

**Tobacco Education and Research Oversight Committee (TEROC)
Meeting Agenda**

**Tuesday
October 11, 2017
8:30 AM to 3:30 PM**

**Executive Inn and Suites
1755 Embarcadero
Oakland, CA 94606**

Members Present

Dr. Lourdes Baézconde-Garbanati, Ms. Mary Baum, Mr. Richard Barnes, Mr. Primo Castro, Ms. Patricia Etem, Dr. Alan Henderson, Dr. Pamela Ling, Dr. Wendy Max, Dr. Michael Ong (Chair), Dr. Claradina Soto, and Dr. Mark Starr.

Members Absent

Ms. Vicki Bauman and Dr. Robert Oldham

Others Present

Lynn Baskett, Consultant

Rich Kwong, California Tobacco Control Program (CTCP)

April Roeseler, CTCP

Nadine Roh, CTCP

Mayra Miranda, CTCP

Merril Lavezzo, CTCP

Dr. Bart Aoki, University of California, Office of the President, Tobacco-Related Disease Research Program, (UCOP/TRDRP)

Dr. Norval Hickman, TRDRP

John Lagomarsino, California Department of Education (CDE)

Sarah Planche, CDE

Tom Herman, CDE

Margarita Garcia, CDE

Lou Moerner, Northern California Indian Development Council (NCIDC)

Agenda Review

Meeting outcomes were reviewed.

1. Confirm key policy areas for the Master Plan
2. Confirm Executive Summary
3. Confirm the Master Plan
4. Select Master Plan cover
5. Appoint Dissemination and Infographic Sub-committees

Policy Questions

Members discussed and reached consensus on various policy statements in the Master Plan. Highlights include:

- The vision and mission were revised to acknowledge that references to tobacco did not include tobacco used for traditional, sacred practices of Native Americans.
 - Vision: A smoke- and commercial tobacco-free California.
 - Mission: To eliminate illness and death, environmental harm, and economic burden resulting from the use of commercial tobacco products.

- Marijuana will generally be used instead of cannabis.
- A recommendation will be added to recommend that tribes and sovereign nations implement an age-of-sale policy. This will be similar to the recommendation that military installations do the same.
- A recommendation will be added to allow local jurisdictions to tax tobacco products.
- The Technical Supplement will include a description of requested voluntary restrictions on the part of social media companies to support denormalizing tobacco product use.
- The 2018-2020 Master Plan will be dedicated to Dorothy Rice, the longest serving TERO member, for her lifetime contributions to tobacco control.

Master Plan and Executive Summary

The objectives of the October draft included:

- Respond to field survey participant and member desire to have a shorter, more accessible document.
- Explore new formats both online and printed.
- Maintain the wealth of data in the current Master Plan.
- Focus on more actionable, significant recommendations rather than operational details or activities that are part of agency day-to-day operations.

In response, a separate, stand-alone Executive Summary was developed. The “Executive Summary” included a description of the environmental context or landscape in which the broad policy recommendations were developed, a full list of objectives, strategies and recommendations, call to action and reference to the online Master Plan. The “Master Plan” was intended to be an online document with a more detailed rationale for the recommendations and the rich data that supports them.

Members provided comments and suggestions on the two documents, which will be incorporated into the final draft.

Members also agreed to change the titles of both documents. The shorter document will be titled “Master Plan” and the longer document with the detail and data supporting each recommendation will be titled “Technical Supplement to the Master Plan.”

Other changes include putting all the research-related recommendations and priorities in one chapter in each document entitled, Develop Policies and Practices Informed by Science. The Agency Accomplishment Highlights will only be in the Technical Supplement and reflect the top three-four accomplishments each for: CTCP, CDE and TRDRP.

Master Plan Cover

Three cover concepts were provided. The committee provided input to refine the selected cover concept and CTCP staff will develop the final version.

Next Steps

- Dissemination Sub-committee: Lourdes Baezconde-Garbanati and Pat Etem were appointed.
- Infographic Subcommittee: Michael Ong and Primo Castro were appointed.
- Final publication copy will be reviewed and approved by the Chair.

Public Comment

Public comment was accepted throughout the meeting.

Adjourn

The meeting was adjourned at 3:00PM.