

Tobacco Reduction Advisory Committee (TRAC) Meeting Agenda



Meeting Date:	Thursday, October 27, 2016
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 type="checkbox"/> Courtni Dresser – Oregon Medical Association <input checked="" type="checkbox"/> Andi Easton – Oregon Association of Hospitals and Health Systems <input type="checkbox"/> Kevin Ewanchyna – Coordinated Care Organization Representative <input checked="" type="checkbox"/> Chris Friend – American Cancer Society - phone <input checked="" type="checkbox"/> Amanda Garcia-Snell – Conference of Local Health Officials <input checked="" type="checkbox"/> Kristen Gilman – Oregon Department of Justice - phone <input checked="" type="checkbox"/> Karen Girard – Oregon Health Authority <input type="checkbox"/> Robin Hausen – Coordinated Care Organization Representative <input type="checkbox"/> David Hopkins – Centers for Disease Control and Prevention <input checked="" type="checkbox"/> Jennifer Jordan – Oregon Public Health Association <input type="checkbox"/> Carrie Nyssen – American Lung Association <input checked="" type="checkbox"/> Chuck Tauman – TOFCO, Inc. <input checked="" type="checkbox"/> Fred Testa – Oregon State Police <input type="checkbox"/> TBD – Governor’s Office <input type="checkbox"/> Jeremy Wells – Oregon Department of Education
Observers:	Gwyn Ashcom, WCPH; Robb Hutson, Rede Group; Jan Johnson, The Lund Report; Matt Minahan, NorthWest Vape Association; Gregg Withers, OSP; Becky Wright, MCHD; PHD – Sarah Hargand, Luci Longoria, Kati Moseley, Shaun Parkman, Tara Weston Association of Independent Restaurant and Bar Owners for Transparency (AIRBOT) – Suzy Day, Tanya Frantzen, Sepal Meacham; Michelle Gillies-Crockett

Updates	Contact
1. Place Matters Oregon presentations are available at this website: http://beattygroup.cvent.com/events/place-matters-2016-working-together-to-create-healthy-communities/custom-114-4882fabf6abd44858bdc046283485f23.aspx	Luci Longoria

Agenda Item, objective and background information	Time
1) Welcome and Introductions	1:00-1:05(5)
2) Evaluation Update -- Shaun and Sarah	1:05-1:25 (20)
Objective: Provide updates on the various tobacco program evaluations taking place. <ul style="list-style-type: none"> Brief review of last meeting’s discussion about Strategies for Policy and Environmental Change (SPArC) and Statewide Tobacco Retail Evaluation, Tobacco Prevention Education Initiative Evaluation, Tobacco-free Properties Policy Evaluation in Counties (TOPPEC); Update on Sustainable Relationships for Community Health (SRCH); Update on Evaluation Dashboard. 	

Tobacco Reduction Advisory Committee (TRAC) Meeting Agenda



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: HPCDP provided updates regarding the efforts of grantees and programs to fulfill the goals of the 5-year Strategic Plan in reducing tobacco use. A Tobacco Evaluation dashboard (Attachment A) was provided as a high level summary of the Tobacco Strategic Evaluation Plan.

The programs addressed in the evaluation plan included:

- Tobacco-free Properties Policy Evaluation in Counties (ToPPEC)
- Strategies for Policy And enviRonmental Change (SPArC)
- Tobacco Prevention Education Campaign (Tobacco counter-marketing health communications campaign)
- Sustainable Relationships for Community Health (SRCH)
- Quitline and Cessation Campaign

Decision and Action Steps: Discuss updates on evaluation projects at a future TRAC meeting.

3) Communication Coordination -- Kati

1:25-1:55 (30)

Objective: Discuss needs around communication coordination and messaging for tobacco policy action happening at the state and locally. Provide updates on various tobacco program communications taking place.

- Campaign Results
- CCO Collaborations on Cessation – Trillium/Lane Update
- 20th Anniversary of the Tobacco Prevention and Education Program (TPEP)

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: CCOs and Public Health are partnering to offer support for tobacco users who want to quit tobacco. These partnerships support campaign planning and implementation, follow Centers for Disease Control and Prevention (CDC) Tobacco Control Best Practices. Mass, digital, and social media are used to deliver campaign content.

Evaluation of the partnership between OHA-Public Health Division, Lane County Public Health, and Trillium (the local CCO) shows increased calls to the Quitline during the campaign, as well as increased calls to the Quitline from Trillium members:

- 24% increase in overall Quitline calls from Lane County due to the campaign,
- 30% of callers were from Trillium, and
- Neighboring areas without the campaign saw calls decrease.

This collaboration with Trillium is a model for further collaboration with local health departments and CCOs.

TRAC also discussed the 20-year anniversary of TPEP and achievements that have been made to better the health of all Oregonians. Ballot Measure 44 was passed in 1996, and TPEP was established in 1997. OHA-PHD is finalizing a report featuring the 20th anniversary and will share this with TRAC. This report is in addition to the legislatively mandated biennial report on the tobacco prevention and education program. This legislative report will include budget, program effectiveness, and local success stories.

Tobacco Reduction Advisory Committee (TRAC) Meeting Agenda



Decision and Action Steps: Discuss demographics of tobacco users, both locally and nationally. Share the anniversary report and other celebratory actions ahead of time for mass promotion across partners and media avenues.	
Break	1:55-2:05 (10)
4) Legislative Efforts Check-In -- ALL	2:05-2:35 (30)
Objective: Review tobacco-related bills being drafted 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 American Heart Association, American Cancer Society, Coalition of Local Health Officials, and other partners identified the following policy options and their tobacco prevention priorities for the upcoming legislative session:	
<ul style="list-style-type: none"> • Tobacco 21, • Tobacco Retail Licensing, and • E-Cigarette Tax. 	
Decision and Action Steps: Discuss proposed legislation and coordinate efforts to educate and support bill proponents.	
5) General Member Updates	2:35-2:45 (10)
Objective: Hear from members about current and upcoming activities and opportunities.	
Background: Members will share updates from their respective organizations.	
Discussion: The Tobacco Control Network's 2016 Policy Recommendation Guide is available.	
TRAC membership changes include:	
<ul style="list-style-type: none"> • Fred Testa introduced Gregg Withers as his successor representing the Oregon State Police, • Chris Friend will represent the American Cancer Society Cancer Action Network and serve as Co-Chair, • Kristen Gilman will represent the Attorney General's Office, and • Andi Easton will represent the Oregon Association of Hospitals and Health Systems. 	
The Governor's office has been engaged about the celebration of the 20 th Anniversary of TPEP.	
6) Wrap-Up and Identify Potential Future Agenda Items	2:45-2:55 (10)
<u>Potential future agenda items:</u>	
<ul style="list-style-type: none"> • Methods for state and national demographics assessment to advise media targeting smokers who are ready to quit • Evaluation progress on Tobacco Prevention Grants and Programs • Coordinating legislative efforts 	

Next TRAC meeting: Thursday, January 26, 2017; 1-3pm; PSOB Room 1C