

VERMONT TOBACCO EVALUATION AND REVIEW BOARD MEETING

**Wednesday,
December 7, 2016
3:00 p.m. – 5:00 p.m.**

**Agency of Human Services
Sally Fox Conference Center, Ash Conference Room
280 State Drive, Waterbury Vermont**

Minutes

Start: 3:07pm

Attendees: In person: Alexandra Potter, Rhonda Williams, Rep. Bill Frank, Alex Crimmin, Amy Brewer, Erin Hurley, Kate Larose, Bob Uerz, Barbara Cimaglio, On the phone: Scott Connolly, Helen Wagner

Approval of Board Minutes

October 5, 2016 (VOTE) (5 min)

Bill moves to accept October minutes, Alexandra seconds. Helen abstains, 8 in favor.

Accepted.

November 2, 2016 (VOTE)

Bill moves to accept November minutes and Kate seconds. Helen and Alexandra abstain, 7 in favor. Accepted.

Public Comment (5 min)

None

Announcements (15 min)

1. Sustainability update- Amy Brewer

Amy Brewer - The Joint Fiscal Committee (JFC) requested the Tobacco Control Program Sustainability Plan in writing. Secretary of the Agency of Human Services (AHS), Hal Cohen, submitted a report that nicely summarized the program, but did not include the Sustainability group's ideas for sustainability, so VTERB submitted the memo prepared for Sec. Cohen on sustainability to the JFC today. Erin will check to see if JFC made it public.

2. Other announcements

Rhonda Williams - Liquor Control and VDH worked on report together about new rule requirements including SYNAR report. Currently drafting MOU between Liquor Control and VDH formalizing relationship likely including meeting quarterly, reporting, enforcement checks and methodology used.

VDH Tobacco program submitted year 3 CDC grant application last week. Nothing new coming from CDC or from application. In year 2 VDH was not able to accomplish assisting providers to refer electronically to the quit line, currently working on that. VDH did not win additional competitive funding available from CDC last year for POS work. NY and MA received it, RTI evaluating it. VDH is in contact with these states about their progress. CDC did reinstate the 9% cut from last year.

Clearway Minnesota Media - Rebecca Brookes, VDH (20 min)

Discuss content

Rebecca walked the Board through some handouts about the proposed media buy. CDC is not producing anymore ads for now. We've been using the CDC ads for 5 years. Clearway Minnesota (non-profit) funded through MN MSA \$ made ads that have been tested and are effective. Proposing

VT uses “Wendell” and “Angie” ads found here: <http://clearwaymn.org/tobaccos-harm/campaign-ads/>. Ads take a different direction, sympathetic and non-judgmental. Hoping to get independent quitters to call quit line and get some services. This happened in MN. Florida and Oklahoma have also used ads with success. VDH proposes running ads in an 11 week campaign starting in January mostly sports buys, proposed budget \$159,250. They will only run ads if the testing in Vermont is positive and if the calls and visits to 802Quits.org is the same or above last year’s numbers once the ads start running.

View the media

The ads were projected at the meeting and the link was sent to people on the phone.

<http://clearwaymn.org/tobaccos-harm/campaign-ads/> “Wendell” and “Angie”

VOTE to approve use of this media by VDH

Motion to move to approve Scott, Bill seconded. All voted in favor. None opposed. No abstentions. Media buy is approved.

TCP Budget Recommendations Memo Update

(15 min)

Review Memo and Info Graphic

Board reviewed the budget memo sent to the JFC and we discussed the ROI number used in the info-graphic and Erin and Amy are going to fix the number before further distribution of the info-graphic.

Update on its submission

The budget recommendation was sent it without a specific number, so we need to get to a number this month. If we don’t collectively come up with something, Amy will suggest Rep. Frank’s idea of \$5 million going forward. Barbara -suggested we orient the incoming with attorney general to the MSA and our budget. Helen – the budget and MSA should and will be brought to his attention.

Discuss specific numbers for the annual report

Coalition for a Tobacco Free Vermont is waiting for the Board to finalize their budget recommendation.

Rep. Frank - Two main places to advocate – Human services and appropriations (need to find the person in appropriations with that part of the budget). The budget work will be done in human services first. Budget address is made public the third week in January. There is a transition team for Gov. elect Scott. Erin will ask her contact on the transition team if we can have a meeting about budget. Suzanne Young is another person to ask – various roles in the AG office. And Andy and Jim Reardon are still there.

Review Draft of Annual Report for Board Feedback

(30 min)

Erin and Amy shared a first draft of the 2017 Annual Report. It is due on January 15th. The Board will vote to approve the annual report at the January meeting and any final changes will be decided upon then.

Maintaining similar format to the 2016 Annual Report. Updates include changing language in the policy priorities slide and including links to specific policies and supporting data, addition of sustainability recommendations and current budget recommendations (still working on this), inserted the info-graphic and working on updating it, Added an ROI slide, introduced the State Plan, updated long term goals to be in sync with state plan and still updating supporting data for each goal. Updated Board members and updating financial report.

Board members suggested including compelling stories from OVX and VKATS. Less data on each slide and more links to data, including an info-graphic for disparities, including a pie chart for the amount requested from the tobacco excise tax, re-writing our third sustainability recommendation so it is worded more clearly and Updating the new Commissioner of Liquor Control.

Helen suggested having a press release when the Annual Report is submitted and potentially including a quote from the out-going Attorney General, Bill Sorrell

Community Coalition Grant Criteria (VOTE)

(25 min)

Amy Brewer recused herself because of a conflict of interest.

An executive session of the School and Community Committee reviewed, revised and voted to bring revised criteria to the Board on 11/29.

Rhonda - walked the Board through three handouts that were updated from the handouts given out to Board members at the end of the November meeting highlighting the Grant Criteria for competitive and non-competitive grants.

Kate and Alex expressed that they did not have enough information to vote.

Frank motion to approve the criteria, Alexandra seconded. 5 votes in favor, 0 opposed, 2 abstentions (Kate and Alex). The Community Coalition Grant Criteria passed.

Other Business/Information

(5 min)

A big thank you to Rep. Bill Frank for his many years of service on VTERB. This was his final meeting and the new Speaker will appoint another person to the board.