

**Meeting Notes of the  
Tobacco Education and Research Oversight Committee (TEROC)  
Master Plan webinar meeting**

Tuesday, October 25, 2011

1:00 to 5:00 pm

Public meeting locations held in Sacramento,  
Los Angeles, San Francisco and Contra Costa

**MEMBERS PRESENT:**

Dr. Lourdes Baezconde-Garbanati, Dr. Wendel Brunner, Ms. Pat S. Etem, Dr. Lawrence Green, Dr. Pamela Ling, Mr. Naphtali Offen, Dr. Michael Ong (Chair), Dr. Dorothy Rice, Dr. Valerie Yerger

**MEMBERS ABSENT:**

Dr. Alan Henderson, Dr. Shu-Hong Zhu, Ms. Peggy Uyeda, Ms. Kathleen Velazquez

**OTHERS IN ATTENDANCE:**

Majel Arnold, California Department of Public Health (CDPH), California Tobacco Control Program (CTCP)

Dr. David Cowling, CTCP

Dr. Carol D'Onofrio, Consultant

Gretta Foss-Holland, CTCP

Tom Herman, California Department of Education (CDE), Coordinated School Health and Safety Office (CSHSO)

John Lagomarsino, CSHSO

Linda Lee, CTCP

April Roeseler, CTCP

Dr. Todd Rogers, Consultant

Colleen Stevens, CTCP

Greg Wolfe, CSHSO

Maria Elena Gonzalez

**1. WELCOME, INTRODUCTION, AND OPENING COMMENTS**

Tobacco Education and Research Oversight Committee (TEROC) Chair Dr. Michael Ong called the meeting to order at 1:17 p.m. TEROC members and guests introduced themselves.

**2. DISCUSSION OF THE MASTER PLAN**

Overall, the members were pleased and complimentary about the recent draft of the TEROC Master Plan. Dr. Ong and the members congratulated the writers on their hard work. The goals of the webinar are to:

- a. Hear comments from the members regarding the recent Master Plan draft;
- b. Hear comments from the agency representatives (CTCP, CDE, and TRDRP);  
and
- c. Outlining the next steps and moving forward.

Members and agency representatives gave broad and general comments to the Master Plan draft that include:

Principles	<ul style="list-style-type: none"> <li>• Delete “prisoners” from the priority populations.</li> <li>• Also change Latin men to Latino men.</li> </ul>
Objective 1	<ul style="list-style-type: none"> <li>• There was discussion of regressive and excise tax, specifically with priority populations whom are sensitive to taxes. Mrs. Roeseler suggested using language from Frank Chaloupka who calls it a “Pulgovian” tax, which is a social tax that outweighs the regressivity.</li> <li>• Did not like the chart on page 10, it was considered weak and the chart on page 15 gave a better visual.</li> <li>• Also on page 10, the paragraph on “Reduced Tobacco Use” is confusing.</li> </ul>
Objective 2	<ul style="list-style-type: none"> <li>• Recommend to include information about global treaty language related to tobacco control.</li> <li>• Recommend to remove the “Learn from Florida’s experience” call out box on page 15.</li> </ul>
Objective 3	<ul style="list-style-type: none"> <li>• Add the issue of social justice which Dr. Yerger will provide suggested language to the writers.</li> <li>• The menthol topic should be added in this area or in Objective 7.</li> <li>• Liked the language and information on second and third hand smoke.</li> <li>• On page 20, it is heavily focused on TRDRP’s evaluation. It was recommended to also include CTCP’s evaluation as well.</li> </ul>
Objective 4	<ul style="list-style-type: none"> <li>• n/a</li> </ul>
Objective 5	<ul style="list-style-type: none"> <li>• Under the strategies, there should be specific examples that particularly focus on the agencies.</li> <li>• On page 28, it was recommended to change language to be inclusive and emphasize all educational programs, not just TUPE recipients.</li> <li>• The last sentence on page 28 says to change the eligibility requirements for TUPE grants. This is not doable because it is not a law or sanctioned. It is recommended to change the word to “Encourage.”</li> </ul>
Objective 6	<ul style="list-style-type: none"> <li>• n/a</li> </ul>
Objective 7	<ul style="list-style-type: none"> <li>• Highlight political officials who receive tobacco industry dollars, also ones who do not.</li> <li>• On page 38, there should consistency of using the wording of “front groups.”</li> <li>• Also on page 38, instead of using, “Require public officials to sign a pledge...” Change wording to “Encourage or motivate”</li> </ul>
Other comments for the Master Plan draft include:	<ul style="list-style-type: none"> <li>• In the Table of Contents, it was noted that the titles and headings were not consistent to reflect with the appropriate pages throughout the Master Plan. It</li> </ul>

	<p>was shorten, however the Members recommend to change it back for consistency purposes.</p> <ul style="list-style-type: none"> <li>● Remove the references that are used inside call out boxes.</li> <li>● On page 3, strike out or move language about CTCP's cut and unfilled positions. Recommend to move it to Objective 2 and keep it general.</li> <li>● On page 4, the paragraph on "If this is not done, then the state..." is overstated.</li> <li>● Liked the visual on page 4.</li> <li>● On page iv, strikeout second paragraph starting with, "The California Tobacco Control Program was initiated in 1989..."</li> </ul>
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**Action Items** for the Master Plan agreed by members to ensure a seamless process for the timeline include:

- a. The approval of Michael, Carol and Todd to serve as the small workgroup to focus on the final steps of editing for the Master Plan;
- b. Individuals agreed to submit their feedback and edits to the writers by November 7th; and
- c. The three agencies (CTCP, CDE, & TRDRP) will provide 3-5 major outcomes achieved for 2009-2011 to include in the upcoming Master Plan.

Members would like to know how many 2009-2011 Master Plans were distributed, also the number of clicks from those who accessed copies online. CTCP will research that information and report back to TEROC.

Members will receive a survey monkey from CTCP to review and provide feedback on drafts of Master Plan cover concepts. The final decision on the cover will be determined by Michael, Carol and Todd.

A workgroup was developed that include Drs. Ong and Baezconde-Garbanati, and Ms. Etem to focus on a legislative briefing in the spring 2012. This workgroup will also focus on the promotion and distribution of the TEROC Master Plan, including doing op-eds. CTCP will work with the voluntaries and TEROC to assist with the coordination of the spring 2012 Master Plan legislative briefing.

### **3. PUBLIC COMMENT**

Maria Elena Gonzalez from the UCSF location reported the importance to linking the Master Plan's objectives to international human rights. Also to specifically talk about the federal government violating human rights to the menthol issue. Maria will submit language and information to Drs. Ling and Green which will be included with the social justice and menthol issues relating to Objectives 2, 3, and 7.

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