

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

Meeting on Tuesday, June 23, 2009
Courtyard Sacramento/South Natomas
2101 River Plaza Drive
Sacramento, CA 95833
(916) 922-1120

MEMBERS PRESENT:

Alan Henderson (Interim Chair), Lourdes Baézconde-Garbanati, Wendell Brunner, Lawrence Green, Pamela Ling, Michael Ong, Dorothy Rice and Valerie Yerger

MEMBERS ABSENT:

Peggy Uyeda

OTHERS IN ATTENDANCE:

Bart Aoki, Tobacco-Related Disease Research Program (TRDRP), University of California Office of the President (UCOP)
Majel Arnold, California Department of Public Health (CDPH), California Tobacco Control Program (CTCP)
Pedro Avalos, Ripon Unified School District (RUSD)
Glen Baird, CTCP
Sheri Coburn, San Joaquin County Office of Education
David Cowling, CTCP
Pat Etem, BREATHE California of Los Angeles County
Dustin Everett, RUSD
Edana Fielden, CTCP
Marian Gage, Butte County Office of Education
Tonia Hagaman, CTCP
Rich Heintz, Local Lead Agencies (LLA), Project Director Association
Tom Herman, Safe and Healthy Kids Program Office (SHKPO), California Department of Education (CDE)
Jillian Jamero, Colony Oak Elementary School
Justine Jamero, Ripona Elementary School
Jerry Katsumata, CTCP
Caroline Kurtz, CTCP
John Lagomarsino, SHKPO, CDE
Bruce Lee, California Department of Finance (DOF)
George Lemp, TRDRP, UCOP
Donald Lyman, CDPH
Ryan Mackey, RUSD
Carol McGruder, URSA Institute
Jamie Morgan, American Heart Association (AHA)
Kimberly Weich Reusché, American Lung Association in California (ALAC)
April Roeseler, CTCP

Nadine Roh, CTCP
Anne Wheelis, AHA
Deven Yeager, Mountain Creek Middle School
Leslie Zellers, Technical Assistance Legal Center, Public Health Institute

1. WELCOME, INTRODUCTION, AND OPENING COMMENTS

Interim TEROC Chairperson Alan Henderson called the meeting to order at 9:35 a.m.

Dr. Henderson introduced new TEROC member Valerie Yerger, appointed by Speaker Karen Bass. Dr. Yerger is Assistant Adjunct Professor, Department of Social and Behavioral Sciences, School of Nursing, University of California, San Francisco (UCSF), and has been active in tobacco control with the American Legacy Foundation, Centers for Disease Control and Prevention (CDC), the National African American Tobacco Education Network, the National African American Tobacco Prevention Network and African American Tobacco Control Leadership Council (AATCLC).

Glen Baird was introduced as the new CTCP staff liaison for TEROC. Each of the Committee members introduced themselves along with the members of the audience.

2. APPROVAL OF MINUTES FROM JANUARY 20, 2009 TEROC MEETING, CORRESPONDENCE, AND ANNOUNCEMENTS

There were no changes required for the minutes of the January 20, 2009 meeting. The minutes were unanimously approved.

TEROC members set the date for next TEROC meetings: Tuesday, October 6, 2009, in the San Francisco East Bay area and Tuesday, December 1, 2009, in the Los Angeles airport area.

Dr. Henderson reviewed TEROC-related correspondence.

- Letter from TEROC to Karen Pittman, Executive Director, the Forum for Youth Investment regarding the acceptance of funds from Philip Morris USA and Altria Group Inc. by the Forum for Youth Investment and the Ready By 21 Partnership.
- Letter to outgoing TEROC Chair Kirk Kleinschmidt from AATCLC member Denise Adams-Simms thanking him for his service, supporting the Master Plan's (MP) call for a tobacco excise tax increase, and recommending the TEROC appointment of Valerie Yerger.
- Letter to TEROC from Nancy Colocino, Coordinator, Irvine Unified School District (IUSD) Guidance Resources regarding the effectiveness of tobacco use prevention education in schools and outlining IUSD successes.

- Letter to TEROC from Dr. William McCarthy, Senior Research Associate, WestEd, regarding the Legislative Analyst's Office's (LAO) recommendation to defund school-based tobacco use prevention education programs.

Dr. Henderson indicated that no response had been received from Ms. Pittman. Mr. Herman indicated he had received a response to his correspondence to Ms. Pittman raising the same concerns. She indicated she saw no conflict of interest. Mr. Herman's correspondence had stated that the acceptance of tobacco funding would jeopardize CDE grants to schools affiliated with the Forum for Youth Investment. The policy on the non-acceptance of tobacco funds is made clear in the Request for Applications (RFA) process. Mr. Herman and Mr. Lagomarsino indicated it is unclear which schools may be working with the Forum for Youth Investment but there will be a blanket communication to schools and guidelines on the CDE Web site regarding the non-acceptance of tobacco funds. Additional steps will be taken to ensure Tobacco-use Prevention Education Program (TUPE) grantees have no affiliation with the Forum for Youth Investment during the grant award process. Mr. Herman indicated the TEROC letter was very helpful in supporting their efforts. Members discussed whether additional TEROC action is warranted, including corresponding with Forum for Youth Investment Board members. Mr. Herman and Mr. Lagomarsino stated the reply they had received from Ms. Pittman indicated that several Ready By 21 Partners, including an association of school administrators, also accept tobacco funding. It was agreed that it would be appropriate for Mr. Herman and Mr. Lagomarsino to communicate to the TEROC Chair if additional TEROC action would be helpful and is recommended.

In acknowledging Ms. Adams-Simms' correspondence in support of the MP, the question was raised regarding the MP's dissemination. Dr. Henderson presented on the MP at February's Project Directors' Meeting. Ms. Roeseler also indicated it was used in support of CTCP's Centers for Disease Control (CDC) grant application and Information and Education (I&E) Days, and was distributed at the National Conference. Additional copies are available and can be sent to interested parties.

Discussion of Dr. McCarthy's letter was held over to the CDE presentation agenda item.

3. ENVIRONMENTAL DEVELOPMENTS

Americans for Nonsmokers' Rights (ANR): California Not a Smoke-free State

On April 22, 2009, ANR released an updated list of United States municipalities and states that have 100 percent smoke-free laws. The

updated list still indicates California does not qualify as a 100 percent smoke-free state because of exemptions written into our labor code. Fifteen states are deemed to have stronger workplace smoking restrictions.

FDA regulation of tobacco

Landmark legislation signed by President Obama gives the federal government new powers to oversee tobacco products. The issue of preemption will need to be examined.

California Supreme Court revives class-action suit against tobacco firms

The California Supreme Court ruled that consumers can file class-action lawsuits against the tobacco industry and other businesses for deceptive practices. The decision reversed a Court of Appeals interpretation of Proposition (Prop) 64 as eliminating certain class-action suits.

4. BUDGET UPDATE

Mr. Bruce Lee from DOF presented on the Prop 99 funds for the 2008-09 and 2009-10 Budget years and discussed the new federal 62-cent tax per pack and the possible impact of the state proposal for a \$1.50 tax increase per pack.

Mr. Lee presented the following information:

- Adjustments to 2008-09 Appropriations (Revenues) included:
 - Prop 99 Revenue Estimate Decreased (primarily from federal tax increase):
 - January Estimate: \$315 Million
 - May Revise Estimate: \$297 MillionFunding for programs will be unaffected but reserves are depleted.
 - No Change to Prop 10 backfill estimate of \$16.5 million
- Adjustment to 2008 Appropriations (Expenditures) between January and the May Revision:
 - A decrease in funding by \$3.7 million for Access for Infants and Mothers (AIM) Program due to caseload decreases
- Governor's Budget 2009-10: Prop 99 Revenues
 - Estimated \$24 Million decrease in revenues:
 - January Estimate: \$310 Million
 - May Revise Estimate: \$286 Million
 - No Change to Prop 10 backfill estimate of \$16.5 million
- Governor's Budget 2009-10: Prop 99 Expenditures
 - Increase Funding by \$60 million for Orthopedic Hospital Settlement to achieve savings in general fund expenditures

- Elimination of County Health Programs expenditures (\$25.6 million)
- Elimination of the Rural Health Demonstration and Healthy Families Consumer Assessment Projects (\$0.9 million)
- Elimination of Expanded Access to Primary Care expenditures (\$13.9 million). Subsequently, the Conference Committee acted to put \$10 million back into Expanded Access to Primary Care
- Reductions of approximately 17 percent in Asthma Prevention Program, Breast Cancer Early Detection, Major Medical Risk Insurance and AIM programs
- Removal of the proposed increase in funding by \$6.8 million for anti-tobacco health education due to absence of anticipated excess balances in the Health Education Account:
 - \$4.5 million for Tobacco Control Media Campaign
 - \$2.3 million for Competitive Grants
- A decrease to California Department of Education (CDE) appropriation by \$1.2 million
- Reduction of \$2 million for Public Resources
- Reduction of \$1.4 million for University of California (UC) Research
- A one-time cash flow shift of \$28.5 million in AIM due to policy change from lump-sum to monthly provider payments

Mr. Lee was questioned on why Prop 10 backfill was not estimated to be declining in 2009-10 along with Prop 99 revenue, and he indicated he was not closely involved with Prop 10 projections.

In response to questions, Mr. Lee indicated he was not currently involved in the new TRDRP-funded policy research initiative related to the consequences of reduced tobacco revenues. Mr. Lemp clarified that a Request for Qualifications has been released but that it did not specifically address DOF projections. Members expressed the hope that projected revenue losses would be considered as part of the research. Mr. Lemp indicated meetings were planned to discuss the research approaches.

In response to questions about any likely further budget changes, Mr. Lee indicated that the \$60 million for orthopedic hospitals under discussion in 2009-10 budget negotiations could be reduced by \$10 million. He also indicated that any potential \$1.50 per pack tax increase was not factored into projections for the 2009-10 budget. Mr. Lee also reported on the uncertainties surrounding the passage of the revised state budget.

Increases to Board of Equalization (BOE) fees for administering Prop 99 funds were noted. Mr. Lee indicated the fee does fluctuate but he did not have immediate access to historical data on trends.

5. LEGISLATIVE AND TOBACCO POLICY UPDATE

Jamie Morgan from AHA and Kimberly Weich Reusché from ALAC presented on the current legislation proposed by the state legislature. They noted that it had been a robust session with 14 tobacco-related bills, including several tax increase measures, and referred Members to the Center for Tobacco Policy and Organizing's Legislative Update document. The deadline for getting bills passed by the house of origin was June 5, but this did not apply to five tobacco-related bills considered tax and revenue measures or constitutional amendments. Several measures were stalled by the May 19 special election. Legislation discussed included:

- Senate Bill (SB) 600 (Padilla/Steinberg) intends to increase the tax on tobacco products by \$1.50 per pack. The bill was passed by the Senate Health Committee with a six-to-three vote and referred to the Senate Taxation and Revenue Committee, to be heard July 8. This was the first Committee vote on a tobacco tax bill in five-six years. The voluntaries are campaigning both at a grassroots and leadership level, stressing the need to protect the 15 percent earmark in SB 600 for tobacco control (a competing budget solution measure for a \$1.50 tax increase contains no earmark, with all revenue going to the general fund). The Governor seems opposed to any tax increases. Discussion ensued on public support for taxes—Ms. Morgan indicated she could provide polling data.
- Padilla also introduced SB 601, SB 602, and SB 603 dealing with tobacco retail licensing. SB 601 was not passed by the Appropriations Committee prior to the deadline. SB 602 and SB 603 were passed to the Assembly before the deadline but not yet referred to a Committee.
- Assembly Bill (AB) 89 (Torlakson) intends to increase the tax on tobacco products by \$2.10 per pack to potentially fund education, children's health care, lung cancer research, and tobacco cessation. It is not currently scheduled for any Committee hearings. It is unlikely that both SB 600 and AB 89 would move forward.
- SB 4 (Oropeza) intends to create smoke-free state beaches and parks. It was amended to provide that new smoke-free signs would not be required until existing signage needed to be replaced, and enforcement is only possible after new signage is posted. The bill passed the full Senate and was referred to the Assembly.

Ms. Weich Reusché indicated Members could sign up for Action Alerts from the voluntary health organizations to stay informed of legislative campaigning. Ms. Morgan indicated that continuing to highlight the MP's support for a tax increase is helpful.

In response to questions about the tobacco industry's lobbying presence at the Capitol, Ms. Weich Reusché drew attention to the ALAC reports on campaign contributions. Philip Morris spent approximately \$600,000 opposing a recent health care reform bill. She is also aware of industry

polling on SB 600. Ms. Morgan reported minimal physical presence of lobbyists, such as testifying before Committees, at the Capitol.

Discussion ensued on a TEROC response to legislative developments.

Action Item:

That TEROC write to the authors of SB 600, with a copy to all legislators and the Governor, outlining support for the \$1.50 per pack tax increase, reiterating the reasons outlined for supporting such a tax increase contained in the MP, and supporting an earmark for tobacco control. (Moved by Dorothy Rice, seconded by Lawrence Green, motion carried unanimously.)

It was indicated that an internal analysis of the impact of a \$1.50 tax increase had been completed by CTCP.

Action Item:

That TEROC request a copy of the analysis on the impact of a \$1.50 tax increase on tobacco consumption from CDPH. (Moved by Wendell Brunner, seconded by Lourdes Baézconde-Garbanati, motion carried unanimously.)

In response to questions:

- Ms. Morgan discussed the San Francisco proposal to introduce a tobacco litter mitigation fee on tobacco manufacturers and stated that there had been similar proposals in the past.
- Ms Weich Reusché indicated TRDRP-funded research could contribute to legislative action in future sessions.
- Liaison with environmental groups like the Surfrider's Foundation, who testifying on SB 4, was reported to be growing due the local advocacy efforts.

6. CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, CALIFORNIA TOBACCO CONTROL PROGRAM UPDATE

The CDPH program update was provided by Donald O. Lyman, M.D., Acting Chief, CTCP. Dr. Lyman discussed the following:

- Since the analysis of the impact of a \$1.50 tobacco tax increase on cessation, prevention and lives saved had already been completed, Dr. Lyman indicated he could provide it to TEROC that day.
- The 2008 adult smoking prevalence was 13.3 percent in 2008, decreasing from 13.8 percent in 2007. The 2008 youth smoking prevalence decreased from 15.4 percent in 2006 to 14.6 percent in 2008. Neither change was statistically significant.
- Three Request for Proposals (RFP) awards have been made with an anticipated start date of July 1, 2009. An additional RFP for Youth and Young Adult Advocacy, Training and Technical Assistance is to be released on July 31, 2009, with approximately \$1,500,000 anticipated to

be available. The Materials Development RFP contract start date was originally anticipated as April 1, 2009, but due to contract language approval delays the start date has been delayed until July 1, 2009.

- CTCP was awarded a grant in the amount of \$1,873,958 as part of a five-year cooperative agreement between CDPH and CDC that will include integrated work among CTCP, Diabetes Control and Prevention Program, Behavioral Risk Factor Surveillance System, and Healthy Communities.
- CTCP held a press event in April during Public Health Week to celebrate the 20th anniversary of Prop 99 and presenters included Kimberly Belshé, Secretary, California Health and Human Services Agency, and Mark B Horton, MD, MSPH, Director, CDPH.
- CTCP released its Advertising RFP in March and the contract award is in process. The Public Relations RFP will be released in mid-September.
- The Center for Tobacco Policy and Organizing hosted the annual Capitol I&E Days in April, with local tobacco control representatives participating in meetings with State legislators.
- The Tobacco Cessation Summit was held in May in San Diego.
- The proceedings from the May 2008 Tobacco Retail Price Manipulation Policy Strategies Summit were recently released.

In responses to questions, Ms. Fielden indicated the new advertising contract would result in new television advertising being produced. The current agency did not make the final round but will continue as CTCP's contractor until the new contract is effective. Digital media may be pursued. It is likely that advertisements (ads) countering the tobacco industry and secondhand smoke (SHS) will continue as a focus.

In response to a question on the impact of the budget on CTCP, Dr. Lyman indicated that declining funding will have impact, but CTCP remains one of the most stable programs across the nation. The challenge is that continuing to decrease smoking prevalence is dependent on revenue. Discussion ensued on how California ranks in smoking prevalence and difficulties in data comparisons.

Ms. Roeseler responded to a question on media campaign evaluation. Knowledge Networks collects data which is analyzed by the CTCP Evaluation Unit.

The issue of using the California Environmental Protection Agency (EPA) declaration that SHS is a risk for breast cancer in media campaigns was raised. The perceived scientific validity of the data on SHS causing breast cancer when primary smoking is not linked to breast cancer and the American Cancer Society's position on this issue were discussed.

7. TEROC CHAIR DISCUSSION/ELECTION

Lourdes Baézconde-Garbanati and Dorothy Rice coordinated the election of the new TEROC Chair. Alan Henderson and Michael Ong were nominated to be Chair at the previous meeting. Dr. Ong and Dr. Henderson were invited to address the Members.

Dr. Ong spoke of tobacco control facing an era of limits in terms of funding and an era of change where the challenge is to leverage resources such as partnerships and technology to extend efforts. Dr. Henderson spoke of his perspective from a 20-year involvement in tobacco control and the importance of effective advocacy. However, with a changed environment there is a need to bring all assets (including agency staff) to the challenges of today and tomorrow. Success may bring a decline in attention, so reenergizing state and local efforts is required for the legacy to be maintained.

Dr. Ong and Dr. Henderson responded to Members' questions on the time commitment required and any conflicts of interest. Dr. Ong indicated he would not accept TRDRP or CTCP funding while serving in the role to avoid conflicts of interest.

The candidates recused themselves and discussion ensued. It was agreed the election would be by secret ballot.

Ballots were collected and the result was declared a tie.

Dr. Yerger asked a further question on how each candidate would be a bridge to communities that don't necessarily have a voice in tobacco control and how the candidates would be representative of everyone.

Dr. Ong addressed disparities and the need to advocate. Geographic limitations can be better bridged by technology to engage populations, but there are also disparities in access to technology.

Dr. Henderson stated that disparities in tobacco use and health outcomes must be recognized and taken into account in TEROC's recommendations and oversight responsibilities. Programs and strategies have been created in tobacco control to reach communities that are not well-served. Despite reductions in funding, TEROC has the obligation to find the best ways to use strategies and assets to help those who can least afford the effects of tobacco use and who suffer the consequences the most.

A second vote was conducted and the result was also declared a tie.

Dr. Yerger, as a new TEROC member, volunteered to recuse herself from the vote so that a result could be obtained.

A third ballot was conducted and it was declared that Members had elected Dr. Ong to serve as Chair.

8. CALIFORNIA DEPARTMENT OF EDUCATION REPORT

The CDE report was provided by Mr. Herman and Mr. Lagomarsino. They presented the following:

- Ongoing collaboration between SHKPO and CDPH through an April meeting and a meeting planned for July.
- Continuing collaboration with TRDRP on School Academic Research Awards.
- Implementation of AB 647: For the 2009 RFA, a Grant Readers' Conference was held in May and successful applicants were chosen. The announcement of awards will be made following final approval by the Executive Office.
- The RFA process has contributed to increasing the cultural capacity and infrastructure of TUPE programs.
- A Factsheet by WestEd on the Links between Cigarette Smoking and Other Substance Use, Violence and School Problems was included in the CDE materials. The study found correlations between tobacco use, other substance use and mental health. Continuation school students have a much higher tobacco use prevalence rate than the general population. As youth tobacco use declines, the population that continues to use tobacco is demonstrating a broader range of risk behaviors and problems (particularly in seventh grade).
- SHKPO is continuing to work with county offices to monitor the enforcement of tobacco-free policies. The RFA process raises enforcement issues if districts are unsuccessful and no longer receive TUPE funds. In response to questions, Mr. Herman confirmed the suspension of Categorical Program Monitoring (CPM) is due to CDE budget issues. The future of the CPM process is uncertain. With the competitive RFA process, reporting and individual site reviews will assist with monitoring awardees.
- Brief intervention strategies by school counselors are a promising behavioral approach to address violations of tobacco-free policies without waiting for the next tobacco use intervention class. In response to questions, Mr. Herman indicated that while there may be physician referrals, the focus is behavioral as opposed to pharmacological.
- Guidelines on the non-acceptance of tobacco funding by grantees have been posted in response to the acceptance of Philip Morris USA and Altria Group Inc. funds by the Forum for Youth Development (FYD) and the Ready By 21 Partnership, and a public forum is planned. Legislation would be necessary to require schools to be tobacco-free regardless of the acceptance of TUPE funds. SHKPO would assist any legislative sponsor. In the absence of legislation, only school buildings and areas within 20 feet of entrances are required to be smoke-free.

- Currently, the California School Board Association has sample smoke-free policies to assist schools in implementing smoke-free policies. The question of enforcement was raised. There are administrative guidelines, but teachers are not law enforcers and reporting to law enforcement is not mandatory. Reasoning with underage tobacco users and the use of intervention and education is encouraged rather than suspension. Police have been called to enforce the Penal Code on occasions, and some districts have a closer relationship with police (e.g., police referrals for off-campus possession to school intervention programs in lieu of a court fine).
- Members raised the question of the potential for competitive disadvantages in the competitive grant process. Mr. Lagomarsino indicated that of 1,000-1,100 local education agencies, approximately 250-275 agencies had submitted an intent to apply, but only 130 applications were subsequently received. Part of the explanation is that smaller rural districts applied as part of a consortium with their county offices. Areas of concern are being identified to address in the future, such as outreach to areas where applications were low.
- The question of CDE collaboration and leveraging capacities with CTCP, as opposed to merely communicating, was raised. Ms. Roeseler indicated that Youth Quest Days, coordinated by the California Youth Advocacy Network, is a good example of collaboration, with high school students coming to the Capitol. This year's focus was smoking in the movies. Collaboration on the California Youth Tobacco Survey also occurs.

The Chair noted that members of the public wished to address TERO on issues relating to the LAO's TUPE recommendation. Mr. Herman explained the LAO proposal was to reduce TUPE funding from \$24 million to \$1 million on the basis of the Executive Summary of the unpublished *Evaluation of the In-School Tobacco Use Prevention Education Program, 2005-06* (McCarthy, et al). SHKPO disputes the basis of the finding, and notes the new competitive grants process addresses many of the LAO concerns. Dr. McCarthy's letter to TERO also disputes the LAO findings.

Mr. Lagomarsino reported the California Healthy Kids Resource Center (CHKRC) extensively reviews programs for dissemination and adoption and

has identified a limited number of “Research-Validated” programs that CDE is moving to. These programs demonstrate a level of credible evidence of effectiveness, and include:

- Botvin LifeSkills Training
- Project Toward No Tobacco Use
- Project ALERT
- Keepin’ it Real
- Minnesota Smoking Prevention Program (MSPP).

He indicated that ensuring that programs and lessons are implemented in their entirety and aligned to the research-based specifications is central to these initiatives. Discussion ensued on fidelity to and adaptation of these programs. Mr. Lagomarsino indicated grantees are required to justify their plan to adapt programs and demonstrate effectiveness.

Action Item:

That TEROC write to LAO addressing the concerns raised in Dr. McCarthy’s correspondence on the LAO recommendation to reduce TUPE funding. The letter should include TEROC’s support for TUPE funding and CDE efforts. Dr. McCarthy’s correspondence should be included as an attachment. (Moved by Michael Ong, seconded by Dorothy Rice, motion carried unanimously.)

Dr. Henderson opened the meeting for public comment.

9. PUBLIC COMMENT

Dr. Sheri Coburn, San Joaquin County Office of Education, addressed TEROC with students. She thanked members for the motion to write to LAO. The following students introduced themselves:

- Jillian Jamero, Colony Oak Elementary School
- Justine Jamero, Ripona Elementary School
- Deven Yeager, Mountain Creek Middle School
- Dustin Everett, Ripon High School
- Ryan Mackey, recent Ripon High School graduate
- Pedro Avalos, recent Ripon High School graduate

Dr. Coburn expressed concern about the LAO-proposed TUPE cuts and stated that her district has been using research-validated programs and looking at evaluation methods, including through student focus groups.

Ryan Mackey discussed his participation in programs starting in the 4th Grade, from classroom presentations to seminars to lifeskills training, and stressed their important role in tobacco-use prevention. Justine Jamero discussed the Too Good for Drugs program and what it teaches about tobacco use. Jillian Jamero discussed the importance of saying no and walking away from substance use. Deven Yeager discussed posters and

field trips that had influenced him not to smoke. Dustin Everett discussed high school lifeskills training in junior year that had included several weeks focusing on the effects of tobacco use. Pedro Avalos discussed school involvement in community programs such as Relay for Life providing lung cancer information. Ryan Mackey discussed his involvement in the Smoking and Tobacco Outreach/Prevention Project (STOPP) Coalition and the Stop Tobacco Access to Kids Enforcement Act youth purchase stings helping to prevent youth tobacco use. He was also involved in tobacco-free Tot Lot implementation with butt removal and signage through Eagle Scouts. Ryan also discussed the role of Link Crew in helping to influence freshmen not to smoke, a program he has now joined as a role model.

Dr. Coburn also stressed the ongoing collaboration with their STOPP Coalition and LLA, involvement in Communities of Excellence Indicators, student participation in county health department youth purchase stings and health fairs, collaboration on grant applications, and collaboration with the local voluntary agencies. She concluded with observations on tobacco use in music videos and teen movies and the need to counter this influence and the tobacco industry through education.

The Chair thanked Dr. Coburn and the students for their presentations and the work that they do.

Marian Gage, Butte County Office of Education discussed her history of collaboration with the county health department on tobacco ordinances. She stressed the need to look at many indicators and data sources before drawing conclusions on program success. Taking away an education component would weaken the comprehensive approach that has led to success in California. She noted that judging the success of the state-wide media campaign based only on far Northern California, where the campaign is only accessible to cable subscribers (and adult prevalence rates are higher) would be problematic.

She discussed student referrals for multiple behavioral problems as an opportunity for intervention programs, including tobacco. Many schools have School Resource Officers who have used penal code violations as an incentive to encourage participation in interventions, then work with authorities to have penalties suspended after successful interventions. However, working with the courts on enforcement issues has been difficult due to inconsistencies.

Ms. Gage provided a letter to TEROC outlining Butte County's tobacco prevention education efforts and statistics. TUPE entitlement funds and other school grant funding have been supplemented over the last ten years with Master Settlement Agreement (MSA) funds from the county. This enabled a dedicated tobacco prevention specialist to deliver the smoking prevention

curriculum throughout the county, ensuring fidelity. Prevalence data from 5th and 7th grades has showed a steady decline. Now that the MSA contract has ended and TUPE entitlement funds have ended, the future is uncertain and there is concern. Ms. Gage has ensured that all 14 school districts in the county have tobacco-free policies.

In response to a question on collaboration with the state agencies, Ms. Gage indicated resources are scarce and collaboration occurs more readily at the local, as opposed to state, level, such as working together on tobacco in films. There is room for more modeling of these types of collaborations at the state level.

The Chair thanked Ms. Gage for her presentation.

Anne Wheelis of Monterey County, a former LLA employee and AHA advocacy committee representative, addressed TERO. Monterey County has 25 school districts of varying sizes. Approximately 71 percent of students are Latino and 67 percent receive free or reduced-price lunches. Addressing cultural diversity leads to limited choices between research-validated curricula. Approximately ten school districts have not accepted TUPE funding since the award size would be insufficient to offer programs. Of the districts accepting TUPE funds, the number using research-validated curricula has grown from eight in 2003-04 to 16 today. Ms. Wheelis stated that collaboration with the county health department, including community agencies offering drug, alcohol and tobacco programs through the department, has resulted in the development of a cadre of agencies able to offer research-validated programs to schools. Without continued local county education office funding and dedicated staff to provide motivation and ideas, continued collaboration would be difficult.

The Chair thanked Ms. Wheelis for her presentation.

10. UNIVERSITY OF CALIFORNIA–TOBACCO-RELATED DISEASE RESEARCH PROGRAM REPORT

The TRDRP report was provided by Mr. Lemp and Mr. Aoki. They presented the following:

- For the new TRDRP-funded Tobacco Policy Research Initiative, the first research advisory meeting at UCOP was held on December 8, 2008, to begin to identify key policy research questions related to tobacco control in California. Participants included CTCP, CDE, voluntary agencies and local program representatives. The TRDRP Scientific Advisory Council (SAC) subsequently met on February 5, 2009, and recommended adoption of the new Tobacco Policy Research Initiative. At a subsequent meeting SAC recommended expansion to a multi-year initiative with a \$300,000 annual allocation.

- The highest priority topic identified at the December 8 meeting was a study on the impact of declining tobacco tax revenue on tobacco-related control, education and research efforts and the resultant impact on the prevalence and cost of smoking in California. A Request for Qualifications (RFQ) was issued in April for investigative research teams. Suggestions for research in the RFQ included an economic analysis; assessment/modeling of the impact of various tobacco control activities/interventions on smoking prevalence; and an estimation of the differential and/or disparate impact of declining revenues on California's diverse populations. A number of applications were received and a national panel has been put together for peer review. The plan is to obtain SAC recommendations by the end of June and schedule an agency/stakeholder meeting in July to meet with the new grantee and discuss the scope of work and activities. A 6-18 month research timeline is proposed, with a collaborative dissemination process to follow the report. The timeline will be dependent on the existing research, analysis and resources the grantee/consortium will bring to the project.
- The new California Research Awards were launched in 2008-09 to address tobacco-related disease or tobacco control issues in California, replacing general TRDRP Research Project Awards. Seven applications were received and 2 awards were made for:
 - California's Tobacco Control Program and Tobacco-Use Trends
 - Paternal Smoking and DNA Methylation in Childhood Leukemia
- Other selected new TRDRP grants were discussed, including
 - Low Frequency Smoking among Latinos
 - Bar Interventions to Decrease Young Adult and Lesbian, Gay, Bisexual, and Transgender (LGBT) Smoking
 - Mechanistic Studies of SHS Carcinogenicity
 - Dose Dependent Effects of Passive Smoke on Vascular Function
 - Developing a Menthol-Centric Smoking Cessation Intervention
 - Pharmacological Interventions for Heavy Drinking Smokers
 - Modeling and Mapping Changes in Tobacco Outlet Density
 - Exploring Retailer Abandonment of Tobacco Sales
 Evidence-based interventions and their replication and dissemination were discussed as a possible future focus of research funding. A Total of 71 awards were made from 197 applications (a 36 percent funding rate), an increase over previous years due to a more aggressive funding strategy which is continuing.
- Office of Research and Graduate Studies transitions were discussed. Several programs have been combined or eliminated, with a new structure to be effective July 1, 2009. A new research program entity has been formed (Research Grant Programs and Operations, [RGPO]), comprising of the California Breast Cancer Research Program (CBCRP), California HIV/AIDS Research Program (CHRP), TRDRP, a new UC Grants Research Programs unit containing four programs, a new Program Award Administration Center (PAAC), the Program

- An overview of updated TRDRP operating costs for FY 2007-08 to 2009-10 was presented:
 - Total operating costs have declined from \$1,855,950 in 2007-08 to \$1,360,557 projected for 2009-10.
 - The Total State Budget Allocation has declined from \$16,553,000 to a projected \$14,515,000 for 2009-10 (however, the Joint Conference Committee has voted to recommend an allocation of \$13,090,000)
 - The Proportion of Operating to Total Costs has declined from 11.21 percent to a projected 9.37 percent in 2009-10 (lower than other research programs)
 - 50 percent of Mr. Lemp's, Mr. Aoki's and an Administrative Coordinator's salaries are accounted for as TRDRP costs.
 - Total Proposal Review Cost Savings from 2007-08 to 2009-10 are approximately \$100,000
- Areas highlighted where costs have been reduced included:
 - Program Personnel and Benefits declining from \$797,432 to \$715,015
 - Peer Review Committee costs declining from \$278,693 to \$151,354. The number of review days has been halved, with concurrent study sessions. There has been a slight increase in the number of applications per reviewer, and the number of applications discussed has decreased.
 - Administrative Services Recharge (Personnel and Other) declining from \$442,601 to \$156,800. Formerly, the charge was solely based on program budget. TRDRP's proportional share is now much lower than other research programs due to the absence of laboratory fees etc.
 - PARC Recharge (Personnel and Other) and PAAC Recharge (Personnel and Other) are new line items with \$121,000 allocated for each in 2009-10. However, when totaling the Program Personnel and Benefits, the Administrative Services Recharge and these new Recharge figures, approximately \$126,000 in savings has been achieved through the reorganization

- SAC Meetings costs declining from \$19,101 to \$6,000 by hosting meetings in-house, eliminating hotel costs and keeping food costs low
- Grant Review/Management Software declining from \$63,766 to \$25,649
- Costs for the Bi-annual Conference will not be incurred in the 2009-10 fiscal year. A RFA will be issued for a campus to host a conference in 2010-11. This will not be considered a TRDRP operating cost
- Equipment, Supplies, Mail, Phones and Other declining from \$98,766 to \$47,737
- In response to questions, Mr. Aoki and Mr. Lemp indicated that a survey of reviewers indicated that it was felt the quality of reviews has not been affected by cost-saving initiatives, although there has been some dissatisfaction with hotel locations etc. Discussion ensued on the limited effect of these cost-savings on the amount available for research awards (savings of \$500,000 would fund only one major grant or two to three smaller grants). Mr. Lemp indicated savings may result in retention of TRDRP content staff for special initiatives and a greater internal flexibility to convene grantee meetings and attend scientific meetings.
- A question was raised on the UC position relating to SB 600. Mr. Lemp indicated that as of several weeks ago, UC's Legislative Relations Office had indicated the university's position was neutral.

Action Item:

That TEROC write to UC President Yudoff urging UC support of SB 600 based on the value to TRDRP. (Moved by Lawrence Green, seconded by Michael Ong.)

Discussion ensued on stressing the possible benefits to UC from the tax increases' contribution to general fund revenue in the face of budget cuts, rather than the programmatic benefit from any earmarked funds.

Discussion ensued on the provision of SB 600 creating a Lung Cancer Early Detection and Treatment Research Program and the placement of such a program within the RGPO structure. Mr. Lemp indicated there have been internal discussions as to whether internal efficiencies could be achieved through TRDRP co-managing such a program. TRDRP already has a Lung Cancer Study section which focuses largely on biomedical science, but RFAs could be issued for research on issues such as diagnostic strategies.

Discussion ensued on TEROC expressing concern that the vacant position of TRDRP Director remains unfilled. It was agreed a separate letter would be preferable.

The question was put and the motion was carried unanimously.

Action Item:

That TEROC write to UC President Yudoff conveying appreciation for Mr. Lemp's and Mr. Aoki's contributions to TRDRP, including the cost-savings they have achieved, but expressing concern that the vacant position of TRDRP Director remains unfilled and urging the position be filled a tobacco scientist. (Moved by Lawrence Green, seconded by Lourdes Baézconde-Garbanati.)

Discussion ensued on the letter including TEROC's support for TRDRP's new focus on policy, policy research and evaluation in addition to biomedical research, and initiatives such as the California Research Awards.

The question was put and the motion was carried unanimously.

The Chair thanked Mr. Lemp and Mr. Aoki for their presentation and their patience.

The meeting was adjourned at 4:15 p.m.