

**VERMONT TOBACCO EVALUATION AND REVIEW BOARD**  
**BOARD MEETING**

**Wednesday, December 2, 2015, 3:00 p.m. – 5:00 p.m.**  
**Department of Liquor Control, 13 Green Mountain Drive, Montpelier**

**Minutes**

Members attending: Amy Brewer, Rhonda Williams, Matt Shear, Bob Uerz, Helen Wagner, Alexi Potter, Greg MacDonald, Representative Bill Frank, Bill Goggins, Sruthi Sakamuri  
By phone: Scott Connolly

Approval of November 4, 2015 Minutes (**VOTE**)

Alexi made motion to approve minutes.

Bill Goggins seconded. All voted in favor, motion passed, minutes approved.

Public Comment: none

Announcements

Amy welcomed Rebecca Thompson to the board. Rhonda shared her appreciation for the public input process into the updated draft of the statewide tobacco control program work plan, which concluded in November.

Committee Updates

Media:

Rhonda shared VDH's plans for the adult cessation mass reach campaign. The buy starts 12/28/2015 and will run through 2/7/2015. For specifics, see *Quit Tips, Winter 2016* information sheet on the VTERB website. Rhonda shared the audio spot for the proposed TV ad that addresses e-cigarettes. This is a CDC ad, but to date only the audio is available. Video will be available at the end of January and could be run to coincide with the Tips (Terrie and Michael) ads, but the timing does not allow for the Board to view the spot before running it. The ad will be aired for the first time nationally the third week in January. The goal of the ad is to change perception of risk around e-cigarettes and that it is not a safe and effective quit aid.

Board comments: Some felt audio message was confusing. Concern about whether intended message will come across, because voice in audio says she started to get better after quitting cigarettes, but she did not reference vaping. Might this send the unintended message that vaping is safer, or that it could have helped her get better? However, there's a real and growing e-cigarette prevalence problem among youth, so having an ad for the first time in circulation in Vermont will start the conversation about e-cigarettes. Scott said he doesn't worry about CDC credibility because they have a good track record with this campaign. He endorses running this ad in January along with others.

Scott moved to approve media buy with the presented ads, Greg seconded.

Voting in favor: Amy, Greg, Rhonda, Rebecca, Bill F., Scott, Rebecca, Bill G, Bob, Alexi.

Abstaining: Helen. Motion passed. Winter 2016 Quit Tips campaign approved. Alexi noted that this isn't the intended process for media ad review and vote, and should not become commonplace.

#### Community and School Programs:

Amy provided update from the November committee meeting (see committee meeting minutes for specifics). Committee proposed name change to youth and community committee. Board members expressed hesitation because it drops schools and adds youth but not adults. So there's a mismatch of terminology. Amy suggested that the committee revisit the discussion before bringing it to the board again.

The committee would like to explore with DLC the possibility of adding e-cigarettes to compliance checks. Bill G. shared that he supports this in concept but his department does not have the resources. Because FDA does not regulate e-cigarettes they do not include e-cigarette checks in their compliance process and so the responsibility falls to the state, but the resources are slim. Bill offered that he may be able to find volunteers to conduct a small pilot. Helen suggested that we continue this conversation at the next enforcement committee meeting to brainstorm on how Vermont might embark on an effort to ensure compliance with state e-cigarette sales restrictions.

#### Cessation:

The cessation services contract is coming to a close and VDH must reissue an RFP to select a contractor to provide cessation services beginning in FY2017. The cessation committee will engage in the review and recommendation of a contractor. Tentative schedule is as follows:

VTERB meeting - Draft of RFP presented	Jan 6, 2016
RFP published	Jan 8, 2016
Proposals due	Feb 5, 2016
Proposals to reviewers (cessation cmte members)	Feb 7, 2016
Reviewer selection meeting	February 25, 2016
VTERB meeting – presentation/recommendation by cessation committee and vote to select winning bid	March 2, 2016
Anticipated contract start date	June 27 , 2016

#### Evaluation:

Alexi updated board on committee discussion (see committee meeting minutes for specifics). The board will pursue a peer review journal article pertaining to the Local Opinion Level Survey, under contract with RTI. Specifics and timeline will be worked out with RTI. Helen recommended that VDH include David Englander for legal consultation to ensure accuracy.

#### Annual legislative report structure, policy recommendations, budget

Board members provided editing input into the draft annual report which Kate will incorporate into the final draft. Rhonda asked that VTERB vote on funding recommendation at the January board meeting.

Helen moved that #2 legislative action recommendation (worded: Support laws and policies that prevent youth initiation of tobacco products and tobacco substitutes) remain as is, and not include the additional proposed wording (which would include “and programming efforts”). Greg seconded. All voted in favor. Motion passed.

Alexi moved to approve legislative action recommendations. Helen seconded. All voted in favor. Motion passed.

Meeting adjourned at 5:05pm.

#### **Next VTERB Meeting:**

**Wednesday January 6, 2016, 3:00-5:00pm**

**Vermont Department of Liquor Control, 13 Green Mountain Drive, Montpelier**