

**Minutes of the
Tobacco Education and Research Oversight Committee (TEROC)**
Meeting on Tuesday, January 24, 2012
Sheraton Grand Hotel
1230 J Street
Sacramento, CA 95814

MEMBERS PRESENT:

Dr. Lourdes Baezconde-Garbanati, Ms. Pat S. Etem, Dr. Alan Henderson, Dr. Lawrence Green, Dr. Pamela Ling, Mr. Naphtali Offen, Dr. Michael Ong (Chair), Ms. Peggy Uyeda, Dr. Shu-Hong Zhu, Dr. Dorothy Rice, Dr. Valerie Yerger

MEMBERS ABSENT:

Dr. Wendel Brunner

OTHERS IN ATTENDANCE:

Dr. Bart Aoki, University of California, Office of the President (UCOP),
Tobacco-Related Disease Research Program (TRDRP)
Majel Arnold, California Department of Public Health (CDPH), California Tobacco
Control Program (CTCP)
Audrey Bazos, Department of Finance (DOF),
Dr. David Cowling, CTCP
Dr. Carol D'Onofrio, Consultant
Dr. Phillip Gardiner, TRDRP
Tonia Hagaman, CTCP
Dr. Bonnie L. Halpern-Felsher, University of California, San Francisco
Tom Herman, California Department of Education (CDE), Coordinated School
Health and Safety Office (CSHSO)
Dr. Norval Hickman, TRDRP
Gretta Foss-Holland, CTCP
Tonia Hagaman, CTCP
Rich Heintz, Local Lead Agency Project Director's Association (LLA PDA)
Jerry Katsumata, CTCP
Dr. Caroline Kurtz, CTCP
Nicole Kwon, CTCP
John Lagomarsino, CSHSO
Bruce Lee, DOF
Linda Lee, CTCP
Deana Lidgett, CTCP
Karl Madayag, American Cancer Society
Carol McGruder, African American Tobacco Control Leadership Council
(AATCLC)/URSA
Danielle Morena, Health Education Council
Jamie Morgan, American Heart Association
April Roeseler, CTCP

Nadine Roh, CTCP
Gordon Sloss, CTCP
Sandra Soria, CTCP
Colleen Stevens, CTCP
Greg Wolfe, CSHSO
Kimberly Weich Reusche, American Lung Association

1. WELCOME, INTRODUCTION, AND OPENING COMMENTS

Tobacco Education and Research Oversight Committee (TEROC) Chair Dr. Michael Ong called the meeting to order at 9:40 a.m. TEROC members and guests introduced themselves.

2. APPROVAL OF MINUTES FROM SEPTEMBER 27, 2011 TEROC MEETING, CORRESPONDENCE, AND ANNOUNCEMENTS

Acceptance of Minutes moved by Naphtali Offen, seconded by Dr. Ling, motion carried unanimously.

Incoming Correspondence:

The Chair reviewed correspondence, including:

- Email from April Roeseler regarding Prop 99 and Prop 10 Agenda item at Board of Equalization, dated November 12, 2011.
 - Attachment: Memorandum from Joe Fitz, Chief Economist, Board of Equalization, regarding Effects of Proposition 10 on Cigarette and Tobacco Products Consumption, dated October 26, 2011.
- Email from Michael Ong, Chair to Stanton Glantz regarding the film subsidy issue, dated December 16, 2011.
- Email from Nathan Solov to AB 1301 supporters regarding status and support of the bill, dated January 4, 2011.

Outgoing Correspondence:

- Letter to Superintendent of Public Instruction, Tom Torlakson and Director, California Department of Public Health, Ron Chapman regarding California Department of Education representation on the collaboration of Tobacco-Free Schools, dated October 10, 2011.
- Letter to Director, California Department of Public Health, Ron Chapman, regarding staff levels, dated October 11, 2011.
- Ms. Kathleen Velaszquez has retired from state service and is no longer a TEROC member. A certificate of appreciation was presented to Kathleen Velazquez, M.P.H., M.A.

3. ENVIRONMENTAL UPDATE

The Chair highlighted the following recent developments:

- **Cigarette graphic warning labels put on hold**
In November 2011, a federal trial court ruled that new graphic warning

labels scheduled to be placed on cigarette packages in September 2012 are unlikely to survive a First Amendment legal challenge.

- **Attorney General's Opinion on the Labor Code**
On December 21, 2011, The California Office of the Attorney General has opined on whether a private smokers' lounge located in or attached to a retail or wholesale tobacco shop, which serves alcoholic beverages to patrons, is exempt from the requirements of Labor Code section 6404.5 to maintain a smoke-free workplace. It was concluded that they are not exempt from Labor Code section 6404.5.
- **Local ban on the sale of flavored smokeless tobacco upheld**
On November 15, 2011, a federal court in New York upheld New York City's ban on the sale of flavored smokeless tobacco, dismissing a legal challenge brought by U.S. Smokeless Tobacco Company, which is owned by Altria.
- **New York City sues roll-your-own cigarette shops over taxes**
On Nov. 14, 2011, New York City's legal department filed a lawsuit against Island Smokes, a "roll-your-own" tobacco shop in Manhattan, arguing that the company's Manhattan store and another on Staten Island are engaging in blatant tax evasion. The suit, filed in federal court in Manhattan, also accused the store of violating a state law requiring cigarettes to meet fire safety standards.
- **Altria's Citizens for Tobacco Rights Website**
Altria and their set of tobacco companies have launched a new web site called Citizens for Tobacco Rights. Citizens for Tobacco Rights is a group of adult smokers and dippers joining together to learn more about and take action on issues they care about. It is supported by Philip Morris USA, U.S. Smokeless Tobacco Company and John Middleton.
Website: <http://www.tobaccorights.com/ctr/advocacy/default.aspx>
- **Testimony to the Trade Subcommittee, Ways and Means Committee, U.S. House of Representatives Trans-Pacific Partnership Agreement (TPPA): Implications for Tobacco Control, and Comment on Trade Advisory Committees**
The American Academy of Pediatrics, the American College of Preventive Medicine, the American Society of Addiction Medicine and the Center for Policy Analysis on Trade and Health, submitted testimony to the Trade Subcommittee of the House Ways and Means Committee for the hearing on the TPPA, on Dec. 14, 2011. They recommended ensuring that all tobacco products, including tobacco, cigarettes, cigars, smokeless tobacco, and other tobacco products are excluded from all provisions of this and any other Free Trade Agreement (FTA).
- **University of California Campuses Go Smoke-Free**
On January 9, 2012, University of California (UC) President Mark Yudof announced that he has requested that chancellors at all 10 campuses form committees to implement a smoke-free policy that also bans the use, sale and promotion of tobacco products on University property. Yudof stated the UC wanted to demonstrate leadership in reducing tobacco use

and exposure to secondhand smoke by adopting a smokefree policy on all their campuses.

- **American Lung Association released their State of Tobacco Control 2010 Report**

On January 19, 2012, the American Lung Association released their State of Tobacco Control 2011 report. The annual report card grades states and the District of Columbia on four key tobacco control policy areas.

The national grades: www.stateoftobaccocontrol.org.

The California local grades:

<http://www.lungusa.org/associations/states/california/assets/pdfs/sotc-2012/sotc2012-california-report.pdf>

4. BUDGET UPDATE

Bruce Lee and Audrey Bazos, Department of Finance (DOF), highlighted the following items from the Proposition (Prop) 99 accounts in the Governor's 2012 – 13:

Proposition 99 revenues for 2011-2012 (\$277 million) are down from prior estimates (approximately \$7.0 million less than the 2011-2012 projections at the 2011 Budget Act due to the reduced tax revenues from cigarette and tobacco sales). After updating actual expenditures and available reserves, Proposition 99 programs have relatively little change from the Budget Act of 2011 for the current year. The revised current year updates reflects only minor baseline adjustments.

Proposition 99 revenues for 2012-2013 (\$269 million) are projected to decrease by additional \$8.0 million. With lower fund balances being forwarded from 2011-2012 into 2012-2013, adjustments were made to account for the changes in the available fund balances.

The following adjustments were made to the Proposition 99 proposed expenditure plan for 2012-13:

- A decrease of \$11.6 million for Hospital Services outpatient care costs in Medi-Cal due to insufficient funds in the Hospital Services, Physicians' Services and Unallocated Accounts.
- A decrease of \$5.5 million for the California Department of Public Health (CDPH) and a net \$1.9 million decrease for the CDE for anti-tobacco health education due to insufficient funds in the Health Education Account.
- A net decrease of \$5.1 million from Hospital Services, Physicians' Services and Unallocated Accounts due to decrease caseload in the Access for Infants and Mothers program.
- A decrease of 1.1 million for the Resource Agency Departments due to insufficient funds in the Public Resources Account.

- An increase of \$1.0 million for the UC and a net increase of \$368,000 for the CDPH for tobacco research due to the available balance in the Research Account.

There was a question about why there was a negative amount reported under the 2011-12 Health Education Account's Unrestricted Reserve. Mr. Lee and Ms. Bazos explained that the goal is to maintain a minimum of 5 % in the Unrestricted Reserve and the amounts reported for each of these accounts indicates whether the amount is above or below the 5% goal for the Unrestricted Reserve (e.g. \$0 indicates the Unrestricted Reserve is at 5%). The negative amount reported under the 2011-12 Health Education Account's Unrestricted Reserve does not mean that there is a negative balance but indicates that the account was dipped into and is below the 5% minimum.

The Chair thanked Bruce Lee and Audrey Bazos for their presentation.

5. SCHOOL BASED TOBACCO EDUCATION: INSIGHTS FROM TOBACCO USE PREVENTION EDUCATION (TUPE) COORDINATORS, STUDENTS, & PARENTS

Dr. Bonnie L. Halpern-Felsher, Professor of Pediatrics, University of California, San Francisco, presented research which examined school-based tobacco control and education efforts, with an eye toward developing new, developmentally appropriate, comprehensive tobacco prevention efforts. This project was funded by a Tobacco Related Disease Research Program (TRDRP) grant.

Researchers wanted to examine key factors that were involved with youth smoking, the effects of current school-based intervention efforts, and then develop curricula and strategies to be incorporated into future interventions. Focus groups were held with middle and high school teachers, coordinators, parents, and students. Several themes surfaced from these groups, such as the need for support for tobacco education efforts, youth development by empowering and including youth in advocacy activities, and adolescents need more education on addiction. It was also found that parents are unaware of the content of the tobacco education in schools and the school-based tobacco policies.

The purpose of the new project is to develop, test, and implement a toolkit containing a set of youth development modules applied to school-based tobacco control and education efforts. The project will focus on the principles and application of youth development, addiction education, and tobacco education and messaging for parents. Dr. Halpern-Felsher reported that the next phase would be to implement the toolkit in five counties – San Diego, Los Angeles, Fresno, San Francisco, and San Mateo. The toolkit would have

a focus on African Americans, Latino, and Low Socio-economic Status populations.

The Chair thanked Bonnie L. Halpern-Felsher for her presentation.

6. UNIVERSITY OF CALIFORNIA, OFFICE OF THE PRESIDENT (UCOP), RESEARCH GRANTS PROGRAM OFFICE (RGPO) AND TOBACCO RELATED DISEASE RESEARCH PROGRAM (TRDRP REPORT)

Dr. Bart Aoki provided an update on TRDRP activities. TRDRP reported that Norval Hickman, Ph.D. and Anwer Mujeeb, Ph.D. were hired TRDRP Program Officers. Dr. Hickman will serve as Program Officer for Social/Behavioral Sciences to enable Dr. Gardiner to focus his responsibilities in the areas of Policy Research and Neuroscience while Dr. Mujeeb will serve as Program Officer (.50 effort) for Toxicology and Biomedical Sciences.

One hundred seventy eight letters of intent (LOIs) were submitted under TRDRP's new research priorities and 21st funding cycle, of which 170 were approved for submission of full applications. One hundred forty nine full applications were submitted by the deadline of January 11, 2012.

The following is a breakdown of applications by research priority:

- Environmental Exposure: 22 Applications
- Addiction and Early Diagnosis: 69 Applications
- Regulatory Science: 10 Applications
- Disparities and Equity: 46 Applications
- Industry Influence: 2 Applications

The majority of the submitted applications were for full research project grants (39/26%), exploratory and developmental grants (62/42%), and career development grants (33/22%). There was a notable increase in community-academic research applications (12/8%) over the previous cycle (4/2.5%) while the number of school-academic research applications essentially remained the same (2/1%). These 149 applications will be reviewed in seven different review committees meeting in March and the program's Scientific Advisory Committee (SAC) will make funding recommendations based on the results of the first tier review in May 2012.

The program held a one-day workshop on Community-Based Participatory Research (CBPR) on Thursday, November 10, 2011. The one-day session served as a pre-review of proposals for those submitting Community Academic Research Awards (CARAs) or School Academic Research Awards (SARAs) in response to the 2012 Call for Applications. Nine project teams submitted brief proposals in time to be eligible to attend the workshop. The program's intent in sponsoring this particular grant type and the theoretical underpinnings of CBPR were reviewed with the group

A TRDRP/UC Legislative Briefing is planned for Thursday, April 19, 2012 to disseminate research findings on adolescent smoking as it relates to tobacco

outlet density and advertising proximity to schools. The briefing is planned to inform consideration of SB 331 (Padilla) which would prohibit new tobacco retailers from locating within 600 feet of a school.

TRDRP and the California Tobacco Control Program have continued collaborative planning for a joint Investigators and Project Directors meeting to be held April 10-12, 2012 in Sacramento. The first day of the three-day conference will be science-focused, the second day will combine scientific and tobacco control program presentations, and the last day will be program-focused. As of this report, keynote speakers have been identified and invited, as have the presenters for eight scientific panel sessions planned for the first day of the conference. In addition, the TRDRP has reviewed and organized abstracts designated for poster sessions and awarded travel scholarships for previous career development grantees to present their work at the conference.

During this period, the execution of a Service Level Agreement (SLA) with the UCOP Marketing/Communications Unit to provide additional strategic support and assistance to TRDRP to expand and strengthen the program's communications and dissemination activities. UCOP will assist with briefings, press activities, social media, and websites to have a more active and engaged voice for the program.

The Chair thanked Dr. Aoki for his presentation.

7. CALIFORNIA DEPARTMENT OF EDUCATION (CDE) REPORT

Tom Herman, and Greg Wolfe presented the CDE update.

The Coordinated School Health and Safety Office (CSHSO) held a meeting of County Office of Education (COE) Tobacco Use Prevention Education (TUPE) Coordinators on October 18, 2011. There was a detailed review of the application requirements found in the 2012 Cohort G TUPE Tier 1 and Tier 2 Request for Applications (RFA). The coordinators engaged in an interactive dialogue to formulate local coordination and capacity to better respond to the TUPE Tier 1 RFA. The TUPE Tier 1 RFA requires every grant to enforce a tobacco-free school policy and conduct the California Healthy Kids Survey. The County TUPE Coordinators provide technical assistance to help TUPE grantees implement effective and compliant tobacco-use prevention programs. Most of the meeting's agenda was devoted to tobacco use prevention education topics including a discussion of the role County TUPE Coordinators now play in supporting Tier 1 competitive grantees.

On October 19, 2011, Dr. Bonnie Halpern-Felsher, Professor of Pediatrics from the University of California at San Francisco presented her TRDRP funded research findings to the TUPE County Coordinators.

TUPE grantees have requested that they be allowed to have direct access to the education related announcements from the CTCP's *Partner's Weekly Update*; the Tobacco Education Clearinghouse of California (TECC) *Research Wire*. However, this isn't possible due to funding. CDE is hoping to possibly work something out and will look into whether funding is available so that TUPE grantees can have access to this important information.

The 2012 Cohort H TUPE Tier 1 RFA was released on September 12, 2011. Tier 1 applications were due December 16, 2011. Tier 1 applications were submitted from 31 separate applicants of which 15 are consortium applications. A total of 104 local educational agencies will be enforcing tobacco free policy and collecting California Healthy Kids Survey data if awarded grants. The total grant award requested is \$464,826.00. The Cohort H Tier 1 Grant Readers Conference is scheduled to take place February 7-9, 2012.

The 2012 Cohort H TUPE Tier 2 RFA was released on November 18, 2011. Tier 2 applications are due Friday, February 17, 2012. More than 20 LEAs submitted the Intent to Submit a Tier 2 Application. The submission of the Intent to Submit an Application is not required and additional applications are expected. The TUPE Tier 2 grant award is expected to become increasingly competitive due to an increase in the size of the grant award from \$37.50 to \$54.00 per average daily attendance and the continued decline in anticipated tobacco tax revenues. There will be less grantees but each grantee will receive more funding. Grants awarded through the 2012 Cohort H TUPE RFAs will begin July 1, 2012 and end June 30, 2015.

There are few resources to assist school prevention staff with building the capacity to work with priority population youth. The CDE took the initiative to make TUPE grantees aware of the Advocacy and Data dissemination to achieve Equity for Priority populations on Tobacco (ADEPT) project funded through the TRDRP. TUPE grantees were encouraged to participate in ADEPT Cross-Cultural Leadership Training. The training is an innovative program addressing tobacco control and other social justice issues for priority populations in California through culturally and community tailored training, capacity building, leadership development and policy/advocacy. TUPE grantees have no access to any other similar resource.

On October 19, 2011, all 58 of the state's County TUPE Coordinators were reminded that the 2012 Cohort H TUPE Tier 2 RFA now requires TUPE grantees to adopt a mission to develop California's next generation of tobacco-free advocates who represent a cross-section of California's priority populations. The information was presented again as part of a webinar on January 11, 2012 for County TUPE Coordinators and prospective 2012 Cohort H Tier 2 applicants to make clear the RFA requirement that grantees intentionally solicit students from priority populations including: African

Americans, American Indian and Alaska Natives, some Asian Americans and Pacific Islanders, Latino males, and LGBT populations or those with low SES for participation in youth development strategies. The webinar to provide guidance regarding the 2012 Cohort H TUPE Tier 2 RFA conducted on Wednesday, January 11, 2012, can be viewed online.

A question was asked about why the only Priority Population that is gender specific is Hispanic/Latino in the 2012 Cohort H Tier 2. Greg Wolfe reported that this is the way it is stated in the 2009 - 11 TERO Master Plan. The Priority Populations will be broader in the new Master Plan. The CDE RFA will reflect the changes made to the 2012-14 Master Plan.

TUPE Coordinators were asked to support future grantee efforts to implement youth development strategies that effectively engage youth in anti-tobacco advocacy. The Coordinators discussed the steps needed to ensure that applicants understand that applications targeting youth from priority populations for participation in youth development strategies will be awarded more points.

TUPE Tier 2 grantees are required to complete the Annual Online TUPE Report at the end of each year. The report is completed and submitted online. Reports from past years, as well as county and state aggregate results, can be accessed online. The 2011-12 TUPE online annual report is being amended to require grantees to report the exact number of students participating in youth development strategies disaggregated by priority population status.

A discussion ensued about the surveys and evaluations conducted in schools. The California Healthy Kids Survey (CHKS) is a student survey about risk behavior intended for use by schools, while the California Student Tobacco Survey (CSTS) is a tobacco survey that is part of the In-school Evaluation of TUPE. There was some confusion about the most recent In-school Evaluation of the TUPE report. Dr. David Cowling reported that the most recent report available is the 2007 – 2008 report and the evaluation is conducted every two years by WestEd. It was suggested that the CSTS and the CHKS should be combined, which led to further discussion about the purpose of the two surveys. A question was also posed about whether TRDRP could be the contractor for the CHKS. The Chair tabled this discussion for a future meeting.

The Chair thanked Tom Herman, and Greg Wolfe for their update.

8. CALIFORNIA DEPARTMENT OF PUBLIC HEALTH (CDPH), CALIFORNIA TOBACCO CONTROL PROGRAM (CTCP) REPORT

Colleen Stevens provided an update on CTCP activities. CTCP has begun planning a statewide tobacco retail campaign. The campaign will be written

into all procurements released in 2012. The campaign will consist of local data collection and local policy initiatives which will be supported by statewide media, public relations, and statewide data collection.

CTCP collaborated with CDE to develop a toolkit on smokefree schools. The toolkit was signed by Director Chapman and was sent up to Agency. It was returned on October 17, 2011 unapproved and with a request for additional edits. CTCP staff made the requested edits to the toolkit and it was resubmitted on December 12, 2011. The toolkit is important to increase awareness of the need to support tobacco-free policies in all K-12 schools. Tools/resources are included to facilitate these environmental policy changes. However, we have come to an impasse with obtaining approval from CDPH.

CTCP is extending the 2010-2013 LLA Plans for one year to June 30, 2014. The Communities of Excellence indicators/assets and assessment tool, are undergoing a substantial revision.

In January, focus groups were held in Sacramento with African American adult participants to obtain their feedback on new print and radio concepts. The concepts included facts about how the tobacco industry targets the African American community, the health effects suffered by African Americans from smoking and encouragement on quitting, including information about the California Smokers' Helpline. The concepts most favored by participants are being routed for the approval to produce.

The California Air Resources Board (ARB) met with CTCP to discuss the possibility of adopting regulations related to the classification of secondhand smoke as a toxic air contaminant. CTCP learned from ARB that it would not be feasible to regulate secondhand smoke because: 1) ARB does not have authority to regulate indoor air; 2) In order to develop an ARB regulation (airborne toxic control measure) they must be able to quantify public exposure (for outdoor air) and their associated risk levels; 3) Implementation of any type of regulation requires enforcement which ARB does not have the resources to do. ARB is committed to taking the lead on publishing a report that highlights the need to reduce exposure to secondhand smoke by the public. They will collaborate with CTCP on the content of the report.

CTCP is collaborating with the Department of Health Care Services (DHCS), Medi-Cal Program and the California Smokers' Helpline to reduce the adult Medi-Cal smoking prevalence (currently 20.3 percent). An information flyer was included in the DHCS quarterly mailing that announced the expansion to include easier access to Food and Drug Administration approved tobacco cessation medications, increased duration, and counseling benefits. Approximately four million adult Medi-Cal beneficiaries received this information.

CTCP's Project SMART Money group has asked the Tobacco Control Evaluation Center to create and host a webpage that would serve as a simple tool to track tobacco industry-sponsored events mostly in bars and nightclubs.

There have been three positions filled at CTCP: Computer Resource Specialist II, Associate Governmental Program Analyst, Health Program Specialist I.

The Chair thanked Colleen Stevens for her presentation.

9. VOLUNTARY HEALTH AGENCY UPDATE

Jamie Morgan of the American Heart Association (AHA) and Kimberly Weich Reusche of the American Lung Association (ALA) provided an update on voluntary health agency activities and the status of legislation for this legislative session. The California Cancer Research Act (CCRA) is their current focus and this ballot initiative will be decided by California voters on June 5, 2012. February 1, 2012 will be the official re-launch of this campaign.

The legislative session reconvened on January 4, 2012. The status of the two year bills were discussed:

Senate Bill (SB) 575 (DeSaulnier): This bill would eliminate most of the exemptions in the existing statewide smokefree workplace law (Labor Code 6404.5). SB 575 is still being held in the Assembly Governmental Organization Committee on the recommendation of the committee chair.

Assembly Bill (AB) 217 (Carter): This bill would modify the exemption in the statewide smokefree workplace law (Labor Code 6404.5) for long-term health care facilities. Under current law, patient smoking areas are allowed inside a long-term health care facility.

SB 331 (Padilla): This bill would make changes to the Cigarette and Tobacco Products Licensing Act. The bill would prohibit a state tobacco retailer license from being issued to any tobacco retailer that is located within 600 feet of a public or private elementary or secondary school. This prohibition would not apply to licenses that are being renewed or transferred. There is considerable opposition from the grocers associations and maybe enough pressure that the author may amend the bill to accept grandfathering.

AB 1278 (Hill): This bill would prohibit smoking in all areas of a general acute care hospital and throughout the entire hospital campus.

AB 1301 (Hill): This bill would make changes to the Cigarette and Tobacco Products Licensing Act to increase penalties for violations of the Stop

Tobacco Access to Kids Enforcement (STAKE) Act and Penal Code Section 308 (which both prohibit sale and distribution of tobacco products to minors).

At the last TEROC meeting Nathan Solov, Chief of Staff, Assembly Member Jerry Hill, came to discuss AB 1301 (Hill). Due to recent amendments, the members reviewed the bill again to determine if TEROC should support this bill. AB 1301 would enhance current efforts to reduce illegal tobacco sales to minors. It would strengthen the penalties, timeframe, and requirements for selling tobacco to minors and would add immunity for youth participating in undercover buying operations under Penal Code 308. Additionally, it would remove the trigger which only allows violations of the tobacco sales to minors law to count against a tobacco retailer when the statewide illegal sales rate exceeds 13 percent.

Action Item

Dr. Henderson moved that TEROC prepare a letter of support for AB 1301. Seconded by Dr. Green, motion carried unanimously.

A discussion ensued on Assemblyman Hill's interest in moving a freestanding bill which would prevent film industry subsidies from being used on the production of movies/TV containing smoking. However, Assemblyman Hill decided not to move forward due to having a lot going on this legislative season. Deadline for introducing new bills is February 24, 2012.

The Chair thanked Jamie Morgan and Kimberly Weich Reusche for their legislative update.

10. DISCUSSION OF 2012 MASTER PLAN (MP)

Deana Lidgett, CTCP, reported on the progress and timeline for the 2012 Master Plan. The Master Plan was reviewed by several staff members and edits were incorporated. The next steps include completing missing endnotes, double checking data cited, and updating several graphs. The cover art that will be used is a simplified version of the concept presented with the map of California, which had the most number of votes from members. The anticipated date for the graphics department to begin the layout of the Master Plan is February 6, 2012. However, due to the delay in completing the Master Plan, CTCP will complete the Executive Summary and ensure that it is printed for dissemination at the *Linking Tobacco Control Research and Practice for a Healthier California* conference in April and the Capitol Information & Education Days in May.

A discussion ensued on the process for members final proofing of the 2012 Master Plan. There were three possible suggestions on how this might be done. A) Have 2-3 members proof the entire Master Plan. B) Have individual leads proof the objectives they worked on. C) Have member leads

proof the objectives they work on while also have a couple of members proof the whole Master Plan.

Action Item

Michael Ong moved that TEROC members would proof the 2012 Master Plan by having individual leads proof the objectives they worked on (option B). Seconded by Ms. Etem, motion carried unanimously.

Dr. Ong and Ms. Lidgett will send out assignment lists for proofing of the Master Plan in April.

11. CHIS

Naphtali Offen reported that the California Health Interview Survey (CHIS) asks about sexual orientation but only for those under the age of 70, which means that you can't get an accurate picture of tobacco use in LGBTQ populations in the over 70 population. Mr. Offen wanted to try and influencing CHIS to change this practice. This issue was tabled for a future meeting

12. PUBLIC COMMENT

No Public Comment

The meeting was adjourned at 4:14 p.m.

Next meeting: To be confirmed for May and possibly June 2012.