

Tobacco Reduction Advisory Committee (TRAC) Meeting Agenda



Meeting Date:	Thursday, July 26, 2018
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"/> 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"/> Christopher Friend – American Cancer Society <input type="checkbox"/> Amanda Garcia-Snell – Conference of Local Health Officials <input type="checkbox"/> Kristen Gilman – Oregon Department of Justice <input type="checkbox"/> Karen Girard – Oregon Health Authority <input checked="" type="checkbox"/> Robin Hausen – Coordinated Care Organization Representative <input type="checkbox"/> David Hopkins – Centers for Disease Control and Prevention <input type="checkbox"/> Jennifer Jordan – Oregon Public Health Association <input checked="" type="checkbox"/> Carrie Nyssen – American Lung Association <input checked="" type="checkbox"/> Chuck Tauman – TOFCO, Inc. <input type="checkbox"/> Rebecca Tiel – Oregon Assoc. of Hospitals and Health Systems <input checked="" 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 <input checked="" type="checkbox"/> Gregg Withers – Oregon State Police
Observers:	Gwen Ashcom (Washington County Health Department), Sarah Barnard (OHA/PHD/HPCDP), Todd Beran (OHA/PHD/HPCDP), Caitlin Hill (Conference of Local Health Officials), Debra Hubbard (general public), Luci Longoria (OHA/PHD/HPCDP), Shira Pope (OHA/PHD/HPCDP), Ashley Thirstrup (OHA/PHD/HPCDP), Beth Vorderstrasse (OHA/PHD/HPCDP), Randy Westbrook (Oregon State Police), Tara Weston (OHA/PHD/HPCDP), Sarah Wylie (OHA/PHD/HPCDP).

Updates
<p>1) Youth survey The Oregon Health Authority-Public Health Division (OHA-PHD) currently runs 2 statewide youth surveys of behaviors and experiences related to health and wellness: Oregon Healthy Teens (OHT) in odd years, and Student Wellness Survey (SWS) in even years. Beginning in 2020, OHT and SWS will be replaced with a single new survey that is currently in development. OHA-PHD is also developing a communications plan to ensure partners and stakeholders are kept informed of timeline, logistics, and content, and will provide opportunities for input and feedback. Input from grantees and partners will be an essential part of the process to ensure that, in developing a new survey, partner communication and data needs continue to be met. OHA-PHD anticipates holding an informational webinar in late summer or early fall 2018, and will announce opportunities for partners to ask questions and provide input.</p>

Agenda Item, objective and background information	Time
1) Welcome and introductions	1:00-1:05 (5)

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2) Tobacco Prevention and Education Program (TPEP) Budget Implementation Update -- Luci Longoria	1:05-1:20 (15)
<p>Objective: Provide an update on the implementation of Tobacco Use Reduction Account (TURA) resources for TPEP for the 2017-2019 biennium.</p> <p>Background: The additional one-time funding available for the TPEP 2017-2019 biennial budget were discussed at the June 5th meeting. The Conference of Local Health Officials (CLHO) and TRAC supported the OHA-PHD budget allocation recommendations, which align with the Centers for Disease Control and Prevention (CDC) best practices and public health modernization. In addition, findings from the Tobacco Metrics Accountability Work Group were reflected in the budget recommendations.</p> <p>Recommendations included:</p> <ul style="list-style-type: none"> • Hire one Policy Analyst/Community Programs Liaison (Tobacco Prevention Coordinator). This position is currently vacant. • Direct resources to advance expanded tobacco retail policy and clean indoor air policy efforts in communities. • Add training and technical assistance contracts to advance tobacco retail and clean indoor air policies, in communities and statewide. • Add resources to collect data, and enhance surveillance and evaluation, to measure program outcomes. • Add investments for tobacco cessation and media/communications as possible through the end of the biennium. 	
<p>Discussion:</p> <p>OHA-PHD provided an update on the implementation of TURA resources, including:</p> <ul style="list-style-type: none"> • Currently hiring a Policy Analyst (Tobacco Prevention Coordinator). • Recently released a grant opportunity, Strategies for Policy and environmental Change, Tobacco free (SPARC), for communities to accelerate tobacco retail environment and clean indoor air policy development. Local Public Health Authorities (LPHAs), Regional Health Equity Coalitions (RHECs), Tribal Health Agencies (THAs), Coordinated Care Organizations (CCOs) and nonprofit health and social service organizations, or consortia of these entities, may apply. There is \$1,000,000 of funding available, and TPEP anticipates awarding between eight and twelve grants, ranging from \$50,000 to \$300,000. OHA-PHD encouraged TRAC members interested in reviewing applications to contact Ashley Thirstrup at Ashley.thirstrup@dhsosha.state.or.us. • Surveillance and evaluation efforts include evaluating the SPARC grant outcomes, conducting a young adult focus group to gather information on their perceptions and behaviors around tobacco, and conducting tobacco panel surveys on adult perceptions and behaviors of tobacco. <p>TRAC discussed the guidance and supports available to grantees for clean indoor air and tobacco retail policy work.</p>	
<p>Decision and Action Steps:</p>	
3) Legislative Efforts Check-in -- All	1:20-1:35 (15)
<p>Objective: Discuss tobacco-related objectives of the 2019 Oregon Legislative Session.</p> <p>Background: The 2019 Oregon Legislative Session begins January 22, 2019. Preparation for legislative concepts and bills is underway among many TPEP partners and legislators.</p>	
<p>Discussion:</p>	

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TRAC members from the American Cancer Society-Cancer Action Network and the American Heart Association identified a tobacco product tax as a priority for the upcoming legislative session. OHA-PHD has put forward a legislative concept to increase the price of tobacco, with a portion dedicated to tobacco and chronic disease prevention.

TOFCO, Inc. discussed the importance of keeping tobacco products and inhalant delivery systems, specifically Juul, out of the hands of youth.

Decision and Action Steps:

4) Place Matters Conference Update – Tara Weston	1:35-1:55 (20)
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Objective: Provide overview of the Place Matters Conference.

Background: The 2018 Oregon Place Matters Conference is October 29th and 30th. The Oregon Place Matters Conference is an opportunity for people who care about health to gain new insights, skills and connections to help address the leading preventable causes of death in Oregon: tobacco, poor nutrition, physical inactivity, and excessive alcohol use.

Discussion:

TRAC members were provided an overview of the 2018 Oregon Place Matters Conference (Attachment A). The conference is a biennial gathering of people focused on addressing the leading preventable causes of death in Oregon: tobacco, poor nutrition, physical inactivity and excessive alcohol use. The conference attracts 500 attendees from diverse sectors, including health systems, public health, transportation and land use, education and community-based agencies.

The conference will take place October 29th and 30th at the Oregon Convention Center in Portland. Registration is now open at: [https://beattygroup.cvent.com/](https://beattygroup.cvent.com/2018OregonPlaceMatters)

2018OregonPlaceMatters.

Decision and Action Steps:

BREAK	1:55-2:05 (10)
5) Communications update: Central Oregon Prevention Campaign – Sarah Wylie	2:05-2:25 (20)

Objective: Update members on upcoming Central Oregon media campaign

Background: Crook County, Deschutes County, and Jefferson County are collaborating with Pacific Source Coordinated Care Organization to implement a Smokefree Oregon prevention campaign. Campaign messages will focus on tobacco industry tactics to recruit youth smokers through promoting flavored products at the point of sale. The campaign will run in fall 2018, and OHA-PHD staff will evaluate its reach and effect. Pacific Source’s investment in a tobacco prevention campaign provides a model for other health systems interested addressing the upstream causes of tobacco use.

Discussion:

TRAC members were provided an overview of the Central Oregon Prevention Campaign, which will take place in Crook, Deschutes, and Jefferson Counties (Attachment B). Highlights included:

- Pacific Source CCO is the main investor in this campaign, which can be used as a model for other CCOs to invest in prevention and mass media interventions.
- The campaign aims to prevent youth initiation to tobacco use and reduce tobacco related disparities.
- LPHA involvement helped inform the media plan and ensure campaign messages were shared in locations that were relevant for the community.
- The media campaign will take place August to November.

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TRAC members expressed support for continuing to encourage this funding model for local media campaigns.	
Decision and Action Steps: Campaign evaluation results will be shared at a future TRAC meeting.	
6) Tobacco 21 Interim Evaluation Report Update -- Beth Vorderstrasse	2:25-2:50 (25)
Objective: Review results from the baseline Tobacco 21 Evaluation survey. Background: An evaluation is underway to understand the effects of the recent law raising the minimum age for a person to legally purchase tobacco products or inhalant delivery systems from 18 to 21. As part of this evaluation on the effect of Tobacco 21 on youth tobacco use, OHA-PHD ran a survey in December 2017 to capture baseline data prior to enforcement of the law.	
Discussion: OHA-PHD shared the findings from the Tobacco 21 Evaluation Baseline Survey (presentation provided as Attachment C). The survey gathered baseline data on youth and young adult tobacco use and access prior to Tobacco 21 being enforced. A Post-T21 implementation survey will be launched in September, and results comparing pre- and post-T21 will be presented at a future meeting.	
TRAC members expressed support for this work and encouraged OHA-PHD to share these results with state and national tobacco control partners.	
Decision and Action Steps: Tobacco 21 evaluation results will be shared at a future TRAC meeting.	
7) General Member Updates -- All	2:50-2:55 (5)
Objective: Hear from members about current and upcoming activities and opportunities. Background: Members will share updates from their respective organizations.	
Discussion: On October 26 th , the American Cancer Society will be hosting a forum on policy priorities at the Multnomah Athletic Club. The focus will be on health disparities as they relate to cancer. Contact Christopher Friend at Christopher.friend@cancer.org if interested.	
Primary Health COO in Josephine County recently conducted an assessment of the tobacco retail environment, in partnership with the LPHA.	
Decision and Action Steps:	
8) Wrap-Up and Future Agenda Items -- All	2:55-3:00 (5)
Potential future agenda items:	

Next TRAC meeting: Thursday, October 25th, 2018 from 1-3pm