

VERMONT TOBACCO EVALUATION AND REVIEW BOARD
BOARD MEETING

Wednesday, November 4, 2015, 3:00 p.m. – 5:00 p.m.

Department of Liquor Control, 13 Green Mountain Drive, Montpelier

Minutes

Members attending: Amy Brewer, Barbara Cimaglio, Sruthi Sakamuri, Matt Shear, Bob Uerz, Helen Wagner, Alexi Potter, Greg MacDonald, Representative Bill Frank, Bill Goggins (by phone)

Guests: Rhonda Williams (VDH), Catherine LaPente (UVM), Asaad Traina (UVM), Kyle Concannon (UVM)

Approval of October 7, 2015 Minutes (**VOTE**)

Bill G. made motion to approve minutes, with minor edits provided by Helen.

Greg seconded. All voted in favor, motion passed, minutes approved.

Public Comment: none

Announcements

The second of three public input meetings was held Oct 28. The final public input meeting will be held on Wednesday November 18, 2015 from 2-4pm at the AHS office on Hurricane Lane in Williston.

The K-12 educator position is now filled. Rebecca Thompson, a middle school educator at Camel's Hump Middle School, was appointed by the Governor's office on October 30, 2015.

Rhonda shared that data analysis related to utilization of provider CPT codes shows that utilization is increasing, but that there is an opportunity to do more outreach. For example some specialists are using CPT codes, but others are not. VDH will use data results to target provider outreach.

Sruthi shared that she attended APHA 2016 meeting, and noticed a large presence around changing the legal age of cigarette purchase from 18 to 21.

Tobacco-Free UVM survey and initiative

Matt Shear and colleagues from UVM presented data results from the Tobacco-Free UVM Steering Committee web-survey. Board members asked for some additional information and data which the presenters will provide to Kate. Kate will send additional information to Board members.

VDH health surveillance unit conducted a survey of all Vermont college campuses. Barbara suggested they may be willing to present to VTERB sometime in the future.

Action: Kate will inquire about this possible presentation.

Annual legislative report policy recommendations

Kate presented a first draft of the 2016 annual report and collected ideas and suggestions for improvement from Board members. Kate will re-draft and present a second draft at the December meeting.

Amy facilitated a process to determine language for VTERB's legislative priority recommendations. The final draft list, which agency members will vet with their agencies and all others will review for final consideration, are as follows:

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1. *Fund the statewide comprehensive tobacco control program at a sufficient level to substantially reduce tobacco-related disease and related health care costs.*
 2. *Support laws and policies that prevent youth initiation of tobacco products and tobacco substitutes.*
 3. *Adopt clean air laws that protect Vermonters against secondhand smoke and aerosols.*
 4. *Implement effective tobacco product price policies that reduce and prevent tobacco use.*
 5. *Plan for fiscal stability for when Master Settlement Agreement payments decrease in 2018.*

Board members will have the opportunity to discuss and make final changes at the December meeting and will vote on final language to include in 2016 annual report.

Committee Updates

Media Committee: The media committee met on October 27th. Topics discussed include YTD evaluation of Down & Dirty and Counter Balance programs and an overview of the FY16 marketing plans. A new script for the proposed 802Quits identity/brand spot for 2016 was presented. The committee will meet again in December to finalize proposal, and the full Board will vote on the spot at the January 2016 meeting.

Evaluation Committee: The evaluation committee met on October 26th and determined that a good approach to highlighting data from the RTI 2015 annual evaluation report is to create one-page topical data briefs. The list of potential data briefs that the committee agreed to draft up will highlight interesting, important and useful segments of the independent evaluation results.

Other Business/Information

Amy shared the happy news that Northwestern Medical Center's budget, approved in October by the Green Mountain Care Board, includes an additional \$80,000 annually for tobacco control over the next ten years.

Meeting adjourned at 5:05pm

***Next VTERB Meeting:
Wednesday December 2, 2015, 3:00-5:00pm
Vermont Department of Liquor Control, 13 Green Mountain Drive, Montpelier***