

VERMONT TOBACCO EVALUATION AND REVIEW BOARD MEETING

Wednesday, April 6, 2016 3:00 p.m. – 5:00 p.m.

MINUTES

Members present: Amy Brewer, Greg MacDonald, Barbara Cimaglio, Amy Tucker, Bob Uerz, Rebecca Thompson, Helen Wagner, Alexandra Potter

Guests present: Rhonda Williams (VDH), Gerod Blue (Rescue), Christie Vallencourt (VDH)

Approval of March 2, 2016 Minutes

Bob made motion to approve March 2, 2016 minutes. Alexi seconded.

Voting in favor: Amy Brewer, Greg MacDonald, Amy Tucker, Bob Uerz, Rebecca Thompson, Helen Wagner, Alexandra Potter

Abstaining: Barbara Cimaglio

Motion passed. Minutes approved.

Public Comment: none

Announcements

This is the last meeting held at DLC. Beginning in May VTERB meets at the Waterbury State Office Complex in the Ash conference room (Sally Fox Conference Center). Directions are on VTERB website.

Rhonda announced the Electronic Nicotine Delivery Systems webinar which will be held on Thursday April 21, 2016. Click [here](#) to register.

Committee Updates

Evaluation Committee:

Topic brief drafts were presented. Comments from board members: Target audience is not entirely clear. The intent is to be able to address a broad constituency such as, but not limited to: legislators, colleagues, public, etc. Recommendations must be true for Vermont. More infographics, boxes, photos, bullets. Fewer words and more graphics for visual appeal and to get straight to the point of the message. The evaluation committee will take these comments and revise briefs.

Media Committee:

Tobacco Prevention Marketing, Communications and Public Education vendor selection

Kate shared that during March 2016 the media RFP selection team reviewed proposals, met to discuss proposal scoring, make finalist recommendation and attend presentations. Based on proposal score and successful presentation, the selection committee unanimously decided to recommend that VDH offer the media contract to Rescue. Greg moved to accept the media selection committee's recommendation for VDH to enter into contract with Rescue as the Tobacco Prevention Marketing, Communications and Public Education vendor contingent upon successful budget negotiations. Rebecca seconded. All voted in favor. Motion passed.

New CounterBalance ad

Board members watched the draft CounterBalance ad addressing chain pharmacies that sell tobacco products in Vermont. The Board wants VDH legal team to review ad before members are comfortable taking a vote to approve an ad addressing this topic. VDH staff agreed to vet this product through VDH legal counsel. If the ad run can be delayed past the May regular VTERB meeting, the ad will be re-reviewed for approval by VTERB on May 4, 2016. If ad run cannot be delayed, VTERB will hold a special meeting in April for the purpose of CounterBalance ad review.

Additional comments: There should be no pharmacy chain identification in the ad. Questions about the image of money in the cash register. This wasn't a deal breaker in terms of Board approval, but it was an image that members noticed stood out more than other images.

New 802Quits ad

Board members watched the draft 802Quits television/digital ad and listened to a companion radio ad. Alexi made motion to approve both radio and TV ads. Greg seconded. All voted in favor. Motion passed. Both ads are approved.

First draft VDH FY17 budget

Rhonda presented the draft of the VDH proposed FY17 budget.

Amy noted an increase to \$120,000 for evaluation on the VDH budget as recognition that we are still doing evaluation. Board members voice understanding that evaluation is needed for continued CDC funding to VDH, but are concerned that this means less funding for program efforts. Greg asked about why the VDH budget includes a \$68,000 grant to the Burlington school district. Barbara offered to find out more about who is overseeing that grant, its purpose and why it continues to be funded from MSA dollars in the VDH TCP budget.

Current proposed Governors budget

No changes to date on the budget line that reduces VTERB's FY17 budget to \$67,500.

Current legislation

H.171 restrictions on the use of electronic cigarettes: passed the House on 3/16/2016 with amendments. notably: vape shop exemption.

H.879 taxation of e-cigarettes: passed the House on 3/31/2016

notably: "tobacco products" is amended include products sold as a tobacco substitute, including any liquids, whether nicotine based or not, or delivery devices sold separately for use with a tobacco substitute, which will tax these products at the same level as tobacco products now.

H.93 increasing the smoking age from 18 to 21 years of age: passed the House on April 6 with amendments. notably: exemption for military personnel, higher penalties for underage purchase attempts.

Youth Risk Behavior Survey Tobacco Highlights

Rhonda briefly presented YRBS results. Alexi asked whether the perception of harm for tobacco use has increased over time? Rhonda will check into that question.

Other Business/Information:

Amy Brewer noted that the most recent issue of Chemical and Engineering News included a 12-page paid advertisement from British American Tobacco.

Dr. Frank Leone, Director, Comprehensive Smoking Treatment Programs at Penn Medicine, Harron Lung Center will present in the upcoming Grand Rounds. Details: Thursday, April 28, 2016; 8:30 – 9:30 A.M.; VDH Conference Room 2B; 108 Cherry Street, Burlington; Connect Live Online: http://healthvermont.gov/events/grand_rounds

Amy Tucker receives regular FDA bulletins with information that board members may find interesting and useful. She will forward information to Kate for inclusion in monthly VTERB meeting reminders.

Meeting adjourned at 5:02pm