

**Minutes of the
Tobacco Education and Research Oversight Committee (TEROC)
Tuesday
June 6, 2017
8:30 AM to 3:30 PM**

Main Location

Residence Inn
1121 15th Street
Sacramento, CA 95814

Alternate Location

University of Southern California
2001 N Soto Street
3rd Floor, Room 303
Los Angeles, CA 90032

MEMBERS PRESENT

Dr. Michael Ong (Chair), Dr. Claradina Soto, Dr. Mark Starr, Dr. Pamela Ling, Dr. Wendy Max, Mr. Richard Barnes, Ms. Debra Kelley, Ms. Patricia Etem, Ms. Vicki Bauman, Dr. Robert Oldham, and Ms. Mary Baum.

MEMBER PRESENT ALTERNATE LOCATION:

Dr. Lourdes Baézconde-Garbanati

MEMBERS ABSENT:

Dr. Alan Henderson

OTHERS IN ATTENDANCE:

Lynn Baskett, Consultant
Lou Moerner, Northern California Indian Development Council (NCIDC)
Dr. Bart Aoki, University of California, Office of the President, Tobacco-Related Disease Research Program, (UCOP/TRDRP)
Dr. Norval Hickman, TRDRP
Bob Curry, Marin County
John Lagomarsino, California Department of Education (CDE)
Margarita Garcia, CDE
Changyun Sung, CTCP/University of California, Davis
Erin Dobyms, Alpine County
Rich Kwong, California Tobacco Control Program (CTCP)
Valerie Quinn, CTCP
April Roeseler, CTCP
Nadine Roh, CTCP
Merril Lavezzo, CTCP
Raymond Leung, Change Lab Solutions
Amanda Wallner, Health Access
Renee Mohrbacher, Stanislaus County Office of Education

OTHERS IN ATTENDANCE ALTERNATE LOCATION

Rosa Barahona, University of Southern California (USC)

Master Plan Primary Target Audience and Appropriate Format

Discussion question: Who are the primary target users of the Master Plan and how can it best communicate TEROC's message and optimize its utility?

Members identified two target audiences with two different, but compatible, formats for increased accessibility and usefulness.

Target audiences for the full report:

- California Department of Public Health, Tobacco-Related Disease Research Program (TRDRP), and California Department of Education
- The field—Local Lead Agencies (LLAs), Local Educational Agencies (LEAs)

Target audiences for the executive summary:

- New allies
- Community champions
- Elected Officials
- Media

Top Themes for the Master Plan

Discussion question: What are the top policy areas the Master Plan should address?

Top themes identified by the members were:

- Health equity
- Changing landscape: new products, Industry tactics, electronic smoking devices, and marijuana

Master Plan Title

After reviewing the results of the SurveyMonkey ranking of the titles that emerged from the February brainstorming process and additional discussion and ranking, the title selected for the 2018-2020 Master Plan is: New Challenges: New Promise for All.

Next Steps

Lynn Baskett, consultant, will develop an Executive Summary that can be part of the full report as well as a separate shorter document where the shorter format is more appropriate. The Executive Summary will include broader policy recommendations with the details and data primarily found in the full report. Content subcommittees will be convened as needed for input as the Executive Summary and full report are finalized.

Public Comment

Public comment was accepted throughout the meeting.

Adjourn

The meeting was adjourned at 3:00PM.