

Agenda
Tobacco and Health Trust Fund Board
Friday, November 15, 2013
2:00 p.m. –4:00 p.m.
Conference Room 2A
Office of Policy and Management
Hartford, Connecticut

- I. Welcome

- II. Approval of October 2, 2013 Meeting Minutes

- III. Presentation
Connecticut Alliance of Boys and Girls Club

- IV. Review Status of Currently Funded Programs

- V. Review Status of Trust Funds

- VI. Executive Session
Discussion of 2013 Funding Recommendations

- VII. Next Steps

Meeting Summary

Tobacco and Health Trust Fund Board

October 2, 2013

2:00 p.m.

Room 2A

450 Capitol Avenue

Hartford, Connecticut

Members Present: Anne Foley, Katherine Lewis, Elaine O'Keefe, Ellen Dornelas, Diane Becker (by telephone), Patricia Checko, Robert Leighton, GERALYN LAUT, Larry Deutsch, Michael Rell, Ken Ferrucci, and Cheryl Resha.

Members Absent: Douglas Fishman, Joel Rudikoff, Cynthia Adams, Robert Zavoski, and Lisa Hammersley.

Welcome	The chair, Anne Foley, noted the presence of a quorum and began the Board of Trustees meeting by having everyone introduce themselves.
Approval of August 15 th Meeting Minutes	Ellen Dornelas moved approval of the August 15 th meeting minutes. The motion was seconded by Robert Leighton. The minutes were approved unanimously on a voice vote with two abstentions, Michael Rell and Cheryl Resha.
Update on Lung Cancer and Genetic Research Project	The chair reported on the University of Connecticut Health Center's (UCHC) Lung Cancer and Genetic Research Project. UCHC will receive \$250,000 directly from the trust fund to: <ul style="list-style-type: none">• develop a virtual biorepository demonstration project• conduct a feasibility study to determine the viability of developing a biorepository for genetic sampling of smokers
Review Status of Current Trust Fund Programs	The Department of Public Health provided a brief update on the current tobacco programs. Highlights include: <ul style="list-style-type: none">• Quitline: the current contract with Alere Wellbeing has been extended to serve additional callers through July 2014.• Media Campaign: PITA Communications was selected as the contractor for the media

	<p>campaign project.</p> <ul style="list-style-type: none"> • Cessation Programs: Contracts are being negotiated with nine agencies. Programs are expected to begin on November 1st. • Program Evaluation: The University of North Carolina at Chapel Hill was awarded a contract to evaluate the community cessation, media and quiline projects.
<p>Update on the Department of Correction Smoking Cessation Program</p>	<p>The Department of Correction (DOC) provided an update on its Smoking Cessation Program. Major points reviewed include:</p> <p><u>Prevalence Study:</u> Study completed for four facilities (York, New Haven, Hartford, and Manson Youth Institution (MYI)). Prevalence of smokers averaged 70%. Highest prevalence facilities are York (84.4%) and MYI (81.7%). About 50% of the individuals surveyed have attempted to quit smoking at least once and up to five times.</p> <p><u>Integration and Sustainability:</u> Process improvements plans have been developed with 79 recommendations for implementing the smoking cessation program within all facilities. The recommendations are designed to be sustainable in all facilities.</p> <p><u>Community Collaboration and Outreach:</u> Facilities staff and community partners are working together to ensure continued services are provided to individuals once release from incarceration.</p> <p>DOC also discussed its funding request for year two of the program. The focus is to implement process implementation plans; focus on community integration, especially at MYI and York; and develop a cessation process for individuals with long sentences re-entering the community.</p> <p>After a brief discussion, members asked DOC to revise and resubmit its budget request to reflect</p>

	<p>more realistic costs, especially relating to medical supplies, and fringe benefits.</p>
<p>Presentation on Teen Kids News</p>	<p>Albert Primo reviewed the Teen Kids News (TKN) proposal. TKN is seeking \$164,000 to produce 1 to 2 minute segments on anti-smoking information that will be aired once a month. DVD's will be produced and distributed to various schools. The segments will also be available on the TKN You Tube Channel.</p> <p>After a brief discussion, board members requested a more detailed proposal.</p>
<p>Executive Session Discussion of 2013 Funding Recommendations</p>	<p>The chair requested a motion to go into executive session at 3:10 p.m. The motion was made by Cheryl Resha and was seconded by Larry Deutsch. The motion was approved on a voice vote.</p> <p>Michael Rell's motion to give authorization for the tobacco board staff to request additional information and develop a proposal for 2013 funding was seconded by Elaine O'Keefe. The motion was approved on a voice vote with two abstentions by Patricia Checko and Diane Becker.</p> <p>The Executive Session ended at 4:10 p.m.</p>
<p>Next Steps</p>	<p>The chair announced that a survey will be circulated to determine board members' availability for the next meeting.</p>

**Status Report for the Tobacco and Health Trust Fund Board of Trustees
Department of Public Health-Tobacco Use Prevention and Control Program
As of October 24, 2013**

2012-2013 Projects

Projects underway with Tobacco and Health Trust Funds are as follows:

OUTLINE: \$1,600,000

The current contract with Alere Wellbeing, Inc. has been expanded in order to serve additional callers under the current contract, which is in place until July 2014. Through September 30, 2013 we have 11 months' of funding remaining based on the average expenditures over the past two years.

In addition, Request for Proposal # 2014-0902 has been released for Quitline Services, in order to solicit new proposals for the statewide Connecticut telephone Quitline to begin providing services during the spring of 2014.

MEDIA CAMPAIGN: \$2,000,000

PITA Communications is developing the media campaign that will be utilizing the Centers for Disease Control and Prevention "TIPS FROM FORMER SMOKERS" ads. Focus groups with Connecticut smokers were held during October to help to determine the ads that will best resonate in Connecticut. A combination of materials already developed by CDC and some new components will be created for this statewide campaign. In concert with the Great American Smokeout sponsored by the American Cancer Society that is scheduled for November 21st, ads will be running during the month of November.

CESSATION PROGRAMS: \$1,481,630

Contracts are in process with nine contractors that were awarded funding under the RFP that was released. Contractors include the following: City of Meriden Department of Health and Human Services; CommuniCare, Inc.; Community Mental Health Affiliates, Inc.; Fair Haven Community Health Clinic, Inc.; Hartford Hospital; Ledge Light Health District; Mid-Western Connecticut Council of Alcoholism, Inc.; Uncas Health District; Wheeler Clinic, Inc.

PROGRAM EVALUATION: \$486,000

The awarded contract with the University of North Carolina at Chapel Hill is in process. UNC-Chapel Hill will be responsible for evaluating the community cessation, media, and Quitline projects.

Previously Funded Projects still underway:

Projects that remain underway with Tobacco and Health Trust Funds include the following:

Community Cessation Programs:

Tobacco Use Cessation Programs are still funded through CommuniCare, Inc.; Northwest Regional Mental Health Board; Yale-New Haven Hospital, Saint Raphael Campus; Middlesex Hospital; and the Meriden Department of Health and Human Services.

Telephone Quitline:

The Connecticut Quitline registered 440 callers during the months of August and September, 2013.

TOBACCO AND HEALTH TRUST FUND

Balance in Fund as of	Oct 10th	19,462,168
Pending Draw Downs - B107 Approved		0
Adjusted Balance - as of	Oct 10th	19,462,168

FY 2013 AND PRIOR ACTIVITY

Remaining to Be Drawn Down - FY 2013 Earmarks & 2013 Board Rec	\$ (3,317,630)
Uconn Health Center Researcher 2010 Board Recommendation	\$ (250,000)
Subtotal	15,894,538

FY 2014 ACTIVITY YET TO HAPPEN, As of October 14th

Fund Sweep - for FY ending 6/30/14	(3,500,000)
Back of Budget Earmarks 2014	(5,450,000)
Board 2014 Recommendations (TBD)	(3,000,000)
April 2014 Deposit	6,000,000
Interest	\$ 15,000
Subtotal	9,959,538

FY 2015 ACTIVITY

Back of Budget Earmarks 2015	\$ (5,900,000)
Board 2015 Recommendations (TBD)	\$ (3,000,000)
April 2015 Deposit	6,000,000
Interest	\$ 10,000
Subtotal	7,069,538

FY 2016 ACTIVITY

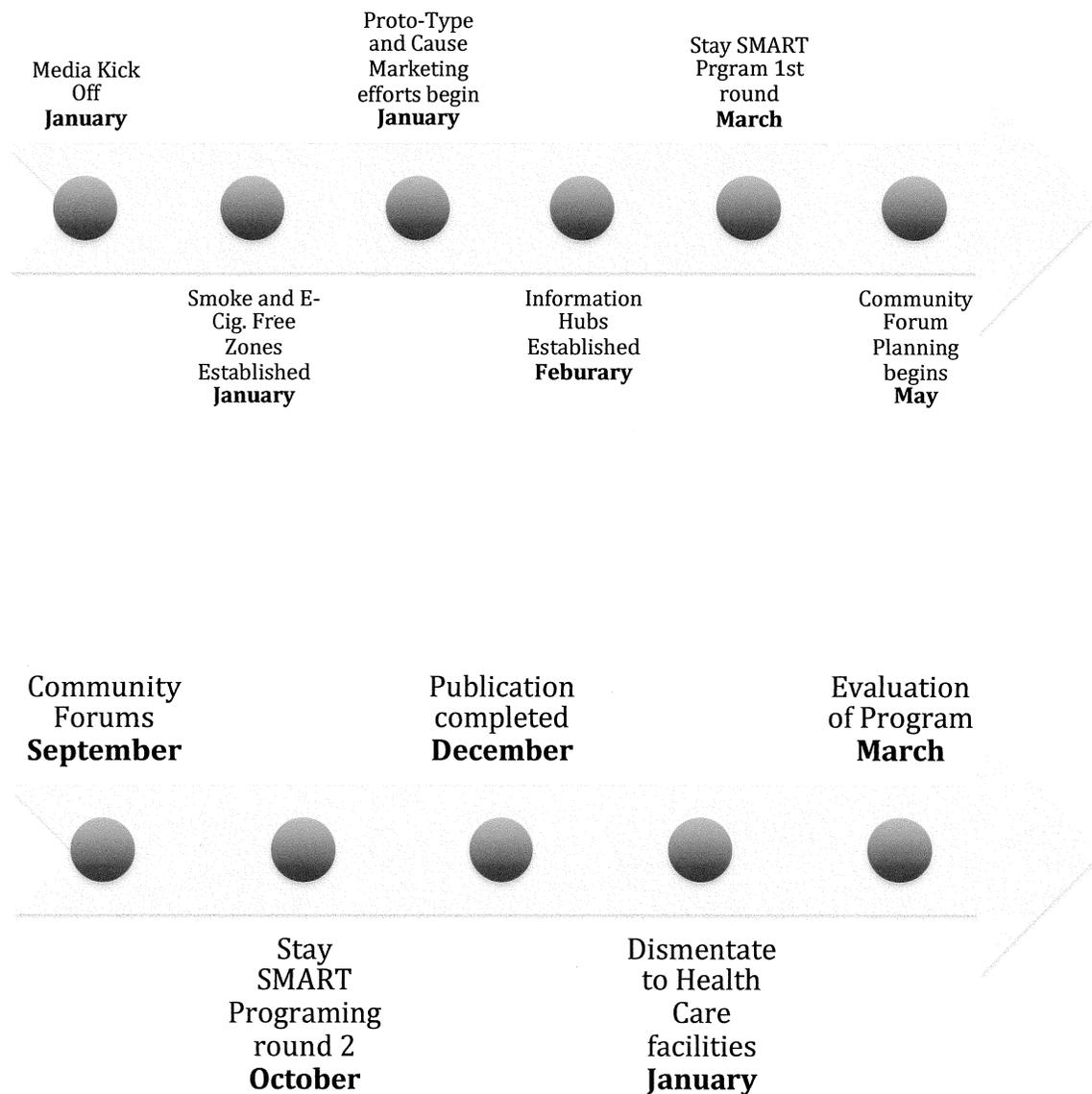
FY 2016 Earmarks	TBD
FY 2016 Board	NA

FY 2014 AND 2015 THTF Earmarks (Back of Budget)

		Amount FY 14	Amount FY 15	Enacting Authority
UCHC	CHIN	\$ 500,000	\$ 500,000	Section 19, PA 13-184
DPH	Easy Breathing - Pediatric	\$ 250,000	\$ 250,000	Section 20(a), PA 13-184
DPH	Easy Breathing - Adult	\$ 150,000	\$ 150,000	Section 20(a), PA 13-184
DPH	CT Coalition of Environmental Justice	\$ 150,000	\$ 150,000	Section 20(a), PA 13-184
DPH	EMS Coordinators	\$ 500,000	\$ 500,000	Section 20(a), PA 13-184
DDS	Implement Recommendations of Autism Feas	\$ 500,000	\$ 750,000	Section 20(c), PA 13-184
DSS	Medicaid Smoking Cessation	\$ 3,400,000	\$ 3,400,000	Section 20(b), PA 13-184
DSS	UConn - Medicaid Partnership	\$ 200,000	\$ 200,000	Section 20(d), PA 13-184
	TOTAL	\$ 5,650,000	\$ 5,900,000	

Boys & Girls Clubs and the Tobacco & Health Trust Fund Program Outline

1. Media kick off event- One Club location, local T.V. personality, launch program
2. Stay SMART programing- 13-15 year olds, two sessions Spring and Fall
3. Community Forums- Hosted in Club House, 16 organizations
4. Smoke Free Zones- Uniformed Policy across all Boys & Girls Clubs in CT.
5. Information Hubs- Disseminate fliers, brochures, posters and other materials at Club Houses across the State. Establish area in prominent location in Club.
6. Statewide Publication- Using advertising create printed materials, distributed in local Hospitals and Health care clinics through established relationships



Staff Positions

Project Manager- Don Maletto has 18 years experience in Boys & Girls Clubs as a program director, Executive Director and Alliance Director.

Smart moves Coordinators- Program level staff at Clubs trained in Smart moves programing.

Site Managers- Management level staff at Clubs will work directly with Project Manager on Community Forum coordination, program delivery policy, evaluations and dissemination of material.

Cause Marketing - Warren Beardow has 35 years experience with U.S.A Olympics in Cause Marketing for Olympic teams. Coordinates all aspects State wide publication.

Public Relations Intern- Christa Romano Senior majoring in Public Relations at Quinnipiac University will assist in Cause Marketing Efforts, Media Kick off, Information Hubs and Community Forum Planning.

Boys & Girls Clubs in Connecticut can deliver this program with outstanding results. The Clubs are well established and respected in their communities. The Alliance provides a network of support to collaborate, train and share resources to ensure the success of the program in all organizations. All Clubs have worked in some capacity with local health care providers and have relationships with local lawmakers. In addition, the Alliance is recognized by State lawmakers as a viable entity and will support our efforts.

Boys & Girls Clubs in Connecticut have the youth, facilities, location, relationships and youth development expertise to make this program very successful. An initial investment by the Tobacco & Health Trust Fund will provide Boys & Girls Clubs with the resources needed to execute this endeavor and lead to future collaborations between the Trust Fund and Boys & Girls Clubs.



GREAT FUTURES START HERE.

A Proposal for the Tobacco and Health Trust Fund in The State of Connecticut

Alliance of Boys & Girls Clubs in Connecticut
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Summary

The Alliance of Boys & Girls Clubs in Connecticut is requesting \$179,579 for a one-year period for a high impact tobacco resistance and awareness program for Boys & Girls Club members in Connecticut, ages ten to eighteen years old. The program will be implemented by 16 organizations that serve members in 39 towns and cities in all regions of the State. The program will consist of four components: Stay SMART (Skills, Mastery and Resistance Training) programing, community forums, information centers, and statewide anti-smoking and e-cigarette initiatives.

Organizational information

The Boys & Girls Clubs in Connecticut have been at the forefront of youth development for the past 152 years. The first Club in the country was established in Hartford, Connecticut in 1861. The mission of Boys & Girls Clubs creates a common bond that is the reason for our existence. The mission of our Clubs is "to enable all young people especially those who need us most to reach their full potential as productive, caring, responsible citizens."

Boys & Girls Clubs across the state of Connecticut unite to form an alliance that consists of 16 organizations serving over 100,000 children each year. The Alliance has successfully worked with the Department of Office Policy and Management, Department of Education and Department of Children and Families in Connecticut since its inception in 2005. During this time, all funds allocated by the State of Connecticut have been properly and effectively stewarded. The Alliance has a budget size of \$1.3 million dollars and is managed by an Executive Director who reports to a Board of Directors, which meets six times per year. Ninety-two percent of the annual budget is allocated for the implementation of a variety of programs, while eight percent is allocated to operations of the Alliance. The organization is independently audited annually. The general membership of the Alliance meets eight times per year at roundtable meetings with Executive Directors of member organizations to discuss the operations of the Alliance and strategize about pertinent issues that will allow us all to enhance and expand our high quality programs.

Situation Description

Tobacco use remains the leading preventable cause of disease and death in the United States. The use of tobacco significantly contributes to the total health care expenditures in the State. The health consequences and economic costs of exposure to secondhand smoke are also of concern, especially to young people exposed in their homes. While gains have been made in the decreasing rates of tobacco use by middle and high school students, the problem unfortunately persists. The emergence of e-cigarettes is particularly alarming, as laws do not prevent access to the product by young people. In addition, this product is gaining endorsement

among celebrities and potential role models, which may appeal to young people. The product is offered in various flavors including chocolate, caramel, strawberry and bubble gum, which have the appearance of targeting and enticing young people for consumption.

The actions of parents and role models are of significant importance in determining the behaviors and actions of young people today and in the future. Boys & Girls Clubs currently engage members in prevention programs and positive role modeling programs on a daily basis. A tremendous need persists to engage parents and communities in the process of prevention and role modeling for members. The Clubs in Connecticut are hubs of activity, which make them ideal for the education of youth and families and the dissemination of critical information. A positive concerted statewide effort by our far, reaching network will ensure large numbers of children and families will have access to educational experiences and educational materials that will help them to make healthy choices regarding the use of tobacco and tobacco related products.

Work Plan

The goal of this project is to increase the understanding and awareness of teen Boys & Girls Club members about the impact of smoking and using tobacco related products, such as e-cigarettes on their health. The program will positively affect the attitudes and beliefs held by teen members regarding smoking. The Alliance will host a media kick-off event promoting the program.

The 16 organizations in Connecticut will provide Stay SMART programs for members ages 13-15 years old. Stay SMART is an evidence-based program that provides the knowledge, skills, self-esteem and peer support to help members make healthy choices. Members will practice responsible behaviors, avoid using tobacco, alcohol and other drugs. This curriculum utilizes small group discussions, role playing, guest speakers and cooperative learning to emphasize the message of abstinence. The Stay SMART curriculum will be modified and enhanced by allocating additional time to focusing on tobacco related issues.

Engaging the community and parents is essential to promoting change in young people who are influenced by their immediate surroundings. Each organization will conduct community forums by partnering with local health departments to engage community leaders, parents and members of Boys & Girls Clubs. The forums will focus discussing the effects of tobacco use and the emergence of e-cigarettes. The Clubs will use local media outlets to promote the events.

Boys & Girls Clubs in Connecticut will commit to creating 100% smoke-free zones on the grounds of their organizations. This will also include e-cigarette free zones. The Clubs will all have dedicated space in a prominent location to disseminate anti-tobacco literature.

This initiative will provide seed money to develop a statewide printed materials to promote the partnership between Boys & Girls Clubs and the Tobacco and Health Trust Fund. Through cause marketing, sponsors will be solicited to advertise in the printed materials in support of the efforts of the Tobacco and Health Trust Fund and Boys & Girls Clubs in Connecticut. Clubs will conduct contests for a State wide anti-smoking campaign that will be prominently displayed in the statewide printed materials.

The program will be managed by the Executive Director of the Connecticut Alliance who has eighteen years experience working for Boys & Girls Clubs; his experience includes SMART Moves programing, event coordination, and outcome driven programing. Warren Beardow will implement a strategy for cause marketing for the program. He has thirty-five years experience working for the United States Olympic teams. His primary experience is in developing large corporate sponsorships. Executive Directors of each organization will manage the individual efforts of their Club and report to Don Maletto, Executive Director of the Alliance. The program staff, at each club location is trained by Boys & Girls Clubs of America and will deliver the Stay SMART program. Dan Herb of Boys & Girls Clubs of America and director of the National Youth Outcomes Initiative for the Northeast will work closely with the Alliance to monitor the progress of the reporting. The Board of Directors will ensure the integrity of the program.

The program will commence upon the allocation of funding. Marketing, training, printed material development, and community forum efforts will begin prior to the implementation of the Stay SMART program. A first round of Stay SMART programing will begin in the spring of 2014 with a continuation of programing coinciding with the 2014-15 school year. The community forums will be conducted, by each Club, from the spring of 2014 through June of 2015. Dissemination of literature and the establishing of smoke and e-cigarette free zones will begin at the onset of the program.

Evaluation

The members of the Stay SMART program will be evaluated by pre and post-tests that measure the knowledge gained from participating in the program. A sampling of members will also participate in the National Youth Outcomes Initiatives, which will measure use of tobacco and tobacco related products by members. Surveys are conducted in March of each year through National Youth Outcomes Initiative. The community forums will be evaluated by conducting participant questionnaires at the time of the forums.

The Budget

Expenses		
100	Personal Expense	
101	Project Manager	15,000 \$1,250 X12
102	Smart Moves Coordinators	63,936 (\$18 X 222 hours) X16 organizations
103	Site managers	64,000 \$4,000 per organization
104	FICA, Medicare	9,595 \$127,936 X.075
105	Fringe Benefits	16,000 1,000 per organization
	Total Personal Expense	168,531
200	Direct Project Expense	
201	16 Forums	16,000 \$1,000 per organization
202	Printed material Proto type	6,000 \$3,000 design, \$3,000 contractor for sponsorships
203	Program Supplies	13,000 Smart Moves books, incentives for participation, office supplies
204	Purchasing Material	5,000 Signs, distribution stands, distribution material
205	Travel	1,848 (275 X.056) X12
	Total Direct Project Cost	41,848
	Total Expense	210,379
Income		
300	Earned Income	
301	Publication Sponsors	20,000 Sale of Advertising
	Total Earned Income	20,000
Contributed Income (in Kind)		
400	Kind)	
401	Alliance Member Dues	8,000 \$500 per member Organization
402	NYOI Evaluation	2,000 In Kind BGCA Staff
403	Bristol BGC	800 Record and Book Keeping
	Total Contributed Income	10,800
	Total Income	30,800
	Total Request	179,579 Tobacco Trust Fund