

VERMONT TOBACCO EVALUATION AND REVIEW BOARD
BOARD MEETING

Wednesday, September 3rd, 2014 3:00 p.m. – 5:00 p.m.

Department of Liquor Control
13 Green Mountain Drive

MINUTES

Members Present:

Amy Brewer, Alexi Potter, Kate O'Neill, Mike Hogan, Rhonda Williams, Greg MacDonald, Scott Connolly, Helen Wagner.

Guests Present: Heather, Rebecca B., Eoana, Rebecca R., Matt

Amy welcomed the group and introduced a new member: Scott Connolly. The members introduced themselves.

Stephen will be retiring from State service on September 19th. A job summary of the Administrator position was given to Amy; she will review it. Amy asked for more suggestions for anything related to the Administrator transition; she will be organizing a hiring committee made up of Board members.

Amy asked if anyone would be interested in a vice chair position.

Public Comment (5 min)
None

June Meeting Minutes (5 min)
Approved with revisions.

Information Sharing (15 min)

- Amy reported that CVS is getting tobacco out of the store today, a month earlier than planned. We now, as of July 1, 2014, have smoke free cars for children under age 8 (child seat requirement). Amy mentioned the importance of educating the public about this new law. Rhonda will follow up with VTRANS to see if they could provide temporary educational signage using the electronic signs along state highways.

- Stephen announced the dates of the annual RTI site visit: Oct. 20-22. Alexi expounded on the planning for the site visit. She mentioned that the site visit is a good opportunity for learning. Participation is encouraged.
- Rhonda asked about the RTI evaluation proposal; it will be re-drafted from the current version. She introduced Heather, who was hired to support the work of the Health Department.
- VDH received new funding from CDC for the quit line and other systems changes. She spoke about barriers to Medicaid participants' benefits. Counseling and referral should be strongly in place.
- Rebecca Brookes announced that VDH received a national reward for the 802Quits website by the NPHC.
- Rhonda mentioned the VDH work on tobacco free mental health facilities that continues.
- Kate mentioned the new Memorandum of Understanding (MOU) between the AOE and VDH; the work is ongoing.
- Helen summarized the interagency tobacco meeting that took place in August. It does not look like we will have an omnibus tobacco bill this coming legislative session. Individual partners will return to their prospective agencies/organizations to clarify their own policy priorities.

Review Conflict of Interest Policies

(15 min)

Amy asked the Board members to review a number of documents related to conflict of interest policy. She asks that the Board know and be aware of this and related Board policies.

Amy reported that she receives compensation from her workplace for her VTERB work and presence at the meetings, not from her Community Coalition grant funds; she is in a unique position relative to the board in that she is the only individual who is granted money overseen by the Board and is also a Board member. .

Rhonda inquired about ways to make the development of Board agendas as transparent as possible. As a way to move forward and perhaps reduce conflicts moving forward, Helen suggested circulation of a proposed VTERB meeting agenda prior to meetings for input.

Current VDH Budget (FY15) [VOTE]

(15 min)

Stephen distributed the language in the FY15 appropriations bill that provides the Board's responsibility to allocate funds within the VDH.

Rhonda presented a handout portraying the VDH suggested budget. She mentioned that the Docsite will be eliminated within the next year because it is not functioning as intended. This is why the amount for \$40K was eliminated. She spoke about the increase in evaluation funds for FY15.

Amy and others were appreciative of seeing the suggested budget over the spring and summer.

Alexi moved to approve the budget as presented; Kate seconded.

All in Favor.

Stephen will send a memo which conveys the Board's decision.

Media [VOTES]

(60 min)

Scott reported on behalf of the Media Committee regarding the discussion and vote to approve the new Point of Sale "Counter Balance" campaign. An evidence-based approach is being used with this campaign and the strategy is well thought out and planned: it is backed by research.

Counter Balance

Rebecca Brookes handed out a power point presentation. The Counter Balance goals include reaching parents 25-45 years old. In addition to raising awareness, the Counter Balance website (where individuals will be driven to by the TV spot) will contain downloadable print material for parents to use as tools. Rebecca presented the ad. It is a 30 second spot. She also presented the media 'buy' specifications. It would begin on October 5th and run through early December.

Kate mentioned that there was a previous discussion at the media committee about a potential opposing argument to the ad and the POS initiative: putting retailers out of business. Rhonda mentioned the work that VDH has done to share the initiative with leadership.

There was brief discussion about *Counter Tools*. Helen mentioned the inclusion of community coalitions in this effort. Greg asked about individual retailer contracts. VDH will not be collecting that information, but it is believed that tobacco companies spend millions of dollars on advertising in Vermont. Greg wanted to find out how many owner operated mom and pop stores there were in Vermont which sold tobacco. Mike said around 900 of the 1,200 licenses to sell tobacco are of the mom and pop type. Evaluation data will be collected on the website.

Shall the Board approve the Counter Balance television spot as presented by VDH?

Greg motioned to approve the Counter Balance television spot as presented by VDH; Scott seconded.

All in Favor.

CDC Quit Tips (additional media buy)

The CDC Tips ads are typically run by the CDC. VDH is asking for VTERB approval for an additional media buy to show two of the new CDC spots. Scott mentioned that the Media Committee found these ads to be very compelling. Kate mentioned that the CDC data shows that the Tips campaign has worked well. The goal would be 150 GRPs. Stephen asked why these two ads were picked. Alexi asked if there was data available on these ads, especially the new mom spot. There was some focus group testing, but not in Vermont. Amy mentioned that young women with substance abuse issues have historically been a challenge for service providers to successfully promote cessation with.

Mike moved to approve the CDC Quit Tips media buy for the two ads as presented by the VDH. Greg Seconded.

All in Favor.

Other Business

(5 min)

Amy and others thanked Stephen for his 10 years of service to the Agency of Human Services and six+ years as the VTERB Administrator.

Meeting Adjourned at 4:35pm.

Minutes Taken By Stephen Morabito.