



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

1:00 p.m. to 3:00 p.m., Wednesday, March 9, 2016

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 (by phone), Mr. Jay Taylor.

Executive Director: Ms. Jeanne Prom, **Statewide Programs Manager:** Ms. Barbara Andrist, **Health Communications**

Manager: Ms. Donna Thronson, **Administrative Assistant:** Ms. Kory Hagler.

<u>AGENDA ITEMS</u>	<u>DISCUSSION & DOCUMENTS</u>	<u>POSSIBLE OUTCOME/ACTION</u>
Call to order, determination of quorum	Ms. Kory Hagler, administrative assistant, will take minutes. Statewide Programs Manager Ms. Barbara Andrist and Health Communications Manager Ms. Donna Thronson will be reporting.	Chair Dr. Beth Hughes called the meeting to order at 1:03 p.m. with all members and a quorum present.
Adoption of agenda		Mr. Jay Taylor moved to adopt the agenda as presented. Dr. Eric Johnson seconded. Motion carried.
Approval of minutes from January 20, 2016 meeting	No changes needed.	Dr. Johnson moved to approve the minutes from the January 20, 2016 meeting as distributed. Mr. Taylor seconded. Motion carried.
Old Business		
Capitol Avenue lease	Staff will tour the office space and if staff want to relocate, Executive Director Ms. Jeanne Prom will sign the lease. At the January 20, 2016 meeting, the Executive Committee approved signing the lease with KSSLSS, LLP for 3,780 square feet at 1680 East Capitol Avenue, Bismarck, pending agreement by staff.	Ms. Samantha Doll will arrange a tour of the office space at 1680 East Capitol Avenue for staff and any available Executive Committee members. Executive Director Ms. Jeanne Prom will sign the approved lease if staff want to relocate.
Evaluation site visit	Mr. Larry Shireley, Evaluation Programs Manager, is coordinating an April 25-26, 2016 site visit to North Dakota for staff from Washington University in St. Louis.	Dr. Hughes will participate in the site visit.

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		Ms. Prom shared the latest draft of the contract with Washington University in St. Louis. Ms. Prom will sign the contract once it is finalized.
New Business		
Advisory Committee – terms and State Plan effectiveness evaluation	<p>At their January 21, 2016 meeting, the Advisory Committee evaluated the effectiveness of the State Plan. This evaluation was provided to the Executive Committee and is attached.</p> <p>Ms. Andrist and Mr. Shireley are revising the State Plan after input from the Advisory Committee at their January 21, 2016 meeting. The Advisory Committee suggested the following four changes, which staff have addressed:</p> <p>1) Goal 1, Objective 1 – Adjust tobacco price increase amount to allow for a range of amounts. Action: Objective now lists “a minimum of \$2/pack.”</p> <p>The Executive Committee discussed rewording Goal 1, Objective 1 from “increase the cigarette excise tax” to “increase the price of cigarettes by a minimum of \$2/pack and a corresponding price increase for all other tobacco products.” The update would include tax as well as other options to increase the price.</p> <p>2) Goal 1, Objective 2 – Adjust evaluation measures to better capture geographic areas of the state where Local Education Agencies (LEAs) have not yet passed a comprehensive tobacco-free policy. Action: The</p>	<p>Dr. Johnson moved to accept the Advisory Committee report on its evaluation of the effectiveness of the State Plan, completed January 21, 2016. Mr. Taylor seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor – aye; Dr. Hughes – aye. Motion carried.</p> <p>Dr. Hughes moved to change the wording for Goal 1, Objective 1 from “cigarette excise tax” to “price of tobacco.” Mr. Taylor seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor –aye; Dr. Hughes – aye. Motion carried.</p> <p>The Executive Committee reviewed the rationale and strategy for the updated Goal 1, Objective 2, as requested at the January 21, 2016 Advisory Committee meeting. The Executive Committee</p>

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	<p>objective will be measured against the target of 90 percent of LEAs and 90 percent of total student enrollment covered by comprehensive tobacco-free policies in each local public health unit area.</p> <p>3) Goal 1, Objective 3 – Rewrite to reflect updated model policy for higher education institutions. Action: Rewrote objective to include work with the N.D. University System on an updated model policy. One or more of the following criteria are not included in many current policies: tobacco use in cars in campus lots and at school-sponsored events off campus, and tobacco advertising in student publications and on clothing are not included in some current policies. A staff vacancy at NDUS has delayed progress in updating the model policy.</p> <p>4) Goal 1, Objective 4 – Rewrite to quantify percentage or number of cities statewide or in stratified geographic areas which have passed a point-of-sale ordinance. Action: Rewrote objective to require each local public health unit to pass at least one city ordinance.</p>	<p>approved the rationale and strategy by consensus.</p> <p>The Executive Committee agreed by consensus with changes to Goal 1, Objectives 3 and 4.</p>
FY 2017 paid media plan	<p>The Executive Committee together reviewed the scripts for three proposed new television ads: “2 dollars” – about the price of tobacco; “Targets” -- about kids being targeted by tobacco companies; and “7 out of 10” – about the number of kids are exposed to e-cigarette ads. The Executive Committee members individually had reviewed the ad scripts by email on February 21, 22 23, and had individually approved initial development of the ads at that time. Dr. Hughes thanked Mr. Taylor for his suggestion to change “most” to “many” on the “Targets” ad.</p>	<p>Mr. Taylor moved to approve development of three new television ads, effective February 24, 2016: “2 dollars,” “Targets,” and “7 out of 10.” Dr. Johnson seconded. Roll call vote: Mr. Taylor – aye; Dr. Johnson – aye; Dr. Hughes – aye. Motion carried.</p>

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	<p>Ms. Thronson reviewed the Fiscal Year 2017 (July 1, 2016 through June 30, 2017) paid media plan. The plan includes nine different campaigns using TV and radio. Four of those campaigns include digital media.</p> <p>Ms. Thronson noted that FY2016 flight 8 was slated as a tobacco industry denormalization category and was approved by the Executive Committee in FY2015. The new ad “2 dollars” will run as FY2015 flight 8. The Executive Committee discussed the agency’s seven-year tobacco industry denormalization strategy. This category includes educating about how increases in the price (often referred to as increasing the tax) on tobacco keep children from ever using tobacco. Increasing the price of tobacco through a tobacco tax increase has been in the State Plan since the plan was written in 2009. BreatheND has been educating on price and tax increases and youth tobacco use in statewide paid media since FY2015, and in paid print ads and news releases since FY2014. The Executive Committee stated that continuing education on price in FY2017 paid media has been part of their plan since developing more details of the price education strategy beginning in FY2014.</p> <p>The Centers for Disease Control and Prevention’s Best Practices for Comprehensive Tobacco Control Programs requires reaching a minimum of 3,200 Gross Rating Points (GRPs) in each of three categories: secondhand smoke, tobacco industry denormalization, and cessation. BreatheND runs secondhand smoke/multi-unit housing, tobacco industry</p>	<p>Mr. Taylor moved to approve the FY2017 paid media plan for \$1,439,000 as presented: nine campaigns with at least 3,200 total gross rating points for each of three best practice health communications categories -- secondhand smoke, tobacco industry denormalization, and cessation. Dr. Johnson seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor –aye; Dr. Hughes – aye. Motion carried.</p> <p>Ms. Thronson reported that the FY2017 Health Communications Plan will be available for review at a future Executive Committee meeting.</p> <p>The Executive Committee agreed by consensus they were comfortable with the remaining FY2016 schedule and upcoming FY2017 schedule of paid media, and also of the use of the word “price” compared to “tax.” BreatheND is providing scientific information: price influences use.</p>
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	<p>denormalization, and Tips from Former Smokers cessation ads. The department of health runs cessation ads, including Tips ads funded by a grant from BreatheND.</p> <p>Ms. Thronson explained that advertising costs will increase substantially in the last quarters of 2016, as political campaigns buy media. This agency needs to schedule FY2017 media well in advance by FY2017 to secure lower rates.</p> <p>Ms. Thronson reported that she receives many calls from multi-unit housing tenants when secondhand smoke campaigns are broadcast.</p> <p>Ms. Prom noted that First District Health Unit published a recent edition of their newsletter that featured local tobacco control work in several areas of their work plan, including e-cigarette law compliance and second smoke exposure complaints they receive from tenants in multi-unit housing in their area. Ms. Prom stated that this newsletter effectively tells the story of the comprehensive tobacco prevention program.</p>	
2013-15 agency audit	<p>The fact-finding phase of the audit by the state auditor's office is complete. Mr. Rob Yost, accountant, and Ms. Prom will meet with the auditors on March 14, 2016, and in an exit conference at a later date.</p>	<p>Dr. Hughes will participate in the audit exit conference.</p> <p>The Executive Committee directed Ms. Prom to propose language on Advisory and Executive Committee compensation to be considered at the June 23, 2016 Advisory Committee meeting. Clarification would include duties that are compensated, and the length of a half</p>

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		day and full day, to meet the auditor's informal recommendation.
Amendments to local policy grants	<p>Ms. Prom presented additional funding requests for local policy grants and work on the Program Reporting System (PRS), requested by Ms. Kelli Ulberg, Community Programs Manager:</p> <p>1) G15-3 -- Central Valley Health Collaborative local policy grant -- \$1,923 for attendance at the National Spit Tobacco Summit.</p> <p>2) ITD-2015-1 Information Technology Department (ITD) amended work order from Nexus Innovations -- \$17,000 for business process gap analysis (\$7,500), Program Reporting System (PRS) enhancement analysis (\$7,500) and general maintenance (\$2,000).</p> <p>Ms. Ulberg explained the historical spreadsheet she prepared, showing local policy grant unspent funds from FY2010-FY2015. A few local public health units consistently do not spend significant portions of their grant awards. For these health units in FY2017, Ms. Ulberg suggested awarding 75 percent of the total grant award, if the grantee applied for the total amount available by formula, with 25 percent available through a grant amendment if needed. Ms. Ulberg stated this is not meant as a punitive measure, but to avoid encumbering funds that will not be spent.</p>	<p>Mr. Taylor moved to approve \$1,923 in additional funding to Central Valley Health Collaborative (G15-3), effective March 3, 2016; and to approve an additional \$17,000 to Nexus Innovations via ITD-2015-1 work order. Dr. Johnson seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor –aye; Dr. Hughes – aye. Motion carried.</p> <p>The Executive Committee discussed the potential to consider limiting the amounts of a few FY2017 local policy grants, based on consistent and significant underspending by these grantees since FY2010. Staff will discuss further and may make a recommendation at a future Executive Committee meeting.</p>
Special initiative grants	<p>Ms. Prom presented two funding requests for special initiative grants, requested by Ms. Andrist:</p> <p>1) G15-79 -- North Dakota State University pilot study on chiropractor tobacco cessation systems -- \$129,159.53; February 1, 2016 through June 30, 2016.</p> <p>2) G15-84A -- American Lung Association of North Dakota behavioral health initiative request for an</p>	<p>Dr. Hughes moved to approve G15-79 – North Dakota State University, effective February 1, 2016 through June 30, 2016. Dr. Johnson seconded. Discussion: Mr. Taylor identified that he will be contracted for work on this grant and will abstain from voting. Roll call vote: Dr.</p>

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	additional \$49,443.64 for salary, fringe, communication and indirect costs; December 1, 2015 through June 30, 2017.	Johnson – aye; Mr. Taylor – abstained; Dr. Hughes – aye. Motion carried. Mr. Taylor moved to approve G15-84A -- American Lung Association of North Dakota behavioral health initiative request for an additional \$49,443.64 for salary, fringe, communication and indirect costs; December 1, 2015 through June 30, 2017. Dr. Johnson seconded. Roll call vote: Dr. Hughes – aye; Mr. Taylor – aye; Dr. Johnson – aye. Motion carried.
Fiscal– January 2016 reports and December 2015 and January 2016 investment reports	Ms. Prom reviewed the January 2016 fiscal reports and December 2015 and January 2016 investment reports.	Dr. Johnson moved to approve the January 2016 fiscal reports as presented. Mr. Taylor seconded. Roll call vote: Dr. Johnson – aye; Mr. Taylor –aye; Dr. Hughes – aye. Motion carried.
Other	<p>Ms. Prom reported on a call she received from Ms. Krista Fremming at the department of health regarding a state chamber of commerce complaint about tobacco prevention advertising.</p> <p>Dr. Hughes’ second three-year term on the Advisory Committee expires on June 30, 2016, which also creates a vacancy on the Executive Committee.</p>	<p>Dr. Johnson stated that our agency follows the science and this has allowed the agency to be successful and show outcomes.</p> <p>Dr. Hughes has contacted interested individuals and she and Ms. Prom will assist them in the nominations process through the N.D. Society for Respiratory Care, and the Governor’s appointment process.</p>
Other business		
Next meeting		The next Executive Committee meeting is 1-3 p.m., Wednesday, May 11, 2016 at

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		the Center or by phone. The next Advisory Committee meeting is 1-3 p.m., Wednesday, March 31 at the Center or by phone.
Remuneration		Committee members should print the FY2016 remuneration form from the website, complete and submit to the Center.
Adjourn		Mr. Taylor moved to adjourn the meeting. Dr. Johnson seconded. Chair Dr. Hughes adjourned the meeting at 4:15 p.m.