

# BreatheND

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## **NORTH DAKOTA TOBACCO PREVENTION AND CONTROL EXECUTIVE COMMITTEE MEETING MINUTES - FINAL**

1:00 p.m. to 3:00 p.m., Wednesday, June 10, 2015

North Dakota Center for Tobacco Prevention and Control Policy – Offices, 4023 State Street, Bismarck, ND

**PARTICIPANTS: Executive Committee members:** Dr. Beth Hughes, Dr. Eric Johnson, Mr. Jay Taylor. **Executive Director:** Ms. Jeanne Prom.

<b><u>AGENDA ITEMS</u></b>	<b><u>DISCUSSION &amp; DOCUMENTS</u></b>	<b><u>POSSIBLE OUTCOME/ACTION</u></b>
Call to order, determination of quorum		Chair Dr. Beth Hughes called the meeting to order at 1:01 p.m. Executive Director Ms. Jeanne Prom took roll and determined a quorum was present.
Adoption of agenda		Mr. Jay Taylor moved to approve the agenda as distributed. Dr. Hughes seconded. Motion carried. Ms. Prom will check on the Executive Committee's access to any online subscriptions to journals available to the Center staff.
Approval of minutes from March 25, 2015 meeting	.	The minutes from the March 25, 2015 meeting were not available and will be reviewed at the next meeting.
Old business		
	Nothing noted.	
New business		
Fiscal reports – March and April 2015 and end of biennium	The Executive Committee reviewed the March 2015 fiscal reports, April 2015 fiscal reports, and end of biennium documents	Dr. Eric Johnson moved to approve the fiscal reports for March 2015 and April 2015 as presented. Mr. Taylor seconded. Roll call

**TOBACCO PREVENTION AND CONTROL EXECUTIVE COMMITTEE MEETING MINUTES -- FINAL**

Wednesday, June 10, 2015

		<p>vote: Dr. Johnson – aye; Mr. Taylor -- aye; Dr. Hughes – aye. Motion carried.</p>
<p>2015 legislation – final budget, policies, interim</p>	<p>Ms. Prom reviewed 2015 legislation. The <u>Center budget</u> and the Department of Health tobacco prevention budget together funds the statewide tobacco control program at the U.S. Centers for Disease Control and Prevention’s Best Practice level, even when adjusting for population and inflation.</p> <p>The committee discussed the following draft language for the required \$500,000 contract with the Department of Health. DRAFT contract language currently under review by DOH: The Department of Health will implement a portion of the tobacco prevention and control health communications plan for the statewide comprehensive tobacco prevention and control program as outlined in the CDC Best Practices for Comprehensive Tobacco Control Programs 2014, the North Dakota tobacco control state plan Saving Lives – Saving Money, and the joint health communications plan. The Contractor will coordinate with the N.D. Center for Tobacco Prevention and Control Policy to assure each agencies’ activities are complementary. The Contractor will work</p>	<p>Final budget is \$16,548,039 – 4.6% or \$732,211 more than current biennial budget, if the \$500,000 grant to the Department of Health is included. Not including the \$500,000 grant, the budget increase is 1.5%.</p> <p>Mr. Taylor moved to approve \$500,000 grant to Department of Health for Centers for Disease Control and Prevention Best Practices, July 1, 2015 through June 30, 2017. The motion includes approval of the language discussed, with some word additions. Dr. Johnson seconded. Discussion: The Department of Health is reviewing this language as well. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p>

**TOBACCO PREVENTION AND CONTROL EXECUTIVE COMMITTEE MEETING MINUTES -- FINAL**

**Wednesday, June 10, 2015**

	<p>the N.D. Center on pre-campaign ad testing and measuring effectiveness of campaigns. Ads may include the N.D. Center for Tobacco Prevention and Control Policy as the funding source in language agreed to by both agencies.</p> <p>The objectives, strategies and activities will support the program goals of 1) Preventing the initiation of tobacco use among youth and young adults, 2) Eliminating exposure to secondhand smoke, 3) Promoting quitting of tobacco use, and 4) Building capacity and infrastructure to implement comprehensive, evidence-based tobacco prevention and control programs.</p> <p><u>HB1186 -- E-cig law implementation:</u> Ms. Prom requested approval for Ms. Donna Thronson, Health Communications Manager, to plan and implement a public education strategy on new e-cig regulations in HB 1186, with focus on age restriction, child-proof packaging, and no self service. Plans will be comprehensive and similar to approach used to introduce smoke-free state law in 2012: paid media as appropriate (TV, radio, print, billboard,</p>	<p>Dr. Hughes suspended the meeting at 2:10 p.m. and reconvened the meeting at 2:19 p.m. to allow for a break.</p> <p>Mr. Taylor moved to approve funding for a comprehensive public education strategy on the new state e-cigarette regulations effective August 1, 2015. A report of the strategy and implementation with budget will be provided at the next Executive Committee meeting. Dr. Hughes seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p>
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**Wednesday, June 10, 2015**

	<p>digital), online information and materials, printed fact sheets and other materials, mailings to affected businesses, Swiss cheese media stories for state retailer and petroleum marketers groups (already in process within current budget), plan for local public health unit outreach, signage (not required by law but a good idea, esp. on the age restriction). Plans included an early mailing to e-cigarette and vape stores on current inventory and August. 1 child-proof packaging requirement. The budget will be in line with other similar campaigns, but a final budget is not yet available.</p> <p>Dr. Johnson noted that the Grand Forks ordinance and most local laws define electronic cigarettes and similar products as tobacco products. They are not alternative nicotine products the way approved cessation products like nicotine replacement therapies are. This law is an opportunity to educate the public on e-cigarettes and we need to avoid using industry language in this education.</p> <p>Ms. Barbara Andrist worked with NDSU special initiative grant current budget to add study of e-cigarette nicotine content and labeling in/on e-juice sold in North Dakota vape-only shops. Last week, the Center funded an e-cigarette law presentation by</p>	
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**TOBACCO PREVENTION AND CONTROL EXECUTIVE COMMITTEE MEETING MINUTES -- FINAL**

**Wednesday, June 10, 2015**

	<p>Mark Meaney from Public Health Law Center and American Lung Association's Kristie Wolff at the Dakota Conference on Rural and Public Health in Minot. Center grantees report 16 vape shops open in the state, an increase from 9 a year ago.</p>	
<p>Center update and approvals</p>	<p>Ms. Prom provided an update of activities and recommendations for approval of grants, contracts, and other activities.</p> <p>The Executive Committee reviewed: local policy grant awards schedule, tobacco settlement state aid grant awards schedule, information on the grant with American Lung Association, and the State Investment Board Investment Policy Statement draft. Ms. Prom provided additional information on other grants, contracts and activities requiring approval for funding.</p>	<p>Dr. Hughes moved to approve the FY2016 local policy grants' initial budget of \$3,246,017, to be adjusted as needed throughout FY2016, based on approved grantee budgets and mini grant applications. Dr. Johnson seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p> <p>Dr. Johnson moved to approve the FY2016 tobacco settlement state aid grants' initial budget of \$982,874, which includes the client-based programs amounts and a 10% increase over FY2015 base amount. It does not include any mini grant amounts. Total awarded is to be adjusted as needed throughout FY2016, based on mini grant applications. Mr. Taylor seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p>

**TOBACCO PREVENTION AND CONTROL EXECUTIVE COMMITTEE MEETING MINUTES -- FINAL**

**Wednesday, June 10, 2015**

		<p>Dr. Hughes moved to approve contracting with American Lung Association for up to \$200,000 for one year to conduct assessment of retail environment statewide. Dr. Johnson seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p> <p>Dr. Johnson moved to approve the contract with Site Improve for \$7,800 to provide services to monitor and evaluate the website. Mr. Taylor seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p> <p>Mr. Taylor moved to approve the contract with Professional Data Analysts, Inc. for \$127,480 from January 15, 2015 through August 31, 2016 for media evaluation. Dr. Hughes seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p> <p>Dr. Johnson moved to approve the contract with Tobacco Control Legal Consortium/Public Health Law Center for \$80,000 from July 1, 2015 through June 30, 2017 for policy technical assistance and training. Dr. Hughes seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p>
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**Wednesday, June 10, 2015**

		<p>Dr. Johnson moved to direct the Center staff to negotiate the best rate possible for the renewal of the lease for office and conference space, and notify the Executive Committee of this action. Dr. Hughes seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p> <p>Dr. Hughes moved to approve contracting with State Investment Board to invest Tobacco Prevention and Control Trust Fund according to the draft contract. Dr. Johnson seconded. Discussion: The State Investment Board should report quarterly to the Executive Committee quarterly on investment activity. At least once/year, the State Investment Board should meet in person with the Executive Committee. This language should be added to the contract. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p> <p>Dr. Johnson moved to approve the 5% probationary salary increases for Ms. Samantha Doll and Mr. Larry Shireley who have successfully completed their 6-month probationary periods, as outlined in their signed offer letters. Mr. Taylor seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p>
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**Wednesday, June 10, 2015**

		Dr. Johnson moved to approve having Dr. Hughes work with Ms. Prom on implementing FY2015 equity and bonuses and FY2016 staff compensation plan. Mr. Taylor seconded. Motion carried.
Other business		
Next meetings	Executive Committee: 1-3 p.m. on August 12, October 7, December 2 Advisory Committee: 1-3 p.m., June 18 – group picture	The Executive Committee members should make a point to attend the June 18 meeting in person to be in the group picture.
Remuneration		Committee members should print the FY2015 remuneration form from the website, complete and submit to the Center.
Adjourn		Dr. Hughes adjourned the meeting at 3:42 p.m.