

Meeting Summary

Tobacco and Health Trust Fund Board

Tuesday, July 22, 2014

Room 2A

450 Capitol Avenue

Hartford, Connecticut

Members Present: Anne Foley-Chair, Katharine Lewis, Diane Becker, Patricia Checko, Robert Leighton, Geralyn Laut, Michael Rell, Ken Ferrucci, Cheryl Resha, Joel Rudikoff, and Fatmata Williams for Robert Zavoski.

Members Absent: Douglas Fishman, Cynthia Adams, Ellen Dornelas, Elaine O'Keefe, Larry Deutsch, and Lisa Hammersley.

Welcome	The chair, Anne Foley, noted the presence of a quorum and began the meeting at 10:10 a.m. She introduced Fatmata Williams from DSS, as the representative for Robert Zavoski at today's meeting. According to the board's adopted procedures members may vote by proxy. Other members introduced themselves.
Approval of November 15, 2013 Meeting Minutes	Katharine Lewis moved approval of the November 15, 2013 meeting minutes. The motion was seconded by Joel Rudikoff. The minutes were approved unanimously on a voice vote.
Review Status of Currently Funded Programs	<p>The chair gave an update on the Teen Kids News (TKN) Program. She stated that the contract has been finalized and the first payment has been made. She noted that TKN submitted preliminary topics for the first six program segments requiring approval by the board. After a brief discussion, Joel Rudikoff made a motion to approve the topics for TKN's program series with one clarification that e-cigarettes are not an approved method of smoking replacement therapy. The motion was seconded by Robert Leighton. The motion was approved unanimously on a voice vote.</p> <p>Additionally, the Department of Public Health will contact TKN to discuss the appropriateness of its tobacco message as it relates to teens.</p>

Connecticut Alliance of Boys and Girls Clubs Smoking Cessation Program

The chair updated the board on the Smoking Prevention Program administered by the Connecticut Alliance of Boys and Girls Clubs. The program is in the process of finalizing contracts with each of the 16 clubs and the program will begin at the start of the school year.

Department of Correction (DOC) Smoking Cessation Program

Dr. Maurer provided an update on DOC's Smoking Cessation Program. Highlights include:

- Prevalence Study showed that 60% and 70% of the males entering the Harford and New Haven Correctional Centers were smokers; between 80% and 85% of the women and youth entering York Correctional Institution and Manson Youth Institution were smokers; and those with serious mental illness smoked at a prevalence level of 90%.
- Many of the smoking education, prevention and cessation information has been integrated into DOC's functions such as: the inmate handbook, education curriculum, job centers, orientation process, and addiction services programs.
- Although community collaboration is challenging, the program continues its work to develop strong ties with the community health centers. The collaboration with the community health centers assists the inmates as they return to the community.

Dr. Maurer also described the department's request for year three funding for the program. The proposed project will develop behavioral and educational programming needed to reduce the risk of habituation for inmates who will be discharged back to their home communities.

Statewide Tobacco Education Program (STEP) and Tobacco Retailer Violation Program

Carol Meredith from the Department of Mental Health and Addiction Services provided an update on the STEP and Tobacco Retailer Violation Program.

Highlights include:

- STEP. East of the River Action for Substance Abuse Elimination (ERASE) is the contractor for the program. Memorandum of Understandings

QuitLine, Community Tobacco Use Program, Counter-Marketing, Evaluation

have been executed with 10 of the 12 Regional Advisory Councils (RAC). Programs started in the boys and girls clubs, libraries, YMCAs, Salvation Army Summer Camps, Catholic Schools, 4-H Camps, and early childhood learning center.

- **Tobacco Retailer Violation Program.** The Hartford, New Haven, Bridgeport and Stamford Police Departments will participate in the program. Initial project meetings with municipalities were held. Two of the four contracts have been executed. The training for inspection personnel has been completed at one municipality with others scheduled by the end of July.

Katie Shuttleworth from the Department of Public Health provided an update on the QuitLine, Community Tobacco Use Program, Counter-Marketing Campaign and the Evaluation contract. Highlights include:

- **QuitLine.** The QuitLine is fully operational. Callers receive telephone counseling, referrals to appropriate tobacco related services, and nicotine replacement therapy. QuitLine is receiving on average 100 callers per week.
- **Community Tobacco Use Program.** Nine community agencies were awarded a contract to provide cessation programs. Program participants receive group and individual counseling and nicotine replacement therapy.
- **Counter-Marketing Media Campaign.** Pita Communication was awarded a contract to implement the media campaign. The contractor is using the "TIPS FROM FORMER SMOKERS" ads from the Centers of Disease Control. Ads are placed on radio, television, printed material, bus stops, twitter, and facebook.
- **Evaluation.** The evaluation contract was awarded to the University of North Carolina at Chapel Hill. The contractor is in the planning phase of the contract. Board members requested that the evaluator attend the September meeting.

<p>Review of 2014 Legislative Action</p>	<p>The chair reviewed Public Act 14-76, An Act Concerning the Governor's Recommendation Regarding Electronic Nicotine Delivery Systems and Youth Smoking. Section 1 prohibits the sale of electronic nicotine delivery systems (e-cigarettes and other related devices) and vapor products to minors, and prohibits the purchase and possession of such devices by minors; Section 2 implements a new online tobacco prevention program created by DMHAS for first-time violators who sell tobacco products to minors and lengthens the timeline in which higher civil penalties are issued to those who commit subsequent violations; Section 3 makes it a criminal violation for any person to sell "loose" cigarettes, which are cigarettes that are not in an unopened package containing 20 or more cigarettes originating with the manufacturer which bears the health warning required by law; and Section 4 removes a moratorium on the activities of the board during FY 2016; and increases the maximum amount that the board may recommend to be disbursed, which is the total unobligated amount in the fund, after any other transfers have been taken out up to \$12 million.</p> <p>The chair reviewed a summary of enacted legislation and budget changes related to the board and trust fund during the last legislative session.</p>
<p>Discussion of FY 15 Funding Recommendations</p>	<p>Review Past Allocations and Evaluations.</p> <ul style="list-style-type: none"> The chair reviewed past allocations and evaluation results of the board's programs from 2002-2013. She noted that this information will be helpful as the board plans for FY 15 disbursement recommendations. <p>After a brief discussion, the chair asked the staff of the programs to work closely with the evaluator to ensure that quantifiable data is collected, which will assist the board in determining future funding options.</p> <p>Review Disbursement Recommendation Guidelines.</p> <ul style="list-style-type: none"> The chair reviewed the board's Disbursement Recommendation Guidelines and reminded members that the board's disbursement

	<p>recommendations should be consistent with existing public research and plan documents. She reviewed a summary of the most effective evidence-based program components recommended in the 2014 Best Practices for Comprehensive Tobacco Control Program Guide. The components include: State and Community Interventions, Mass-Reach Health Communication Interventions, Cessation Interventions, Surveillance and Evaluation and Infrastructure Administration and Management.</p> <p>Review Public Hearing Testimony and Recommendations.</p> <ul style="list-style-type: none"> • The chair reviewed a summary of the disbursement recommendations presented at the May 29th and written recommendations submitted after the public hearing. There were eight (8) funding requests totaling slightly over \$2.2 million. After a discussion regarding the recommendations, the board decided to: • Gather information from other states on general strategies and funding levels for tobacco related programs. • Review spending levels and program categories of tobacco related programs recommended by the Centers for Disease Control. • Consider the option to competitively bid for tobacco related programs and services through a Request for Proposal process. • Consider funding some or all of the recommendations presented at the public hearing. • Staff will work with state agencies to develop a matrix of its tobacco programs and services. <p>Information will be gathered and presented at the next board meeting.</p>
Net Steps	<p>The chair asked members to review the proposed dates for the September and November meeting and let Pam Trotman know their availability as soon as possible.</p> <p>The meeting adjourned at 12:15 p.m.</p>