

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

**Monday, May 19, 2008  
9:45 a.m. – 4:00 p.m.**

California Department of Public Health  
1500 Capitol Avenue  
Training Room A 72.151  
Sacramento, CA 95814

9:45 – 9:55	Welcome and Introduction	Kirk Kleinschmidt TEROC Chair
9:55 – 10:00	Review of Master Plan (MP) Production Timeline <u>Expected Outcome:</u> <ul style="list-style-type: none"><li>• Discuss progress to date</li><li>• Discuss critical milestones</li><li>• Establish meeting goals</li></ul>	John Francis California Department of Public Health (CDPH)
10:00 – 11:15	Discuss Theme <i>Note: While the MP will have a number of goals, five objectives, and many strategies, the theme needs to crystallize the major focus of the document. In other words, the theme defines the most important component that the MP tries to achieve.</i> <u>Expected Outcome:</u> <ul style="list-style-type: none"><li>• Present media/advertisements developed during 2006-2008</li><li>• Present previous MP themes</li><li>• Discuss theme suggestions</li><li>• Select 2009-2011 MP theme</li></ul>	Kirk Kleinschmidt
11:15 – 11:30	MP Design Concepts <u>Expected Outcome:</u> <ul style="list-style-type: none"><li>• Review stylistic examples</li><li>• Discuss concepts and provide input to Graphic Designer</li></ul>	Kirk Kleinschmidt  Gretta Foss-Holland CDPH
11:30 – 12:00	Review MP Goals, Objectives, and Strategies <u>Expected Outcome:</u> <ul style="list-style-type: none"><li>• Review data and materials requested on April 2, 2008</li><li>• Provide feedback on current, updated, synthesized, and new strategies</li><li>• Prioritize strategies and decide which strategies to keep, modify, or remove</li><li>• Identify strategies for additional narrative in the MP</li></ul>	Kirk Kleinschmidt

12:00 – 1:00	Lunch	
1:00 – 3:00	Continued: MP Goals, Objectives, and Strategies	Kirk Kleinschmidt
3:00 – 3:30	Review Format <u>Expected Outcome:</u> <ul style="list-style-type: none"> <li>• Review and confirm MP format</li> <li>• Discuss potential new sections such as 20<sup>th</sup> anniversary, local case studies, etc.</li> </ul>	
3:30 – 3:45	Next Steps <u>Expected Outcome:</u> <ul style="list-style-type: none"> <li>• Confirm key findings/decisions from meeting</li> <li>• Determine method and timeline for gathering public input</li> <li>• Review timeline for publication</li> <li>• Discuss staff and member “homework”</li> <li>• Determine if an additional meeting is required</li> </ul>	Kirk Kleinschmidt
3:45 – 4:00	Public Comments	
4:00	Adjourn	

*Visitor Badges Are Required for Public Attendees.  
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