

VERMONT TOBACCO EVALUATION AND REVIEW BOARD
BOARD MEETING

Wednesday, August 5, 2015

3:00 p.m. – 5:00 p.m.

Department of Liquor Control
13 Green Mountain Drive, Montpelier

Minutes

Members in Attendance: Amy Brewer (chair), Barbara Cimaglio, Matt Shear, Sruthi Sakamuri, Sgt. Martin Prevost (representing DLC), Bob Uerz, Alexi Potter, Bill Frank, Helen Wagner, Scott Connolly (by phone)

Guests Present: Rhonda Williams, Dawn O'Toole (AHS Chief Operating Officer), Rebecca Ryan (by phone)

Meeting was called to order at 3:03pm. The Board welcomed Sruthi as a new member.

Approval of June 3 & June 15 Meeting Minutes

Alexi made motion to approve June 3 and 15 minutes. Scott seconded, All voted in favor. Motion passed. June 3 and June 15 minutes approved.

Public Comment

Rebecca shared that there will be a celebration on September 1st at the Doubletree in South Burlington, for the 10 year anniversary of the clean indoor air act elimination of the cabaret exemption.

Dawn wondered if Rep. Bill Frank might consider sponsoring a bill to ban smoking on all state-owned campuses.

Announcements

Rhonda provided the latest and final version of the FY16 VDH budget and explained where the reductions were taken as a result of the FY16 cut (from the transfer of funds to VTERB).

Media Approval Process for FY16

Amy provided a summary of the media committee process to set the stage for a discussion about effective media committee input into the tobacco control program media approval process, and considering the more complex using much more digital media. Rhonda provided a written proposal and explained the rationale for adjustments to the process. See supporting materials folder on VTERB website for draft proposal.

Because part of the proposal includes a joint media and evaluation committee meeting in February 2016, Alexi wants to bring the idea to the evaluation committee first before agreeing to that.

Scott thinks this new proposed process is a great idea and improves upon the current and historical process of media review and approval by the committee and full Board. For media

committee members, they will appreciate the clarity. Scott asked for an explanation of the National Social Marketing Centre conceptual framework resource. Rhonda explained that this provides a template for the objective, background, media mix, and is a template for sharing media concepts which VDH proposes using for the media committee.

Scott said that including script review is an important step in the process after the concept, and before the final approval. We want to avoid the situation where the committee approves concepts and then only sees final products. There has to be enough lead time so that we can make changes if recommended by the committee. Any preliminary version / rough cut should be reviewed. Can it be done via email? We need to be careful of the open meeting law requirements. Amy reminded Board members that this is a new process that the media committee can try for this year and adjustments can be made at any time. Matt suggested that one of the Board members in the "Person under 30" seat would be a good addition to the committee. Sruthi agreed to join the media committee.

2015-2016 VTERB recurring meeting schedule

After reviewing the possibility of changing the Board meeting date and location, the Board has determined that **VTERB meetings will remain on the first Wednesday of each month, from 3:00pm to 5:00pm, in Montpelier.**

RTI Annual Report

Kate provided a printed draft of the 2015 independent evaluation annual report provided by RTI. Rhonda wondered if we could provide a summary of the recommendations. What hits home most is trying to get and sustain funding. We need to understand what is working and this document has charts about what is working. We need to strategically convince funders that this work is worthwhile and needs to continue. The evaluation committee will discuss the most useful ways to utilize this report in upcoming committee meetings and will provide recommendations to the Board.

Budget Strategic Planning

Amy asked the Board to discuss our priorities around funding, looking at our four goals and how our programs contribute to the TCP and how they are funded. Alexi shared she would appreciate seeing the funding streams. Bob would like to speak in terms of principles versus specific funding from agency to agency. Barbara acknowledged it is important to look at our work collectively with an eye on return on investment so that we can clearly articulate how we spend our money and how we support the right activities so that we have the most impact. Matt referred to page 2.7 in the RTI annual report as a conceptual idea around how we can advocate for the use of tobacco tax. If we look at the components of the TCP we can prioritize in terms of impact. Once funding streams come into the discussion, it gets uncomfortable, but we must look at synergies and come to consensus as to our priorities given limited resources in order to drive success in those areas. Scott wants us to align our priorities with our agreed-upon Vermont Tobacco Control Work Plan.

Can we remain as a comprehensive program at current funding levels? Bill pointed to the chart on page 2-6 of the RTI report as an important area to highlight (smoking-Attributable Health Care Costs in Vermont 2001-2010). Bill reminded members that this is not just about the narrow definition of smoking. There are other tobacco products we must be concerned with.

TCP Evaluation for FY2016

Alexi asked members to provide input into the best strategy into how to determine FY16 evaluation. With only \$25,000 for FY16 we can no longer conduct a comprehensive evaluation.

There are two main options:

1. Focus on one, two, or three components of our TCP and conduct an in-depth evaluation on a limited scope.
2. Use the funds to hire an evaluation consultant to work with the committee, making use of the VDH analytic structure, and then helping us interpret the data we have. This would provide an independent consultant evaluation for a high level review of our data to help us see what we might be missing, what the story might be telling, etc.

Barbara suggested we focus our evaluation on new areas and/or to learn how we can best use what we already have. If we have already gleaned a lot of information, let's figure out how not to redo what we've done in the past. Matt wondered if there's a role for a graduate student? Alexi thinks this is a great idea and said we would have to consider the infrastructure resources that could help us. Scott suggested we discuss this idea with Jan Carney at UVM. Bob reminded the Board the e-cigarette prevalence among youth is growing so maybe there's an opportunity for evaluation around e-cigarettes.

Small focus efforts may be the best use of funds, and possibly looking at e-cigarettes. Alexi also would like to see us evaluate down and dirty campaign. These may be two focus projects to consider. Alexi will engage the evaluation committee in this discussion.

Other Business/Information

The administrator evaluation will take place at the Sept 2 meeting.

Sarah Wylie will also present Counter Tools audit results at the September 2 meeting.

Matt shared that he and Sruthi just completed their vascular surgery rotation, and it proved to him the great importance of this Board's work.

A recent Rand study showed that in states where marijuana is legalized there is co-usage of tobacco and marijuana. As pricing structures change, people mix usage.

Meeting adjourned at 4:56.

**Next VTERB meeting
Wednesday, September 2, 2015, 3:00-5:00pm
Vermont Department of Liquor Control, Montpelier, VT**