

Tobacco Education and Research Oversight Committee (TEROC) Meeting Agenda

Monday, November 22, 2010
9:30 a.m. - 4:00 p.m.

Los Angeles Airport Marriott Hotel
Scottsdale Room
5855 West Century Boulevard
Los Angeles, California 90045
Phone: (310) 641-5700

9:30-9:45	Welcome and Introductions	Michael Ong TEROC Chair
9:45-10:00	Master Plan (MP) Legislative Requirement and Content Trends <u>Expected Outcome:</u> <ul style="list-style-type: none">• Review legislative requirement• Review trends in recent MP content/themes	Glen Baird California Department of Public Health (CDPH)
10:00-10:30	MP Production Timeline <u>Expected Outcome:</u> <ul style="list-style-type: none">• Review Draft MP Timeline & Field Survey Tool/s• Discuss Critical Milestones	Michael Ong Glen Baird, CDPH
10:30-11:00	Progress on 2009-11 MP Goals, Objectives, and Strategies <u>Expected Outcome:</u> <ul style="list-style-type: none">• Learn agency's major progress and challenges in meeting the goals, objectives, and strategies• Learn about the agency's current program direction	Bart Aoki Phillip Gardiner University of California Office of the President
11:00-11:30	Progress on 2009-11 MP Goals, Objectives, and Strategies <u>Expected Outcome:</u> <ul style="list-style-type: none">• Learn agency's major progress and challenges in meeting the goals, objectives, and strategies• Learn about the agency's current program direction	Tom Herman Greg Wolfe California Department of Education
11:30-12:00	Progress on 2009-11 MP Goals, Objectives, and Strategies <u>Expected Outcome:</u> <ul style="list-style-type: none">• Learn agency's major progress and challenges in meeting the goals, objectives, and strategies• Learn about the agency's current program direction	April Roeseler CDPH
12:00-1:15	LUNCH	

1:15-1:45	Measuring Achievements – Data on Key Tobacco Use and Behavior Indicators <u>Expected Outcome:</u>	David Cowling CDPH
	<ul style="list-style-type: none"> • Learn the latest data • Discuss incorporating findings into new MP (successes, ongoing challenges, gaps) 	
1:45-3:30	Directions for the 2012 Master Plan <u>Expected Outcome:</u>	Michael Ong Glen Baird CDPH
	<ul style="list-style-type: none"> • Learn about new legislation/reports/developments that could be relevant to MP • Review Existing Vision, Mission, Goals and Objectives – are they still relevant? • Discuss 2009-2011 MP Format – is it still a workable format? • Discuss New MP Title, Theme, Design and Direction 	
3:30-3:45	Next Steps <u>Expected Outcome:</u>	Michael Ong
	<ul style="list-style-type: none"> • Confirm key findings/decisions • Discuss Staff and Member “homework” • Confirm future meeting dates • Discuss preliminary agenda for next MP Meeting 	
3:45-4:00	Public Questions and Comments	Michael Ong
4:00	Adjourn	

Scheduled TEROC meetings are announced on the TEROC Web page:
<http://www.cdph.ca.gov/services/boards/teroc/>

For information about this meeting, contact Glen Baird at (916) 449-5532 or via e-mail at Glen.Baird@cdph.ca.gov.