

**Meeting Notes of the
Tobacco Education and Research Oversight Committee (TEROC)
Discuss Proposition 29 Outcome**

Wednesday, June 6, 2012

1:30 to 3:30 pm

Public meeting locations held in:

Sacramento, Los Angeles, San Francisco, Contra Costa, San Diego

MEMBERS PRESENT:

Ms. Denise Adams Simms, Dr. Wendel Brunner, Ms. Pat S. Etem, Dr. Pamela Ling, Mr. Naphtali Offen, Dr. Michael Ong (Chair), Dr. Shu-Hong Zhu, Dr. Dorothy Rice

MEMBERS ABSENT:

Dr. Lourdes Baezconde-Garbanati, Dr. Alan Henderson, Dr. Lawrence Green, Ms. Peggy Uyeda

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)
Brian Barrick, CTCP
M.F. Bowen, TRDRP
Aaron Brincko, CTCP
Linda Campbell, CTCP
Dr. David Cowling, CTCP
Denice Dennis, Contra Costa Public Health (CCPH)
Avani Desai, CCPH
Dr. Phillip Gardiner, TRDRP
Lauren Gordon, CTCP
Tonia Hagaman, CTCP
Dr. Norval Hickman, TRDRP
Tonia Hagaman, CTCP
Dr. Jonathan Isler, CTCP
Jamie Jenette, CCPH
Jerry Katsumata, CTCP
Terence Kelly, CTCP
Dr. Caroline Kurtz, CTCP
Nicole Kwon, CTCP
Linda Lee, CTCP
Cheryl Loehr, CTCP
Lori Loftis, CTCP
Anita Macaluso, CTCP
Cathy Medina, CTCP

Carol McGruder, African American Tobacco Control Leadership Council
(AATCLC)/URSA
Zoila Reyna, CTCP
Elizabeth Rodgers, CTCP
April Roeseler, CTCP
Nadine Roh, CTCP
Colleen Stevens, CTCP
Thea Perrino, CTCP
Andrea Valdez, CTCP
Todd Valencia, CTCP
Greg Wolfe, California Department of Education (CDE), Coordinated School
Health and Safety Office (CSHSO)

1. WELCOME, INTRODUCTION, AND OPENING COMMENTS

Tobacco Education and Research Oversight Committee (TEROC) Chair
Dr. Michael Ong called the meeting to order at 1:45 p.m. TEROC members
and guests introduced themselves.

2. DISCUSSION OF THE OUTCOME OF PROPOSITION (PROP) 29

Dr. Michael Ong gave an update on Prop 29. The latest poll shows that Prop
29 is losing - 49.2 percent yes and 50.8 percent no; however there are quite a
few counties and few ballots that need to be accounted for which can be
monitored on the Secretary of State's website. The Secretary of State has
until July 13, 2012 to certify Prop 29. Other sites to follow regarding updates
of Prop 29 include the Associated Press and C-SPAN.

The purpose of this meeting is to discuss the direction TEROC will take based
upon the outcome of Prop 29. Below are comments and thoughts from
TEROC members and attendees in regards to the initiative:

- The tobacco industry invested millions into marketing and advertising that influenced voters on the misinformation of the tax initiative. The level of investment far exceeded the budget of the Yes on Prop 29 campaign.
- Whether or not Prop 29 passes, TEROC members developed and wrote the Master Plan to have principles that guide tobacco control in California regardless of the level of investment that's considered appropriate for tobacco control.
- TEROC is aware that CTCP is looking at funding alternatives, specifically for the Local Lead Agencies that receive \$150,000 per year. It is difficult to do comprehensive tobacco control work with minimal funding, especially counties with a large population size. CTCP is looking at different funding alternatives in order to maximize the public health benefit as Prop 99 tobacco tax revenue declines.
- For California Department of Education (CDE), a contingency plan for funding has been implemented for quite some time. The funding has

- transitioned from a mandatory amount to a competitive process to best maximize schools that have the capacity to do youth tobacco prevention.
- Tobacco-Related Disease Research Program (TRDRP) funding has been focused on priority areas. TRDRP has considered rotating the priority areas from year to year depending on the amount of funding and awards that are available.
 - If Prop 29 fails, agencies need to be more creative on how to leverage, partner, and maximize their resources for tobacco control work which refers to Objective 2 in the Master Plan - Strengthen the Tobacco Control Structure. One of the partnerships tobacco control groups should cultivate is with healthcare systems and groups.
 - TEROC members agreed there should be strategies on the dissemination of tobacco research information that would benefit tobacco control. The information needs to be distributed on a frequent basis; not just during campaigns like this one. Members also agreed the research needs to be translated for the public to be more easily understood.
 - A comment was made to focus tobacco control work on priority populations, specifically where smoking prevalence is high (i.e. African Americans, Lesbian, Gay, Bisexual and Transgender, Korean, and Vietnamese men.
 - There has been a lot of success in tobacco control in California for the past 20 years. The general public's perspective on tobacco control is perceived as "the war is done" however; there is still more work to do which is described in the Master Plan.

If Prop 29 passes, TEROC discussed how proactive it should be in providing recommendations for the implementation of the funding which is specifically allocated for tobacco control (i.e. media, cessation services, local projects, etc). TEROC would proactively work with the legislature to ensure future funding wouldn't be diverted to non-tobacco control programs and projects.

In addition, there have been administration agency changes within the programs TEROC oversees. It was suggested that TEROC have face-to-face time with CDPH, University of California, the Office of the President (UCOP) and CDE leaders to educate and inform them on the role of TEROC by working with the staff for assistance and a game plan.

Action Items

1. Dr. Ong moved that if Prop 29 passes TEROC should prepare a letter that would focus on the history of CTCP with funding recommendations. A subcommittee composed of Dr. Ling, Dr. Ong and the TEROC staff liaison will draft the letter. It was also recommended that Mr. Henderson participate in the subcommittee due to his long time affiliation with Prop 29.

2. Dr. Ong moved that TEROC should schedule a meeting with the leadership of CDPH, CDE, and UCOP/TRDRP. Staff from each agency were asked to provide direction on scheduling the meetings.

Both motions carried unanimously.

3. PUBLIC COMMENTS

No Public Comment.

The meeting was adjourned at 3:32 p.m.

Next meeting: If there is a “yes” outcome for Prop 29, an emergency meeting via teleconference is tentatively scheduled for the end of June 2012.

An in-person meeting will be scheduled for September 2012 in the Bay Area.