

Tobacco Revenue, Use, Spending and Tracking Commission (TRUST)
Bureau of Tobacco and Chronic Disease (BTCD)

February 11, 2015

Arizona Department of Health Services
150 N. 18th Ave,
Room 415B Phoenix, AZ 85007

MINUTES

Members Present:

Scott Leischow

Matt Madonna

Kelly Hsu

Tawanda Johnson-Gray

Sharlene Bozack

Ron Spark

Kelly Grose

CPLC Representative

Members Absent:

Edmundo Hidalgo

Bill Pfeifer

ADHS Staff:

Ben Palmer, ADHS BTCD

Courtney Ward, ADHS BTCD

Karen Boswell, ADHS BTCD

Anna Alonozo ADHS BTCD

Wayne Tormala, ADHS BTCD

Public Attendee:

Erika Mansur – AGO

Brian Hummell – ACS CAN

Christian Stumpf - ALA

Ryan Reikowsky – ASHLine

Nicole Olmstead - AHA

Shelby Fletcher – Pfizer, Inc.

Cyndi Thomson – ASHLine

Laurie Thomas – Maricopa County Health Department

Call to Order

Chairwoman Sharlene Bozack called the meeting to order at 10:07 a.m.

Approval of Minutes

Ms. Bozack asked for any final comments for the minutes dated 9-30-2014. None were received.

Matt Madonna motioned for approval of the minutes. Dr. Ron Spark seconded. Minutes were approved.

Introductions

Ms. Bozack asked the TRUST, ADHS staff and public attendees to introduce themselves with their name and affiliation.

Nominating Committee

Dr. Scott Leischow presented the Nominating Committee update. Dr. Leischow motioned to nominate Linda Bailey, North American Quitline Consortium (NAQC) and Hershel Clark from the Navajo Nation to the TRUST. Mr. Matt Madonna seconded. Motion approved. The Commission held discussion on terms to nomination including implementing two (2), two year term limits to Commissioners. It was also discussed that once termed out, members could stay on the Commission as non-voting members. This would require amendments to the By Laws. Dr. Kelly Hsu was appointed to revise By Laws. It was also discussed to bring other new members to the nominating committee's consideration, specifically, within the area of Alzheimer's.

Chronic Disease Update

Dr. Babak Nayeri presented on Alzheimer's as it is now the fourth leading cause of death in Arizona, replacing stroke. Highlights from that presentation are outlined below:

- Alzheimer's Disease (AD) is the 4th leading cause of death among Arizona's elderly adults
- Dementia is ranked 3rd among resident females 65+
- 68% of deaths among females 85 years and older were from AD
- Proportionately, this represents 6.45% of the deaths among resident females 65 years and over
- By 2050 up to 65 million will have the disease
 - Another American develops AD every 67 seconds – in 2050 every 33 seconds
 - 1 in 9 Americans 65+
 - 1 in 3 Americans 85+
 - 3.2 Million are women

ADHS Efforts:

- Integrate cognitive health and impairment into state Healthy Aging plan
 - Healthy Aging Plan
 - GOAL: Increase awareness of the impact of Alzheimer's disease in Arizona.
 - 6 strategies
- Governor's Arizona Alzheimer's Taskforce (AATF)
 - Working in concert with the AATF
- Use surveillance data to enhance awareness and action in public health programming related to cognitive health and impairment (e.g., link BRFSS)
 - Questions on Cognitive decline
 - (cost will increase to \$5,100 per question)
- Created the Alzheimer's Leadership Collaborative
 - ADHS, IHS, UA, ASU, Alzheimer's Assoc. Desert Southwest Chapter
- Actionable Strategies:
 - Awarded RFQ to Alzheimer's A Desert Southwest Chapter
 - Provide three culturally competent trainings about Alzheimer's and cognitive health and impairment to clinical and non-clinical staff
 - Community Health Workers (CHWs) trainings
 - Provide culturally competent trainings about Alzheimer's and cognitive health and impairment to community organizations that provide services to diverse and underserved populations
 - The Chapter has been working on a refinement of the fax referral system and materials to provide to clinicians in health organizations.
 - Alz DSWC participated in a health fair for Dia de Campesinos in San Luis
 - The Chapter has contracted with the University of Arizona Geriatric Center, to provide technical assistance in the development of Alzheimer's related topic sheets related to caregiving for both paid and family care partners

Tobacco Update

Sustainability Workgroup

Ms. Ward gave a brief update on the Tobacco Sustainability Workgroup. The workgroup has completed a five year action plan and workgroup members have been assigned to specific domains within that action plan to complete the activities within that domain. Domain workgroups have been meeting as needed to plan and complete activities and the Tobacco Sustainability Workgroup will continue to meet quarterly to track and report out on progress. New members have joined as needed per specific deliverables within each domain.

Arizona Biomedical Research Commission (ARBC) Update

Dr. Scott Leischow presented information regarding funding and research projects that the ARBC has done over the last 10 years. Information presented put together by one of Dr. Leischow's research assistants. Information consisted of funding, projects researched and grants awarded. The

TRUST discussed ways to better partner with the ARBC as they are using tobacco tax dollars for research projects. Courtney Ward, TRUST Liaison, will attend ARBC public meetings and TRUST members will continue to reach out to ARBC to find improved ways for collaboration.

Phoenix Kicks Butt

Ms. Shelby Fletcher gave a brief update on the Phoenix Kick Butts Campaign. The idea for this campaign came from an initiative that the City of Chicago did last year which was titled, "No One Kicks Butt like Chicago." The campaign is set to launch on April 20th and will be a week campaign. Pfizer, Inc., along with the American Lung Association has brought together numerous healthcare organizations, non-profits, as well as, city and state officials to promote the campaign. The intent is to quitting tobacco for good. If successful, this could be an annual event or something that is taken statewide.

ASHLine

Dr. Cyndi Thomson, ASHLine Director, updated the TRUST on ASHLine's reorganization, physical relocation, business and infrastructural developments, public-private partnerships, marketing, enhanced coaching protocols and training, and enhanced evaluation research projects. Highlights from this update are provided below:

Reorganization:

- ASHLine joins the Canyon Ranch Center for Prevention & Health Promotion (CRCPHP)
- Strategic revision of management structure
 - Faculty leads
 - Business office
 - Phoenix business development

Faculty Leads:

- Business Development & Compliance (Phoenix)
 - Ceclia Rosales, MD, MS
 - Leila Barazza, JD, MPH
- Clinical Services (Tucson)
 - Nicole Yuan, PhD, MPH
- Evaluation & Research (Tucson)
 - TBA, PhD
- Business Manager (William Peck)
 - Office Specialist, Senior
- Liaison, Public-Private Partnerships (Phoenix, TBD)
- Manager, Community Development* (Ryan Reikowsky)
- Manager, Clinical Services* (Tracy Crane)
- Manager, Enrollment & Engagement (Juliette Heiser)
- Manager, Communications & Branding (Alex Laughlin)
 - Software Development (Arizona Research Laboratories)
 - Student Support

Relocation:

- Moved to the Abrams Public Health Center
- Located next to the Pima County Department of Health Office of Tobacco and Chronic Disease

Public-Private Partnership:

- Infrastructural development in progress
 - Rate study (fee for services)
 - HIPAA
 - Liaison, Public-Private Partnerships (position posted)
- PPP Employer Pilot Program
 - Demonstration pilots with Arizona employers interested in utilizing ASHLine as a free benefit
 - Primarily utilized by employers imposing a tobacco surcharge as a reasonable alternative for employees (authorized under the Affordable Care Act)

Marketing:

- Updated logo, website and app
- Manager, Communications & Branding (Alec Laughlin)

- Oversight of internal marketing
- Analytic monitoring
- Social Media Team
- Facebook, Pinterest, Twitter
- Social media training (ADHS BTCD)
- New suite of promotional materials
- Media training (ADHS BTCD)
- Marketing internship

Enhanced Protocols:

- Tobacco Cessation Treatment Certification
- Motivational Interviewing (ongoing)
- Population & topic-specific clinical protocols
 - Electronic Nicotine Delivery Systems (ENDS)
 - Veterans (triage available to Veterans' Quitline)
 - Pre-conception & pregnancy
 - Post-partum & breastfeeding
 - Youth

Marketing Update

Mr. Benjamin Palmer presented the BTCD marketing update. Highlights from this presentation are outlined below:

STAND Initiatives:

- **Engineering Addiction**
 - Partnering with ASU's EPIC Engineering Program
 - On-going
- **Voyage Trekkers**
 - 10 webisodes promoting STAND
 - Debuts in February
- **Art of Resistance**
 - Set to launch in Spring
 - May incorporate other art forms
- **Phonetic Spit**
 - Spoken word poetry
 - Public speaking opportunity
- **GASO**
 - Store takeovers
 - Ask patrons to spend money elsewhere for 1 day
- **Winter Summit**
 - 101 Attendees
 - 12 Counties
 - Prescott (UCYC)
 - Tobacco 101; Media; Event Day & Conference planning

STAND sends it to the senate

- Kick Butts Day – March 18th
- Letter writing campaign
- Visit policy maker: city/town council members, parks and recreation directors, state reps
 - Include video
 - Report recent data/stats related to current policy ideas

Step up and STAND

- World No Tobacco Day – May 31st
- Day of service
 - Adopt an area in your community to clean up
 - Adopt a park/roadway – might include sign with your name on it
 - Give back to your school

2015 Summer Conference

- 6th Annual Conference
- Wigwam – June 11-13
 - Superheroes theme

- Black & White AzYAYA Awards Ball
- STAND member involvement

STAND together @ GASO

- Great American Smoke-out – November 19th
- Luminaire event
 - Law makers invited
 - Decorate with anti-tobacco messaging

Cessation:

- Discussed “How Long?” Campaign:
 - Return to ASHLine call-to-action (no PQ)
 - ASHLine highly involved in creative
 - Production completed
 - Debut in March

Secondhand Smoke:

- ASHLine is not the call-to-action
- CTA is Arizona Smoke-Free Living
- Finalizing creative for second multi-unit spot
- Launch March 23rd

Financial Update

Ms. Boswell presented on BTCD financials. Highlights from this presentation are outlined below:

- Ms. Boswell provided an update on Prop 200 and Prop 303 funds and how they are allocated.

Closing Remarks

The TRUST requested to have a pre or post session on the date of the next TRUST meeting regarding Alzheimer’s and/or Diabetes. It was also requested to bring in a guest speaker to speak to the issue of shifting behavior change through marketing.

Meeting Adjourned at 1:21 pm

The TRUST Commission is a public meeting. In compliance with the State of Arizona’s open meetings laws, the recorded minutes for the February 2015 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Bureau of Tobacco and Chronic Disease, 602-542-2075, to make arrangement to obtain the minutes.