

**Tobacco Education and Research Oversight Committee (TEROC)
2009-2011 Master Plan Development
Meeting Agenda**

**Wednesday, April 2, 2008
9:45 a.m. – 4:00 p.m.**

Embassy Suites Hotel: International Airport/North
9801 Airport Boulevard
Los Angeles, CA 90045

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| 9:45 – 9:55 | Welcome and Introduction | Kirk Kleinschmidt TEROC Chair |
| 9:55 – 10:10 | Review of Master Plan (MP) Production Timeline <u>Expected Outcome:</u> <ul style="list-style-type: none">• Discuss Progress to date• Discuss critical milestones• Establish meeting goals | John Francis California Department of Public Health |
| 10:10 – 10:40 | Progress Toward the 2006-2008 Master Plan Objectives <u>Expected Outcome:</u> <ul style="list-style-type: none">• Review first draft from Charlene Welty• Provide feedback/direction• Present three-year budget projection and Tobacco Industry marketing expenditures per capita compared to Proposition 99 spending | Kirk Kleinschmidt |
| 10:40 – 12:00 | Current MP Goals, Objectives, and Strategies <u>Expected Outcome:</u> <ul style="list-style-type: none">• Discuss current MP objectives and strategies• Decide strategies to keep, modify, and remove• Identify strategy gaps and seek direction for proposing additional strategies in May | Kirk Kleinschmidt |
| 12:00 – 1:00 | Lunch | |
| 1:00 – 3:00 | Continued: Goals, Objectives, and Strategies | Kirk Kleinschmidt |
| 3:00 – 3:30 | Discuss Theme <u>Expected Outcome:</u> <ul style="list-style-type: none">• Briefly discuss themes proposed previously and gather other potential ideas• Provide feedback | Kirk Kleinschmidt |

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| 3:30 – 3:45 | Next Steps <u>Expected Outcome:</u> <ul style="list-style-type: none">• Confirm key findings/decisions• Discuss staff and member “homework”• Discuss preliminary agenda for May 19 MP meeting | Kirk Kleinschmidt John Francis |
| 3:45 – 4:00 | Public Comments | |
| 4:00 | Adjourn | |

For information about this meeting, contact John Francis at (916) 449-5481, or e-mail john.francis@cdph.ca.gov