

Tobacco Reduction Advisory Committee (TRAC) Meeting Notes



Objective:	<p>General: To advise and assist the Oregon Health Authority in establishing an outcome-oriented Tobacco Prevention and Education Program (TPEP) which effectively decreases statewide tobacco use.</p> <p>January 23:</p> <ol style="list-style-type: none"> 1) Familiarize TRAC with the 2019-2021 Tobacco Prevention and Education Program (TPEP) community award process and ongoing training and technical assistance opportunities. 2) Familiarize TRAC members with the Native Quitline cessation program and communications campaign. 3) Identify 2020 TRAC meeting times.
Meeting Date:	January 23, 2020
Meeting Time:	1:00 – 3:00 pm
Note-taker:	Charina Walker - Oregon Health Authority
Facilitator:	Luci Longoria - Oregon Health Authority

Topic, objective and background information	Time
<p>1) Welcome, introductions, updates to agenda</p> <p>Discussion & action steps:</p>	1:00-1:05 (5)
<p>2) Tobacco Prevention and Education Program (TPEP) 2019-2021 Community and State Interventions budget component– Ashley Thirstrup</p> <p>Objective: Provide an update on the TPEP State and Community Interventions component of the 2019-2021 budget. Highlight the tiered community grants award process and training and technical assistance model.</p> <p>Background: The 2019-2021 TPEP tiered funding model was developed in partnership with Conference of Local Health Officials (CLHO) to advance tobacco prevention policy and systems change initiatives in communities with attention and focus to reducing tobacco-related health disparities.</p> <p>Discussion & action steps:</p> <p>OHA-PHD provided an overview of the 2019-2021 TPEP tiered funding model, local tobacco prevention strategies, the local tobacco prevention grant award process, and gave an update on the training and technical assistance model (Attachment A).</p> <p>The new tiered model includes four tiers of funding with distinct FTE and funding ranges. Local 2019-2021 TPEP program plans and budgets were due September 2019 and awards were finalized in October/November 2019. Plans and budgets were reviewed by OHA-PHD staff, CLHO and TRAC volunteers.</p> <p>OHA-PHD received a total of \$8,830,931 in initial TPEP budget requests. \$7,666,407 is available for local TPEP for the 2019-2021 biennium. Program award meetings were held with all Tier 1 – Tier 3 TPEP programs (28 LPHAs) to review and negotiate budgets and program plans. 20 LPHAs received an increase in funding or are receiving funding equal to the 2017-2019 biennium. 13 LPHAs are receiving a decrease in funding. Most programs receiving a decrease in funds opted into Tier 1 or the Indoor Clean Air Act (ICAA) Only Tier (Attachment B).</p> <p>2019-2021 Local Tobacco Prevention Programs by tier:</p> <ul style="list-style-type: none"> • Five LPHAs opted into the ICAA Only Tier. This tier provides funding for basic duties related to local enforcement of the ICAA. 	1:05-1:40 (35)

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- Five LPHAs opted into Tier 1. Tier 1 programs develop and maintain foundational partnerships, build capacity, and advance one health systems change initiative.
- Thirteen LPHAs opted into Tier 2. Tier 2 programs advance at least two priority strategy areas and advance at least one health systems change initiative.
- Ten LPHAs opted into Tier 3. Tier 3 programs advance at least three priority policy strategy areas and at least one health systems change initiative.

OHA-PHD contracted with the Rede Group to conduct a rigorous evaluation of the new tiered model. OHA-PHD will work collaboratively with CLHO to design and conduct the evaluation.

The training and technical assistance model for the 2019-2021 biennium will be offered using a collaborative, strength-based approach focusing on tobacco prevention policy and systems change and partnership development. Local programs have the opportunity to provide support to each other through sharing opportunities and challenges. OHA-PHD is prioritizing in-person training and technical support around the state.

3) 2020 TRAC meetings – Charina Walker

1:40-1:50 (10)

Objective: Identify days and times for 2020 TRAC meetings.

Discussion & action steps:

OHA-PHD presented four options for the 2020 TRAC meetings:

- 3rd Tuesday of the month from 2-4pm (dates falling on 4/21, 7/21, 10/20)
- 3rd Thursday of the month from 1-3pm (dates falling on 4/16, 7/16, 10/15)
- Last Wednesday of the month from 2-4pm (dates falling on 4/29, 7/29, 10/28)
- **Last Thursday of the month from 9-11am (dates falling on (4/30, 7/30, 10/29)**

TRAC members agreed to meet on the last Thursday of the month from 9-11. OHA-PHD will follow up with TRAC members not present at the meeting to confirm the new schedule and will send out updated calendar appointments.

BREAK

1:50-2:00 (10)

4) Native Quit Line cessation program overview – Ashley Thirstrup, Michael Martinez & Sarah Wylie

2:00-2:40 (40)

Objective: Provide overview of the Native Quit Line cessation program and communications campaign.

Background: OHA, in partnership with the Northwest Portland Area Indian Health Board and Optum (Quit Line contractor), implemented the Native Quit Line Program in March 2019. The population-specific quit line is a new service offered by the Oregon Health Authority – Public Health Division (OHA-PHD) to ensure culturally relevant commercial tobacco cessation services for American Indians and Alaska Natives in Oregon.

Discussion & action steps:

OHA-PHD provided an overview of the Native Quit Line Program and communications campaign developed in partnership with the Northwest Portland Area Indian Health Board (NPAIHB) and Optum, the State Quit Line Contractor (See Attachment C).

Oregon Native Quit Line key takeaways:

- Created in response to the need for culturally specific cessation support for American Indian (AI) and Alaska Native (AN) people in Oregon.
- OHA-PHD worked with tribal partners to identify barriers and opportunities to deliver cessation within tribal communities.

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- OHA-PHD reached out to Clearway Minnesota to learn more about the AI/AN commercial tobacco Quit Line piloted with Optum to learn what could be replicated in Oregon.
- The Oregon Native Quit Line includes a team of quit coaches that identify as AI/AN or have been trained to support AI/AN populations.
- AI/AN callers receive 7 scheduled coaching calls, culturally relevant coaching support and 12 weeks of combination Nicotine Replacement Therapy (NRT).

Promotional campaign key takeaways:

- The Native Quit Line Promotional Campaign was designed in collaboration with Oregon’s nine federally recognized tribes and three Native-led organizations, Native American Youth and Family Center (NAYA), Native American Rehabilitation Association (NARA), and Chemawa Indian Health Center.
- The tribes and native-led organizations attended a two-day planning workshop facilitated by OHA-PHD media contactors, the Metropolitan Group and Buffalo Nickel Creative, in May 2019 to develop concepts and messages for the promotion campaign.
- The tribes and native-led organizations will receive a robust set of materials to use in their Oregon Native Quit Line outreach. Each tribe and organization will receive materials customized in their tribal colors and style and feature tribal members.
- The Oregon Native Quit Line promotion launched January and will run through June 2020.

5) General updates – TRAC representatives	2:40-2:50 (10)
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Objective: Hear from TRAC representatives about current and upcoming activities and opportunities.

Discussion & action steps:

[The Surgeon General’s Report on Smoking Cessation](#) was released in January.

The American Lung Association State of Tobacco Control report will be released soon.

February is Heart Health month. The American Heart Association encouraged TRAC Members to take a photo of themselves wearing red, post to social media and include the hashtag #pdxgoesred to raise awareness of heart disease and stroke.

6) Public comment/questions	2:50-2:55 (5)
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Objective: Members of the public have an opportunity to share comments and ask questions of TRAC.

Discussion & action steps:

The Conference of Local Health Officials (CLHO) Executive Director, Morgan Cowling, mentioned that the information presented during TRAC meetings can be hard to find and she did not receive the public meeting notice. OHA – PHD will follow up with PHD communications about the public meeting notices and ensure TRAC notes and information is easily accessible on the OHA-PHD website.

7) Wrap-up and Identify future agenda items – All	2:55-3:00 (5)
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Future agenda items:

- Quit Line coaching session user experience
- Quit Line data overview
- TRAC Executive Order and membership update

Discussion & action steps:

Meeting Location and attendees

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Meeting Location:	Portland State Office Building 800 NE Oregon Street, Room 900 Portland, OR 97232
Attendees:	<input checked="" type="checkbox"/> Gwyn Ashcom – Conference of Local Health Officials <input checked="" type="checkbox"/> Christina Bodamer – American Heart Association <input type="checkbox"/> Bob Charpentier – Oregon State Police <input checked="" type="checkbox"/> Courtni Dresser – Oregon Medical Association <input type="checkbox"/> Kevin Ewanchyna – Coordinated Care Organization Representative <input checked="" type="checkbox"/> Christopher Friend – American Cancer Society <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"/> Robb Hutson – TOFCO, Inc. <input checked="" type="checkbox"/> Jennifer Jordan – Oregon Public Health Association <input checked="" type="checkbox"/> Carrie Nyssen – American Lung Association <input checked="" type="checkbox"/> Rebecca Tiel – Oregon Assoc. of Hospitals and Health Systems <input type="checkbox"/> Michael Tynan – Centers for Disease Control and Prevention <input type="checkbox"/> TBD – Governor’s Office <input type="checkbox"/> TBD – Oregon Department of Education
Observers:	Morgan Cowling – Coalition of Local Health Officials
Staff:	Sarah Hargand – Oregon Health Authority Ilana Kurtzig – Oregon Health Authority Luci Longoria – Oregon Health Authority Michael Martinez – Oregon Health Authority Derek Smith – Oregon Health Authority Ashley Thirstrup – Oregon Health Authority Charina Walker – Oregon Health Authority Sarah Wylie – Oregon Health Authority

Next TRAC meeting: April 30, 2020