Draft Minutes

Board Attendance: Scott Connolly, Alex Crimmin, Rep. George Till, Helen Wagner, Amy Tucker, Greg MacDonald, Bob Uerz, Julie Arel, Alexi Potter (meeting facilitator)
Presenter: Erin Singer

Erin Hurley called to order: 3:05pm

Approval of Board Minutes
February 1, 2017
Rep Till added the correct bill numbers to the minutes. Helen clarified information about FDA. Scott caught a grammatical error. Greg moves to accept the minutes with corrections. Alex seconds. Six in favor, none opposed, Julie Arel abstains.

Public Comment
No public comment

Announcements
VDH Media Buy update: Julie Arel
- Clearway Minnesota ads ran in Jan/Feb. The quit line calls increased as well as visits to the website, 802quits. Positive results were seen both pre- and post- Super Bowl ad buy. The ad aired during Lady Gaga’s super bowl halftime show (costing only $9k). CDC is now using Clearway Minnesota ads nationally.
Community Grant RFP Update: Julie Arel
- RFP closes on March 3rd. Five VTERB members are part of the review process. Reviewer training is on March 9th and on March 27th reviewers meet to score proposals.

VDH Tobacco Stats Presentation – Erin Singer,
Presentation embedded below:

- Looked at most recent Tobacco related data for adults and youth. Compared Vermont to neighboring states and U.S. to identify similarities and differences and health disparities based on select demographics.
Summary of key findings/discussion:

- Adults: Statistically significant racial/ethnic disparities in tobacco use are not seen in VT like they are in the U.S. Income/Education disparities exist in cigarette and smokeless tobacco use is more pronounced in VT than the US. Young adults in Vermont have higher smokeless tobacco rates (9%) than in the U.S. (5%).
- Youth: Compared to the U.S., youth in VT report significantly lower rates of e-vapor and tobacco product use. Prevalence of using any tobacco product is higher among Hispanic youth in Vermont than among Hispanic youth nationally. Asian, white non-Hispanic, and multi-racial youth appear to be driving the significantly lower rates of e-vapor product use in Vermont compared to the U.S.
- Is the low e-vap rate something we can attribute to VT’s rural nature and that it is a late adopter? Might we expect a swing upwards as VT “catches up”?
- It would be interesting to look at youth disparities by Supervisory Union (SU) or School District (SD) to hone in on geographic disparities in VT.
- Data Erin would like to collect: data to identify health inequities in tobacco use and quit attempts in LGBT, MH/SA, Low SES and pregnant women in VT.

VTERB Budget Update – Alexi Potter

- Sent a memo this week on Sustainability of Tobacco Programs to the House Human Services Committee, Senate Health and Welfare committee and the House and Senate Appropriations.

Legislative Updates – Rep. Till

- H127 (prohibits smoking in multi-unit housing) haven’t heard any new developments on the house side
- Last year, Rep. Till brought it to the floor and it was passed out of the House. This year it is not a priority. The good news is the Senate has taken testimony on Bill S.88 and Retailer’s Association is not opposing it. The Governor is non-committal. Likely won’t be taken up until 2 weeks until after Town Meeting. Talk to your senators. Rep. Till is hopeful.
- Youth rallied at the State House for action against flavored tobacco products. Students were highly impressive and articulate. It was a successful day.

VTERB Evaluation Update – Alexi Potter and Erin Hurley

- We have the budget to fund a partner for up to $20k for a ROI study through a simplified bid process. We are working on a tight timeline because we need to have the money spent by the end of the fiscal year. We sent out a Request for Bid yesterday (on VTERB website) and hope to get bids in by next Wednesday. We have interested from a few potential bidders. If anyone has a researcher or agency who might be interested please be in touch with Erin Hurley and she will forward them the information.
- Rep. Till suggests we explore looking at VHCURES data. Bob Uerz suggests reaching out to RWJF as they have done a lot with estimating ROI. Erin will follow-up.

VTERB Public Meeting Planning – Erin Hurley

- VTERB needs to do two Public Meetings this fiscal year. Last year Kate participated in a meeting of AOE partners that was already planned and she facilitated a discussion.
- Ideas for when/where/how to host a public meeting this spring?

AOE has no statewide meeting of grantees this year. Erin will check with Naa Addo to see if there will be a meeting of the Community Coalitions. May 9th is the Health Education Conference. VTAC Cancer coalition meeting in April, plaza in Montpelier. Blueprint for Health meeting April 11th at the Sheraton. Also the Training for Tobacco Treatment Specialists might be a place to explore. Erin will follow-up.
Other Business/Information
  • Tobacco Program Manager Position is advertised at the Vermont Department of Health

Alexi adjourns meeting at 4:22pm