

**Minutes of the  
Tobacco Education and Research Oversight Committee (TEROC)**

Meeting on Wednesday, May 18, 2011

Sheraton Grand Hotel

1230 J Street

Sacramento, CA 95814

**MEMBERS PRESENT:**

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

**MEMBERS ABSENT:**

Dr. Wendel Brunner, Dr. Lawrence Green

**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)  
Glen Baird, CTCP  
Dr. Carol D'Onofrio, Consultant  
Tom Herman, California Department of Education (CDE), Coordinated School  
Health and Safety Office (CSHSO)  
Rich Heinz, Local Lead Agency (LLA) Project Directors' Association  
Michelle Komlenic, Air Resources Board (ARB)  
Bruce Lee, Department of Finance (DOF)  
Dr. Donald Lyman, CDPH  
April Roeseler, CTCP  
Dr. Todd Rogers, Public Health Institute (PHI)  
Nadine Roh, CTCP  
Johanna Roman, American Cancer Society (ACS)  
Alecia Sanchez, ACS  
Gordon Sloss, CTCP  
Colleen Stevens, CTCP  
Carolyn Suer, ARB

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

Tobacco Education and Research Oversight Committee (TEROC) Chair Michael Ong called the meeting to order at 9:33 a.m. TEROC members and guests introduced themselves.

## **2. APPROVAL OF MINUTES FROM JANUARY 25, 2011 TEROC MEETING, CORRESPONDENCE, AND ANNOUNCEMENTS**

Acceptance of Minutes moved by Ms. Etem, seconded by Dr. Henderson, motion carried unanimously.

### **Incoming Correspondence:**

The Chair reviewed correspondence, including:

- Letter from Senate Rules Committee regarding the reappointment of TEROC Member Dr. Dorothy Rice, dated March 1, 2011. Members congratulated Dr. Rice on her reappointment.
- Email from Jonathan Polansky, Smoke Free Movies, to Chair regarding California film subsidies, dated February 9, 2011:
  - Attachment: Letter from Dr. Jonathan Fielding to Director, California Film Commission, dated January 14, 2011.
- Press Release from Smoke Free Movies regarding California Film Subsidies dated February 23, 2011.
- Letter to Chair from Amy Lemisch, Director, California Commission regarding the California Film & Television Tax Credit Program, dated March 4, 2011.
- Email from Jonathan Polansky, Smoke Free Movies, regarding updated California Fact Sheet on Film Subsidies and Movie Smoking, dated March 23, 2011:
  - Attachment: California Fact Sheet on Film Subsidies and Movie Smoking, updated March 2011.
- Email from Smoke Free Movies, regarding Film Subsidies Advertisement, dated May 6, 2011:
  - Attachment: Film Subsidies Advertisement.
- Email from Dr. Phillip Gardiner, TRDRP, regarding Legislative Briefing on University of California (UC) tobacco research findings, dated May 4, 2011:
  - Attachment 1: Announcement for Legislative Briefing, May 12, 2011.
  - Attachment 2: News Media Advisory.
- Letter from the African American Tobacco Control Leadership Council (AATCLC), regarding disparities in tobacco control and calling for earmarked funding, dated May 17, 2011.

### **Outgoing Correspondence:**

- Email from Glen Baird, California Tobacco Control Program (CTCP), to Megan Lara, Grassroots Director, American Heart Association (AHA), regarding TEROC resolution supporting Smoke-Free workplaces, dated February 2, 2011:
  - Attachment: TEROC endorsement for 100 percent Smoke-Free Indoor Workplaces in California.

- Letter from Chair to Amy Lemisch, Director, California Film Commission, regarding California Film & Television Tax Credit Program, dated February 18, 2011:
  - Attachment: Taxpayer Subsidies for U.S. Films with Tobacco Imagery, November 10, 2009 (Updated: February 15, 2010).
- Letter from Chair to Toby Douglas, Director, California Department of Health Care Services (DHCS), regarding support for Medicaid Incentives for Prevention of Chronic Diseases funding application, dated April 13, 2011.

### **3. ENVIRONMENTAL UPDATE**

The Chair highlighted the following recent developments:

- The Full Report of the 2008 California Tobacco Survey is now available on the California Department of Public Health (CDPH) website.
- A new study examining 18 years of data from the California Smokers' Helpline (the Helpline) found that African American smokers used the counseling service at significantly higher rates than Caucasian smokers. The finding is reported in the most recent issue of the *American Journal of Health Promotion*, and Dr. Zhu is the lead author.
- The Food and Drug Administration (FDA) has announced that it will be developing a strategy to regulate e-cigarettes as tobacco products under the Family Smoking Prevention and Tobacco Control Act, rather than drugs and devices.
- The Centers for Disease Control and Prevention (CDC) recently released Winnable Battles 101, a group of seven videos viewable online.
- The U.S. Department of Health and Human Services (HHS) released the *HHS Action Plan to Reduce Health Disparities* which includes tobacco-related goals, strategies, and actions.

### **4. MASTER PLAN (MP) 2012 WORKGROUPS**

The Chair indicated members should consider participating in two to three of the six Workgroups developing the five MP objectives, plus the overall Principles.

Discussion ensued on membership and the role of the Workgroups in finalizing each Objective, and reviewing and prioritizing the Strategies under each Objective, to be incorporated in a MP draft for review at the July meeting.

The revision of Objective One to focus on a tobacco tax or price increase was discussed. The benefits of retaining "Strengthen the California Tobacco Control Program" in Objective One for agency reporting purposes were raised. It was noted that for the 2012 MP a tobacco tax initiative is forthcoming, agency collaboration has progressed significantly, and agencies could be

requested to report future collaborative efforts as a specific part of their reports under “Principles”. Each Objective could also highlight components of the Principles.

Ms. Etem reported the Principles Workgroup had met and drafted a working document. Draft Principles are:

1. Strengthen the California Tobacco Control Program.
2. Reclaim and be a positional leader in tobacco control, research, and education.
3. California will prepare and train a cadre of tobacco control professionals.
4. Increase collaboration, cooperation, communication, and leveraging of opportunities among funded and non-traditional partners.
5. Build agency and community capacity.
6. Encourage and strengthen development of innovative community and school programs and research, highlighting the involvement of priority populations.
7. Maintain norm change versus individual behavior change strategies.
8. Keep a comprehensive approach.
9. Fund population-based programs versus direct services.
10. Address disparities.
11. Let the data guide you.
12. Develop a professional pipeline to ensure an integrated, experienced, and diverse tobacco control workforce across the school-work-volunteer continuum.

Suggestions included combining similar principles, avoiding the word “versus” and instead emphasizing priorities, and being consistent with wording each principle as a goal, rather than an activity. Input from the tobacco control agencies was also suggested since they will need to report progress. The writing team will assist the Workgroup in finalizing the Principles.

## **5. BUDGET UPDATE**

Bruce Lee, Department of Finance (DOF), highlighted the following items from the Proposition (Prop) 99 Expenditure Plan Summary from the 2011-12 Governor’s May Revise Budget:

- Increases in revenue of \$1 million for both 2010-11 and 2011-12 from prior estimates. The increases could be due to increased consumption, price increases, or statistical recalibration. Additional 2010-11 revenue will be rolled over into 2011-2012.

2011-2012 Expenditures:

- An increase of \$2.4 million for the Access for Infants and Mothers program due to increased caseload demand (\$598,000 from additional Prop 99 revenue and \$1.8 million from the Major Risk Medical Insurance Program).

- An increase of \$1.2 million for Hospital Services outpatient care, authorized by the Legislature in the Conference budget as a General Fund solution, from reduced funding for CDPH state administration.
- An increase of \$749,000 for CDPH due to available balances in the Unallocated Account, with \$672,000 allocated by the Conference budget to fund the California Health Interview Survey (CHIS).
- An increase of \$173,000 to CDPH's media campaign.
- An increase of \$156,000 for TEROE/Evaluation for CDPH.
- An increase of \$68,000 for tobacco education programs within the California Department of Education (CDE).
- An increase of \$137,000 for tobacco related research within the UC Tobacco-Related Disease Research Program (TRDRP).
- An increase of \$56,000 for the California Cancer Registry.
- A net increase of \$169,000 within CDPH from technical changes in the Health Education and Research Accounts.
- An increase of \$98,000 for the Resource Agency departments for state parks due to available balances in the Public Resources Account.

Mr. Lee clarified that with the \$1.2 million allocation to fund Hospital Services, the allocation for CHIS, and the technical adjustments; the CDPH state administration line experienced a net loss of \$440,000.

Ms. Stevens noted the TEROE Oversight Committee line item only contains funding for program evaluation, and no TEROE expenses. It is misleading to attribute the \$4 million in that line item to TEROE, and expenses for all Committees are currently being scrutinized. It was agreed that further information on expenditures within the line item would be provided to Mr. Lee to have the line item renamed. Members also noted that the Prop 99 charts contain typographical errors when referring to CHIS.

Mr. Lee indicated annual variances in the State Controller's Office (SCO) line item are not determined by DOF, but pro-rated costs for SCO's Human Resource Management system may account for variances.

The Governor's January budget estimated a \$4 million decrease in Prop 99 expenditures for 2011-12 from 2010-11 levels, and the Governor's May Revise Budget now estimates a \$2 million decrease.

Discussion ensued on the CHIS allocation. Dr. Lyman noted the allocation was from other health promotion funds, not the Health Education Account. While CDPH is not facing significant declines in Prop 99 funds, declines in the availability of federal funds anticipated from budget cuts to CDC could prove difficult. Community Transformation Grants, with a July 2011 application deadline, may be a one-time funding opportunity from the Prevention and Public Health Fund, created by health care reform legislation. Ms. Roeseler

confirmed this is a competitive grant opportunity and local jurisdictions are also eligible to apply. Both Capacity Building grants and larger implementation grants are available. CDPH will be applying for \$10 million.

**Action Item**

Dr. Henderson moved that the Chair be authorized to work with CDPH to prepare a letter of support for CDPH's Community Transformation Grant application. Seconded by Dr. Baezconde-Garbanati, motion carried unanimously.

The Chair thanked Mr. Lee for his presentation.

**6. LEGISLATIVE & VOLUNTARY HEALTH AGENCY UPDATE**

Alecia Sanchez of the American Cancer Society (ACS) provided an update on voluntary health agency activities and the status of legislation for this legislative session.

Senate Bill (SB) 575 (DeSaulnier), removing many of the exemptions in California's Smoke-free Workplace law, is co-sponsored by the voluntary health agencies and has passed through policy and fiscal Committees. The deadline to pass the bill on the Senate floor is June 3, 2011. The cigar industry is opposing the bill, and an amendment to retain a narrow exemption for certain retail tobacco shops and private smokers' lounges is being discussed. The current definition of tobacco shops is ambiguous, and the exemption leads to enforcement difficulties and has allowed hookah lounges to proliferate. The cigar industry is lobbying for a weaker amendment, and many legislators are cigar smokers or have connections to the cigar industry. The voluntary health agencies have been urging calls to legislators. ACS also held a lobby day at the Capitol in April, and AHA's is May 18.

**Action Item**

Dr. Henderson moved that TEROC prepare a letter of support for SB 575. Seconded by Dr. Baezconde-Garbanati, motion carried unanimously.

Assembly Bill (AB) 217 (Carter), modifying the long term health care facility exemption, was amended due to opposition from the California Association of Health Facilities. While the bill would still prohibit smoking indoors, it provides for outdoor smoking areas. AB 217 is now in the Senate. Since the provisions of SB 575 and AB 217 conflict, some accommodation will be required as they move forward.

Several bills deal with tobacco retail licensing laws and penalties for Stop Tobacco Access to Kids Enforcement (STAKE) Act violations, which are only triggered if the state's sales to minors' rate is 13 percent or higher. This has not occurred for many years. AB 1301 (Hill) would remove that trigger, and

create a five-tier penalty scale, including license revocation (an eight-tier scale is in existing law). SB 331 (Padilla) would also remove the trigger, provide a three-tier penalty scale, and allow the Board of Equalization (BOE) to refuse a license to retailers within 600 feet of schools. SB 331 was held in the Governmental Organization Committee. AB 1301 is to be considered in the Appropriations Committee and will be moved to the suspense file since the BOE has identified \$1 million in costs. The bills face opposition from grocers and retailers concerned about double penalties from both local and state laws. This led to discussions regarding preemption when SB 331 was heard in the Senate Governmental Organization Committee. ACS had opposed preemption in a prior licensing bill by Senator Padilla which did not pass.

Ms. Sanchez also provided updates on:

- AB 795 (Block), providing for enforcement of smoke-free policies at college campuses through the assessment of fines (no current provisions in California Code provide authority for this enforcement).
- SB 332 (Padilla), authorizing landlords to prohibit smoking in residential units and rental properties. While landlords can already create smoke-free units, this bill may make landlords more comfortable in introducing policies. The bill has passed the Senate and moved to the Assembly.
- AB 1030 (Achadjian), providing for the confiscation of tobacco products from licensed retailers in violation of tobacco laws. The bill has been held in the Assembly Revenue and Taxation Committee.
- AB 1218 (Pan), prohibiting business tax deductions for tobacco advertising. This bill will be a two-year bill. Similar legislative action was attempted in the past but did not advance.
- SB 330 (Padilla), providing for a \$1.50 per pack increase in the tobacco excise tax, is also now a two-year bill.

Ms. Sanchez discussed the California Cancer Research Act (CCRA) and ongoing efforts to mobilize and raise funds, with volunteers educating groups and constituencies. Moves towards a special election in 2011 appear stalled. A confirmed election date and the assignment of a Proposition number will lead to intensified efforts. The Tobacco Industry has already allocated approximately \$1 million for the campaign against CCRA.

Ms. Sanchez was asked whether any attempts were being made to address the issue of subsidies to films with tobacco imagery. She indicated that while the voluntary health agencies have discussed opportunities to address the issue, no legislative action is being taken, and legislators are currently focused on the bills they have introduced.

The Chair raised the recent Orange County Register article by a BOE member on tax increases and smuggling. Ms. Sanchez indicated there has

not been overt Tobacco Industry campaign messaging against CCRA to date, but messaging could also include tax increases being an inappropriate way to fund cancer research, and questioning how the money will be allocated.

The Chair thanked Ms. Sanchez for her presentation.

### **Implications for the Master Plan (MP) 2012**

Members discussed the \$1.50 per pack tax increase proposed by SB 330 (in line with the current MP recommendation), compared to the \$1.00 per pack in CCRA. The new TRDRP research studies, which discuss the impact of a \$1.00 tax increase, should be the centerpiece for these discussions in the new MP. Other suggestions included recommending a minimum tax increase of \$1.00 per pack, with 20 percent earmarked for tobacco control, or that California raise its ranking compared to other states to a certain level. Recommendations for a mitigation tax and for any tax increases to be indexed to inflation will also need to be considered. It was noted that only two cents of the current 87 cents per pack excise tax was introduced by a vote of the legislature, while two ballot measures have been successful. However, initiative campaigns are becoming increasingly expensive. CDC recommended levels of funding could also be referenced. Assuming there is no special election, the MP will be released during the CCRA campaign.

For the Objective Three Workgroup, Ms. Sueur and Ms. Komlenic were asked if the Air Resources Board's (ARB) secondhand smoke (SHS) risk reduction report would be available in time to include details in the MP. They indicated that while they have an earlier draft from the employee who retired, furloughs and competing priorities have delayed work. While the report may be released this year, it is unlikely to be finalized by September 2011 in time for recommendations to be included in the MP. Preliminary information may be available. Ms. Sueur confirmed there was value in the MP supporting ARB's efforts on reducing SHS exposure. ARB can make regulations, serves at the pleasure of the Governor, and follows an open public process for all decision-making. While the current MP has a general strategy in support of ARB, members suggested it could be made more specific, but creating a measurable objective may be difficult. Mr. Offen commented that addressing smoking on public sidewalks could be considered by ARB.

### **7. UNIVERSITY OF CALIFORNIA, OFFICE OF THE PRESIDENT (UCOP), RESEARCH GRANTS PROGRAM OFFICE (RGPO) AND TOBACCO RELATED DISEASE RESEARCH PROGRAM (TRDRP) REPORTS**

Dr. Bart Aoki reported on RGPO and TRDRP activities. Dr. Aoki suggested that with UC budget cuts likely, the RGPO infrastructure may be impacted, but details are unknown. If other grants programs experience cuts, the centralized units that provide support to TRDRP may be reduced in size.

Dr. Aoki provided an update on the Strategic Research Initiatives commenced three years ago that are now producing results:

- Policy Research Initiative: TRDRP held a Policy Research Legislative Briefing at the State Capitol on May 12 in order to disseminate the findings to key policymakers. Dr. Aoki thanked the Chair for moderating the panel. A number of Legislative staff members joined other interested parties and advocates in attendance.
- Environmental Tobacco Exposure and Health Effects Initiative: Six collaborative projects are to be funded from August 1, 2011.
- Initiative on the Early Detection of Lung Cancer: Two Integrated Projects are to be funded.
- Initiative on Tobacco-Related Disparities among African Americans in California: Request for Applications (RFA) planned for August 2011.

Dr. Aoki indicated that more regular Legislative Briefings are anticipated as part of a new TRDRP strategic goal to systematically inform the California tobacco control community, the State Legislature and the California public about current research findings and developments. This goal includes:

- An Annual Meeting of the Policy Advisory Committee.
- Establishment of Regular Policy Briefings.
- Collaboration between TRDRP, Funded Investigators, and UCOP External Affairs (State Governmental Relations and Strategic Communications).

Applications for TRDRP Grant Cycle 20 were evaluated in May by the TRDRP Scientific Advisory Committee (SAC) for funding recommendations. MP Objectives will be addressed by 28 of these grants (including a duplicate count for those projects addressing multiple MP Objectives). These funded projects include:

- Objective Two, Decrease SHS Exposure: Evaluating Richmond's Smoke-free Policy in Multi-Unit Housing (Dr. Yerger, Principal Investigator [PI]).
- Objective Five, Limit and Regulate Tobacco Industry Influence: The Cost of Smoking in California's 58 Counties (Wendy Max, PI).

Both TRDRP and the SAC are working on program planning, with a goal to reorient the program to have more of a public health, and less of a biomedical, focus. In the past, TRDRP has been focused on proposal review and grant administration, but new activity areas include planning and fund development, and dissemination and translation, with various collaborators.

Proposed TRDRP Strategic Goals for the next three to four years are:

GOAL 1: To fund innovative research in high priority areas.

GOAL 2: To advance all areas of science to reduce tobacco-related health disparities experienced by California's most vulnerable populations.

GOAL 3: To systematically inform the California tobacco control community, the state legislature, and the California public about current research developments and findings.

GOAL 4: To strengthen and enhance the tobacco control and tobacco-related disease research infrastructure and human capital in California.

GOAL 5: To expand resources available for California's critical tobacco-related research effort.

Dr. Aoki provided an overview of the transitions in program research priority areas from 2008 (eight priority areas) to the following five draft priority areas currently being discussed and reviewed by the SAC:

1. Advance policies to reduce environmental exposure to the toxic effects of tobacco smoke, tobacco smoke residue, cigarette butts, and other tobacco products.
2. Advance innovative methods for the early detection and prevention of under-studied tobacco-related diseases.
3. Expand the scientific basis to inform the regulation of nicotine and tobacco products at the local, state, and national level.
4. Prevent and reduce the use of tobacco products and tobacco-related health disparities in California's diverse populations.
5. Advance the ability of communities throughout California to assess and limit the influence of the tobacco industry.

This would be a significant shift since it would exclude some types of research funded in the past under the broad Investigator Initiated awards. The SAC is also evaluating how the current awards mechanisms, including Community Academic Research Awards (CARA) and the School Academic Research Awards (SARA), could support these new priority areas and collaborative efforts, including with CDE. In addition to focusing resources in high priority research areas, the streamlining of administrative processes is also being considered. The SAC has also recommended a CDE representative be appointed to the SAC, which occurred in the past.

For Priority Three, Dr. Aoki clarified that while local and state jurisdictions cannot regulate tobacco product ingredients under the FDA law, research in this priority area could, for example, address evaluation and enforcement of regulations at the local level and tobacco retail licensing laws.

Expansion of dissemination and partnership efforts include website upgrades, legislative and provider research briefings, joint conferences and joint planning and support.

UCOP receives California Cancer Research Funds from state income tax returns that may be used to conduct research relating to the causes, detection, and prevention of cancer; to expand community-based education

on cancer; and provide prevention and awareness activities for communities that are disproportionately at risk or afflicted by cancer. TRDRP granted a \$500,000 pilot Community Dissemination award for culturally and community specific dissemination of research and data on the impact of tobacco use and tobacco-related cancer in seven California communities. Asian Pacific Partners for Empowerment, Advocacy, and Leadership will collaborate with:

- AATCLC
- The University of Southern California's Institute for Prevention Research and the Patient Education and Community Outreach Center at the Norris Comprehensive Cancer Center
- Coalition of Lavender-Americans on Smoking and Health
- Health Education Council/Break Free Alliance

### **Implications for the Master Plan (MP) 2012**

Discussion ensued on the new TRDRP Priority Area One and TEROC MP Objective Three. The Objective Three Workgroup was encouraged to consider incorporating thirdhand smoke and tobacco waste to broaden the objective beyond the current SHS focus.

For new TRDRP Priority Area Two, Dr. Aoki clarified that the reference to under-studied tobacco-related diseases was still under discussion and may be subject to change, or criteria may need to be developed. The focus could be research on established tobacco-related diseases that are under-funded at the federal level, including aspects of lung cancer, bladder cancer, and pancreatic cancer. Dr. Aoki clarified that funding for cessation research could fall under a number of the new Priority Areas, including Priority Areas Four and One.

Discussion ensued on CDE representation on the SAC.

### **Action Item**

Dr. Henderson moved that TEROC prepare a letter to the Superintendent of Public Instruction requesting a representative be nominated for appointment to TRDRP's SAC. Seconded by Ms. Uyeda, motion carried unanimously.

The Chair thanked Dr. Aoki for his presentation.

## **8. CALIFORNIA DEPARTMENT OF EDUCATION (CDE) REPORT**

Tom Herman presented the CDE update. Coordinated School Health and Safety Office (CSHSO) staff met with CTCP staff on March 11, 2011 to continue to discuss and identify areas of mutual interest and cooperation. Tobacco Use Prevention Education (TUPE) grantees were also strongly encouraged to participate in the regional forums, *California's Winnable Battle: Finish the Fight Against Tobacco* sponsored by CTCP. Attendees reported increased opportunities for collaboration. The next CSHSO meeting with

CTCP is tentatively scheduled for June 17, 2011. On April 6, 2011, CSHSO staff participated in the Policy Advisory Meeting at TRDRP.

Cohort E and F TUPE grantees continue to implement grant activities. The RFA for 2011 Cohort G grants was released on January 30, 2011. Tier One applications, received from 104 local educational agencies (LEAs), are being evaluated and awards will soon be posted. Tier Two applications were received from 29 LEAs, approximately 12 fewer than last year. Possible factors affecting application numbers include severe school staff layoffs limiting grant writing activities. Discussions are underway on how TUPE County Coordinators can better assist with the grant application process.

A videoconference was held on February 23, 2011 to provide guidance on the RFA, with 18 county offices of education serving as host sites at which more than 60 prospective applicants participated. Co-presenters included representatives from the American Lung Association and the California Youth Advocacy Network. Applications were due to CDE by March 18, 2011. Grants awarded through this funding mechanism will begin June 29, 2011 and end June 28, 2014. TEROC members were encouraged to participate in the Tier Two grant reading process on May 23-26, 2011.

On May 5, 2011, CSHSO staff took part in the 14<sup>th</sup> Annual Prevention Educators Conference by presenting a workshop entitled *Tobacco Use Prevention Education and Youth Development: Creating California's Next Generation of Anti-tobacco Advocates*.

The website providing information about the tobacco-free school district certification process has been updated to include information on the definition of "tobacco products." LEAs are encouraged to include such a definition in their tobacco-free schools' policies. TUPE grantees are prohibited from accepting funds or materials from the tobacco industry as a condition of funding. Members noted that the tobacco industry's involvement in youth development programs should be considered in the MP in discussing initiation. A tobacco-industry funded program (Forum for Youth Investment's *Ready By 21*) is still being used in Placerville. The threat of losing TUPE funds as a result of accepting tobacco industry funds or materials has been diminished with the end of TUPE entitlement grants. New strategies may be required to counter this industry influence.

*Right Decisions, Right Now*, developed by R.J. Reynolds, gains credibility since it is on the National Registry of Evidence-based Programs and Practices of the Substance Abuse and Mental Health Services Administration, albeit with a low rating. It does not meet the research-validated criteria of the California Healthy Kids Resource Center used by CDE.

At their March 22, 2011 statewide meeting, TUPE County Coordinators took part in workshops provided by the Helpline. Objectives included fostering greater youth access to Helpline services.

CSHSO has continued to collaborate with CTCP on legislation to require all California public schools be tobacco-free, but no bill has been introduced.

Discussion ensued on the feasibility and efficacy of utilizing the limited TUPE resources for centralized state-wide CDE campaigns, evaluation, and staff to support schools, rather than funds being distributed locally.

Mr. Herman was asked whether TUPE County Coordinators are collaborating with Local Lead Agencies (LLAs) and coalitions. With the loss of Title Four Funding, these staff are now solely focused on TUPE activities and greater opportunities may be available. Ms. Roeseler indicated data on coalition membership is collected and LLA progress reports include other collaborative activities. The ongoing success of YouthQuest, with students traveling to the Capitol, demonstrates strong collaboration. Ms. Etem indicated involvement in these collaborative activities varies by county.

The Chair thanked Mr. Herman for his presentation.

#### **9. CALIFORNIA DEPARTMENT OF PUBLIC HEALTH (CDPH), CALIFORNIA TOBACCO CONTROL PROGRAM (CTCP) REPORT**

Dr. Donald Lyman and Colleen Stevens provided an update on CTCP activities. Dr. Lyman reported Ms. Stevens' appointment as Branch Chief became effective April 15, 2011.

CTCP's contract with the University of California, San Francisco (UCSF) ends June 30, 2011, and a one-year extension is pending. CTCP's on-line information system and 22 contract staff are part of this contract. CDPH is reexamining certain department-wide processes and procedures which are producing barriers to resolving the contract extension. Additional issues, including new standard contract language, will need to be addressed with UCSF for contract renewal, if the extension is approved.

#### **Action Item**

Dr. Henderson moved that the Chair prepare letters to the responsible parties in CDPH and UCSF encouraging resolution of outstanding issues and agreement to a one-year extension to the contract between CTCP and UCSF. The letter should highlight the importance of the contract to tobacco control activities and the dire consequences to the health of Californians if contract issues are not resolved. Seconded by Dr. Rice, motion carried unanimously.

Approval for contract amendment language for Affordable Care Act (ACA) funding augmentations of \$25,000 for the Center for Tobacco Policy and Organizing and the Technical Assistance Legal Center has not been obtained from CDPH's Office of Legal Services. New contracts for federal fund components may be required.

CDC approval is being sought for Collaborative Funding rollover of \$400,000 from the current grant year for an extension of the Small Market/Rural Media Campaign; continuation of the Health Care Provider Ad Campaign; Social Media Ambassadors to build on the recent Regional Forums; and an eCard project promoting cessation. CTCP is also applying for a one-year ACA award of \$340,245 for a Helpline Electronic Medical Record system and to address retail policies.

The contract with the California Health Collaborative to be the Merced County LLA was approved in March, 2011.

With the Governor's travel freeze, CTCP is now working with TRDRP on planning a joint statewide conference for April, 2012 in Sacramento.

Advertisements (ads) placed with CDC Collaborative Funds have included billboards in 10 counties; theater ads in eight counties; and the development of six print ads tailored to the assessed needs of counties. CDC is also conducting its first media buy and is using three California television ads (Victim Wife, Apartment, and Neighbors). CTCP is also producing longer videos featuring Debi Austin and the impact of tobacco waste on the environment.

Information and Education Days were held on May 10-11, 2011. Dennis Eckhart received the Unsung Hero Award at the evening Meet and Greet.

With the approval of an amendment to the current UCSF contract, Capacity Building Network (CBN) Technical Assistance Trainers resumed services. CTCP is working on transferring CBN services to an alternative contractor.

CTCP collaborated with DHCS on the Medicaid Incentives for the Prevention of Chronic Disease grant application for \$12.5 million over five years. The project would focus on tobacco cessation and diabetes management, and award decisions will be announced August 1, 2011.

Ms. Stevens confirmed contract negotiations were ongoing with Dr. Chad Morris, University of Colorado, and University Physicians Incorporated to provide behavioral health-related services and trainings for 2011-12.

Ms. Stevens was asked to comment on MP development. She encouraged members to make action plans relating to achieving MP goals clear to readers.

The Chair thanked Dr. Lyman and Ms. Stevens for their presentations.

**Implications for the Master Plan (MP) 2012**

Workgroup members and Chairs were finalized:

Objective One: Increasing the Price of Tobacco (or Increasing the Tobacco Tax) – Dr. Ong (Chair), Dr. Henderson, Dr. Rice.

Objective Two: Achieving Equity in Tobacco Control – Ms. Etem (Chair), Dr. Green (to be confirmed), Ms. Velazquez, Dr. Yerger.

Objective Three: Reduce SHS/Environmental Exposure – Mr. Offen (Chair), Dr. Baezconde-Garbanati.

Objective Four: Cessation – Dr. Zhu (Chair), Dr. Baezconde-Garbanati, Dr. Ling.

Objective Five: Regulating Tobacco Industry – Dr. Ling (Chair), Ms. Etem, Dr. Zhu.

Workgroup Six: Principles – Dr. Henderson (Chair); Ms. Etem, Ms. Uyeda, Ms. Velazquez, Dr. Yerger.

Dr. Brunner and Dr. Green will be asked their preferences for participation.

The Chair suggested each Workgroup should meet in person or via conference call by mid-June, consider other input in July as needed, and send material to the writing team for a draft to be prepared by the end of July. A revised timeline will be prepared for members.

**10. PUBLIC COMMENT**

No public comment.

The meeting was adjourned at 3:35 p.m.

Next meeting: To be confirmed for July 2011.