

**Minutes of the
Tobacco Education and Research Oversight Committee (TEROC)
Thursday, October 23, 2014
3:00PM - 4:00PM**

California Department of Public Health
1616 Capitol Avenue, 5th Floor
Cosumnes River Conference Room
Sacramento, CA 95814

Stanislaus County Department of Education
The Vicki Bauman Room
1100 H Street, Modesto, CA 95354

San Diego Black Health Associates
Large Conference Room
5275 Market Street, Suite C-23
San Diego, CA 92114

Santa Barbara County Public Health
Department - Main Campus
PHD SB C100 Conference Room
300 N. San Antonio Rd.
Santa Barbara, CA 93110

Contra Costa Public Health Department
597 Center Avenue, Suite 200,
Conference Room 200
Martinez, CA 94553

University of California, San Francisco (UCSF)
Laurel Heights Campus
A Room with a View
3333 California Street, Suite 340
San Francisco, CA 94118

University of California, Los Angeles (UCLA)
Conference Room 706
10940 Wilshire Blvd., Suite 700
Los Angeles, CA 90024

National Asian Pacific American Families
Against Substance Abuse
NAPAFASA
340 E. 2nd Street, Suite 409
Los Angeles, CA 90012

University of Southern California
2001 N. Soto Street
3rd Floor, Conference Room 106
Los Angeles, CA 90032

MEMBERS PRESENT:

Ms. Denise Adams-Simms (San Diego location), Dr. Wendel Brunner (Martinez location), Dr. Lourdes Baézconde-Garbanati (USC location), Ms. Vicki Bauman (Modesto location), Dr. Lawrence Green (UCSF location), Dr. Alan Henderson (Santa Barbara location), Dr. Pamela Ling (UCSF location), Dr. Michael Ong (Chair)(UCLA location), Mr. Myron Dean Quon (NAPAFASA location), Ms. Pat S. Etem (NAPAFASA location)

OTHERS IN ATTENDANCE:

Rosa Baharona, University of Southern California (USC)
Linda Dornseif, California Tobacco Control Program (CTCP)
Leslie Ferreira, CTCP
Linda Gutierrez, CTCP
Dr. Jonathan Isler, CTCP
Francisco Michel, CTCP
Peter Muñoz, CTCP
Valerie Quinn, CTCP
Nadine Roh, CTCP

Patti Seastrom, CTCP
Paul Simms, member of the public
Alexandria Simpson, CTCP
Andrea Zvonicek, CTCP

1. WELCOME, INTRODUCTION, AND OPENING COMMENTS

TEROC Chair, Dr. Ong, called the meeting to order at 3:00 p.m. TEROC members and guests introduced themselves.

2. CTCP FUNDING OPPORTUNITY (CDC-RFA-DP15-1509)

Ms. Ferreira, with the support of Ms. Seastrom, provided an overview and answered members' questions regarding CTCP's application in response to the Centers for Disease Control and Prevention (CDC) RFA-DP15-1509, entitled: *National State-Based Tobacco Control Programs*.

TEROC members and CTCP staff thoroughly discussed CTCP's goals relating to the RFA, including:

- 1) Raise the price of tobacco;
- 2) Protect non-smokers from secondhand smoke exposure at work and through multi-unit housing;
- 3) Change retail environments to support healthy tobacco-free living;
- 4) Restrict the sale and marketing of electronic cigarettes [e-cigarettes] to young people;
- 5) Standardize the availability and marketing of cessation benefits by health plans;
- 6) Adapt strategies from the environmental justice field, including extended producer responsibility (EPR) strategies (which would shift the burden of managing toxicity and post-consumer waste from local taxpayers to the producers), to motivate quitting and raise the price of tobacco; and
- 7) Create a Health Equity Report Card that clearly describes the problem and progress made to reduce tobacco use among groups disproportionately impacted by tobacco use reflects a comprehensive approach.

With additional funding from the competitive component of the application, CTCP proposes to conduct a 24-month project to develop and pilot a Healthy Retailer certification program. CTCP is currently leading the Healthy Stores for a Healthy Community (HSHC) campaign, a collaborative effort between tobacco use prevention, nutrition, and alcohol use prevention partners at the state and local levels designed to address the link between the store environment and community health by highlighting health concerns related to the availability and marketing of tobacco, alcohol, and food products. The proposed pilot program will complement the current activities under this effort by generating and testing a comprehensive set of tobacco, alcohol, and nutrition-related criteria that will establish a standard for the Healthy Retailer

designation. Additionally, the pilot program aims to incorporate this standard into the appropriate structure that would allow the seamless integration of Healthy Retailer certification programs into local regulatory frameworks.

Both the core and competitive component of the application support the objectives within TEROC's 2015-2017 Master Plan: *Changing Landscape: Countering New Threats*. Ms. Adams-Simms was particularly supportive of the proposed efforts to prevent and reduce tobacco use in California among those groups disproportionately impacted by tobacco, which coincides with Objective 3 of TEROC's 2015-2017 Master Plan to achieve tobacco-related health equity among California's diverse populations.

Dr. Ling noted that historically, California has been a leader in addressing health disparities and TEROC encourages this opportunity to continue this work.

Dr. Green discussed TEROC's opportunity to support CTCP's application for the RFA because CTCP funding from Proposition 99 is at its lowest level in real dollars since its passage. As a result, sufficient funding for CTCP is particularly imperative at this time. Furthermore, TEROC supported this opportunity to provide continued focus, commitment, and sufficient funding in an effort to maintain California's success as the tobacco industry continues to evolve and spend billions to promote addictive products.

Ms. Etem encouraged an increase in the diversity of CTCP staff.

Action Item

Dr. Lawrence moved TEROC write a letter in support of CTCP's application in response to the CDC RFA-DP15-1509, entitled: *National State-Based Tobacco Control Programs*. The motion was seconded by Dr. Henderson; motion carried unanimously.

3. PUBLIC COMMENT

Ms. Simpson discussed the United States Department of Health and Human Services' project *Healthy People 2020*. *Healthy People 2020* is currently soliciting written comments regarding a new proposed tobacco objective, TU21.1, which seeks to increase the number of states requiring high-tech tax stamps on packs of cigarettes. The comment period is open through November 7, 2014. Currently, California and Massachusetts are the only two states which implement high-tech tax stamps on cigarettes.

California has been a leader in enacting legislation intent on reducing tobacco product tax evasion and smuggling since 2003.

TEROC thought it would be beneficial to *Healthy People 2020* to provide comments regarding the value of the high-tech tax stamp; particularly because California is a leader in this area and has had tremendous success.

Action Item

Ms. Etem moved that TEROC provide comments to the United States Department of Health and Human Services' project *Healthy People 2020* regarding the proposed tobacco objective, TU21.1, which seeks to increase the number of states requiring high-tech tax stamps on packs of cigarettes. Dr. Baézconde-Garbanati seconded the motion; motion carried unanimously.

Dr. Ong thanked Dr. Green for his service to TEROC.

The Chair moved to adjourn the meeting. The motion passed unanimously.

The meeting was adjourned at 4:00 PM.

The next TEROC meeting will take place in the California Bay Area.