Attendees: Alex Crimmin, Amy Brewer, Gary Kessler, Greg MacDonald, Helen Wagner, Kate Larose, Megan Sault, & Rhonda Williams

Guests: none

Meeting called to order at 3:17

April Minutes: Gary moves to accept. Greg seconds. All in favor

Public Comment: None

Leg updates:

- E-cig tax (H 922) – despite success in moving this through legislative bodies, this did not end up going through.
- Appropriations - $2 million was included in the Senate appropriations bill that went to conference committee and it was passed out as $1 million. H924. It reads: *(4) $1,000,000 to the Agency of Human Services. The use of these funds shall be pursuant to the plan specified by the Tobacco Evaluation and Review Board.* Unfortunately, the Governor has vetoed that bill and the future of it is unclear.

Prioritization of additional $1 million should that happen: Amy hopes that VTERB will discuss what could be done with $1 million above the level funded tobacco control program. Because of summer schedules and a quick turnaround, getting a jump on this conversation would be helpful.

Amy informed the Board that we cannot have an administrator as that position was officially eliminated.

Helen clarified: As proposed in vetoed budget, AHS would get the money and is to use it pursuant to VTERB plan. VTERB does not spend money and it is unclear whether money could go to agencies outside AHS. There is a concern that we’re having the conversation too early in the process especially since the process is far from over. Especially since AOE is not in the room and they are a part of the funded program.

Rhonda: VDH is waiting for budget to be finalized before having internal discussions.

Alex: Media is a good place to put in extra money. It would be great to do a media spot featuring a VT Olympian talking about e-cigs in particular.
Greg: Beyond level funding, would add money to media campaign. Especially e cigs.

Meg: Would prioritize media too.

Gary: Interested in where are kids getting the product (e-cigs)? Is it online? DLC doesn’t have capacity to look at online sales to youth like other states. How do we figure that out?

Helen: California surveyed students about e cigs and obtaining them. Could we put money into “intelligence” gathering understanding Juul etc.? Prepaid gift cards are being used to buy online. Useful messaging in conjunction with AOE might be useful.

Kate: Who are we making recommendations to? We’re underfunded, so not the time for new. Go back to evidence based – spend money in prevention and where are we underfunded and spread too thin. Coalitions? Schools? Low and moderate income adults may have decreased access to cessation so there’s an opportunity to focus there.

Alex: How do we evaluate community coalitions? Rhonda: VDH evaluates their satisfaction, process as well as effectiveness (Policy tracking, etc.).

Rhonda: VDH is watching what’s happening in the region to help inform the work we pursue with coalitions. With so many states pursuing Tobacco 21 policy, we will be looking to focus on that with the Coalitions through CounterBalance in the next fiscal year.

Rhonda: $1 million bump for 1 year is a challenge. WE can’t fund infrastructure for just 1 year. It could be a 1 time “Juul campaign” through schools, for example. Or something of that sort.

Gary: DLC can get a grant to do some sort of contest/videos and then run the winners. Peer-led could be successful. Messages would have to come from the “cool kids” like texting and driving messaging from Governor’s Council.

Amy: Reminded folks that in current draft of VDH budget, due to very real financial decisions, there is no longer any statewide media targeted to youth such as Down n Dirty or 8 out of 10. The youth prevention campaign, CounterBalance, is targeted to parents and decision makers. There is also not statewide coverage of school funding and community coalition funding. There isn’t enough money to reach the entire state. Those are gaps.

Juul/E-cigs is currently getting a lot of press in the past couple of weeks. NBC5 did a piece on vaping, along with VTdigger and VPR.

We will not go further on this conversation – especially since AOE is not in the room. Beth Keister has replaced Bob Urez at AOE but did not receive the invitation to this meeting until last minute and was not able to attend. She has been added to email list as of this afternoon. When the budget is finalized, we will call together a meeting to approve VDH budget.

VDH Budget Approval: Tabled until state budget is finalized

VT Tobacco Control Report 2018: Was on the agenda in April and we did not discuss. This is just a reminder that this report is available. Amy sent electronic copies in April. Please review.
VT Local Opinion Leaders Survey Review: Was on the agenda in April and we did not discuss. This is just a reminder that this report is available. Amy sent electronic copies in April. Please review.

YRBS: Youth Risk Behavior Survey statewide data was released last week. Amy provided hard copies of the tobacco-related data to look at.

There were a couple of items that Amy wanted to point out to celebrate. 1: the trend for exposure to secondhand smoke in cars has dropped from 36% in 2011 to 23% in 2017 – and the law (which went into effect in July 2014) doesn’t even protect this age population. She also pointed out the 9% past 30 day cigarette use among HS students. It’s a continued decline.

As you review YRBS e-cig data, remember that YRBS didn’t specifically ask about Juul, as it wasn’t such a “thing” when these questions were formulated. Whether youth answered this question thinking about that particular product is unclear.

Quit attempts: Don’t differ by grade level or race. Males are less likely to quit than females and that trend continues into adult data (per Rhonda) as well. For the first time in recent history VT, Male adults are smoking at a significantly higher rate than Females. Youth data seems to suggest that trend will continue. How can we do better at increasing quit attempts among male youth. LGBT students are more likely to attempt to quit. On adult side, we’re working with PRIDE center for 3 years. In general, our VT quit attempts are going down. Blueprint data shows the same. We’re not seeing provider activity. What are the other contributing factors?

Helen: How are we serving middle schoolers in quitting? Schools may be under-catching symptoms of addiction (sweating, nausea, jittery,…). Juul potency is so high.

Health care providers, for complicated reasons, are not addressing tobacco or at least not recording it.

Rhonda: Likely VDH will update its health advisory on e-cigs as well as one for health professionals.

Helen: Juul is over half of the e-cig market. It would be interesting to see what the contracts say about product placement on counter.

The pathway to nicotine addiction seems high with e-cigs and you can increase your level of product use so quickly.

Rhonda: % of kids using any product is down to 19% when it had been 25% in 2015. Question was revised, so use with caution – but nationally, that number is higher. It’s promising.

VTERB Future: Wait and see about the budget. Schedule a meeting when we know more.

No one has decided to do when Amy is gone. Rebecca Thompson is leaving the board as she is leaving the school environment. Alexi has not resigned but is not active. What will happen? Board could resign. New members could be appointed, but without influence, is there a point? Board could reach out to governor to have him/her appoint a chair.
How has Chair transitions happened in the past? A variety of methods: Governor Douglas did not renew Ted’s chair appointment and instead appointed Brian. Brian was chair for many years and when he wanted to resign, he and Stephen approached Amy and she said yes. Governor Shumlin confirmed her appointment at that time.

Amy has approached a couple of Board members, but they were not ready to assume the chair position. No one else has volunteered.

No decisions were made today.

Other business/information: Kate took a few minutes to thank Amy for her service to the Board with a lovely, lovely note of Board Members’ thoughts and a gift certificate. Amy responded with uncharacteristic silence, but a smile.