consumption of marijuana in lounges and at temporary events. Senator Monnes-Anderson stressed the importance of letters of support and testimony for tobacco retail licensure and other tobacco control bills.	
Decision and Action Steps: None	
6) General Member Updates -- All	2:40-2:50 (10)
Objective: Hear from members about current and upcoming activities and opportunities.	
Background: Members will share updates from their respective organizations.	
Discussion: Lane County recently passed a tobacco-free county parks policy and Tobacco 21 is likely to pass at the county level shortly.	
Decision and Action Steps: None	
7) Wrap-Up and Future Agenda Items – All	2:50-3:00 (10)
Potential future agenda items: Legislative efforts check-in Governor’s budget update Broader OHA budget overview	

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