

VERMONT TOBACCO EVALUATION AND REVIEW BOARD MEETING

Wednesday, November 2, 2016 3:00 p.m. – 5:00 p.m.

MINUTES

Members Attending: Amy Brewer, Greg MacDonald, Rhonda Williams, Barbara Cimaglio, Rebecca Thompson, Kate Larose, Representative Bill Frank, Alex Crimmin, Helen Wagner, Amy Tucker, Bob Uerz, Erin Hurley, Megan Sault

Guests: Tina Zuk, Jill Sudhoff-Guerin

Meeting called to order at 3:08

Approval of Board Minutes

October minutes were not printed. They will be reviewed at the December Board meeting.

Public Comment: none

Announcements

1. Sustainability Update

Amy Brewer –Sustainability Memo was presented to Secretary Cohen on October 31 with the Board's recommendations. Secretary Cohen was scheduled to present to the Joint Fiscal Committee on November 14th

Barbara Cimaglio – Joint Fiscal Committee asked for a written report to be submitted instead of a presentation. They do not want a verbal testimony likely because they have a packed agenda. Written report will be submitted from the Secretary's office then go to the administration who will submit it to the committee. Report will be available to VTERB and the public following submission.

2. Other Announcements

Recent release from American Cancer Society about smoking attributed deaths and how states fare. 12 smoking attributed cancers causes 30% of cancer deaths. Some states CA, Hawaii and Utah are lower than Vermont and southern states higher; men are higher than women.

Update on Counter Balance Campaign

Rhonda Williams – Appreciated Board feedback on E-cigarette ad, and was reflected in 30-60 ad. Will use ads for geo-specific digital promotion in areas we have coalitions. Broadcast was sending people to CounterBalance website, which is harder for people to engage with in a meaningful way than a local coalition website. Now the call to action is contact your local coalition.

Amy Brewer asked what Community Coalition response should be. Rhonda replies, educating around flavors, join at an event, can be trained as a volunteer for the coalition, educate them to be an informed volunteer and change policy.

Kate Larose wondering about if Coalition for a Tobacco Free Vermont is having this as part of the legislation agenda. It isn't part of the agenda only because it is such a full agenda.

TCP Budget Recommendations

Discussion highlights:

Amy Brewer – The Board is mandated to write a memo with budget recommendations. We could say level funding or make the case for more money by describing what we would get for the additional dollars.

VDH prepared a draft document highlighting what addition funds could support. Board discussed the document.

School and Community Committee met yesterday and talked about expanding media for all initiatives, and the areas in the state where there isn't coverage through community coalitions or grants in schools, moving towards a more complete state coverage.

Kate Larose asked how we might further reduce Point of Sale (POS) issues and meeting people where they are. Board discussed how a social worker is being added to Blueprint for Health in every area for women of child bearing age and pregnant women and will be integrating tobacco. Youth coordinator in ADAP with American Lung association.

Discussed what resources might be attainable for DLC for tobacco substitute checks. Amy Tucker spoke about how in the new contract 75% of routine checks will be newer products. Helen Wagner asked if there was a need for additional state resources? Amy Tucker responded that she did not receive feedback from leadership at DLC. Explained how students are paid through FDA contract, and there's starting to be a lot of pushback from investigators, required to recruit and hire so that might be subject to change. Helen Wagner – VT did youth compliance checks before FDA contract, we were on a one year rotation that each retailer got a compliance check. If we were going to expand the state program in tobacco substitutes, what would the dollar amount associated for that be? What additional resources we need? Or can we do it within the system? Current budget is approx. \$330k which covers 75% of the need. Could ask for the other 25% for full coverage.

Rhonda Williams asked is there need for more dollars in education for retailers. Violations went up after retailer education was cut in other states. Now you must pay to attend the class, accessibility issue and people might go to online, highest compliance rate is for in person training although online isn't far behind.

Kate Larose requested to hear a response on the budget from all funded agencies.

Bob Uerz explained AOE funded 19 community grants and 28 applied, would cost \$30k each to fund more. Capacity is an issue; some grantees might not have the capacity and therefore wouldn't get a grant.

Community members at the table asked to share thoughts - Alex Crimmin would like to see higher fees for tobacco license. Licenses fees are low in Vermont. Amy Tucker shared that the Deputy Commissioner of DLC wants to see this happen as well. Fees are on a three-year cycle, need to verify what year they are being considered. Rebecca Thompson – Health educator, youth leadership and training programs have been cut. There are lots of old programs, a need for new programs to be evaluated.

Kate Larose – in July we decided to lay dormant sub-committees. It would be good to have a budgetary sub-committee to consider what we could accomplish with more money. Board members agreed. Erin and Amy will schedule subcommittees in December or sooner to discuss budget recommendations.

Rep. Frank suggested focusing on ROI and savings, what is it that Vermonters realize when Vermonters quit smoking? Smoking related health care costs saved over 13/14 years 1.5 billion dollars. How much money Vermonters saved by not buying tobacco products? Important number because Vermonters need more money in their pockets.

Amy Brewer also suggests using data from the RTI report.

MSA money is cut. We are out \$11 million. We've requested level funding, but we need to say that it isn't enough. We'd like to do x and this is what it would cost. Use annual report to tell our story better. ROI conversation is compelling, a no brainer.

Rhonda – estimating amount Vermonters have saved. 2001-2014 how many quit every year, then look at average amount smoked per year and the cost smoked. Come up with an estimate.

Suggestions for budget numbers:

Rep Frank suggests \$5 million dollars a year, which is the average amount given each year during the \$73 million savings experienced. Kate Larose – we need a sustainability plan, we can't afford to do incremental gains, at least CDC recommended level of \$6.1 million. Few states are funded at CDC's minimum. Another option is not less than 3.4 million dollars, our current funding.

Rebecca – hesitant to put level funding at a minimum, Alex agrees a minimum means that is what we will get. Helen Wagner suggests we do not need a number for this memo. The board will be happy to provide additional details (the \$ amount) to specific program funding in the annual report.

Motion to not put a specific dollar amount in the budget memo instead a passionate plea for substantial funds attached to ROI evidence. Legislature asks for memo, but not clear who read it. The annual report is the most important document

Bill moved to write a memo without a specific budget number that explains the need for sustainable and ample funding using data and ROI numbers and Kate seconded. All in favor, Alex, Bill, Greg, Megan, Kate, Amy T, Rebecca, Amy B. Those abstained Bob, Barbara, Helen. Motion passed.

Determine priority tobacco control program recommendations for the legislature

Discussion highlights:

Board reviewed Coalition for a Tobacco Free Vermont legislative agenda. Discussed whether to align with their agenda or whether to maintain the more general and overarching agenda the Board developed last year. Discussed whether or not to articulate Tobacco 21, flavor bans, outdoor clean air law for tobacco substitutes.

Helen supports the global approach we took last year. Makes it easy to support any bill that come down the pike. These buckets are also aligned with the Vermont State Plan.

The Board likes the idea of keeping current legislative agenda with two changes, 1) adding “and tobacco substitute” to “Implement effective tobacco (and tobacco substitutes) product price policies that reduce and prevent tobacco use” and 2) making the document clickable to further specify the type of policies Erin and Amy draft this for the December meeting.

Update on the Community Coalition Grant Criteria

Discussion highlights:

Already 5pm, so quickly discussing this agenda item. Rhonda- Preparing to go into next cycle of prevention community funding, doing non-competitive and competitive grants to entities, might be a coalition or a hospital or organization, multiple entities coming together. Funding AOE similar - strength based entities.

School and Community Committee will meet again before December board meeting. At December Board meeting, Board can look at proposal and in January it can vote on RFP language.

Bob asks a question of who should be spearheading the process the committee versus the board. Board seems fine having the committee work on the election criteria and bring it to the Board for a vote. Amy will confirm what the statute says about the Board’s role in approving these grants. We will schedule a School and Community Committee meeting recusing the Coalition Partners on the committee to happen before the December Board meeting.

Other Business/Information:

Next meeting December 7, 2016, Ash Conference Room, Waterbury

Meeting adjourned: 5:15pm