

ATCA Steering Committee Meeting Summary Report February 4, 2007, Breakwater Inn, Juneau Alaska

Present: Janelle Baalke, Melanie Brenner, Wilbur Brown, Carrie Enoch, Marge Larson, Pat Luby, Emily Nenon, Caroline Nevak, Marti Pausback, Marilynn Thorson, Lisa D.H. Aquino

Excused: Albert Ningelook, Laura Revels, Suzanne Muenier, Lincoln Bean

Guests: Tanya Iden, Odin Peter-Raboff, Pam Howard, Patricia Sosa, Anna Sappah, Brenda Holden

Wilbur started the meeting and facilitated introductions of Steering Committee members and guests. Marge gave a quick overview of the Operational Guidelines and the two-year process ATCA went through to re-invent itself.

Policy and ATFK Report: Emily clarified that everyone is here on state funding. We cannot lobby on state funds. Preparing ourselves for when we are not on the state dime. Any time you present or suggest a solution to a problem to a government official who can do something to address the problem, you are lobbying.

Patricia Sosa gave an update on the ten-year process of getting FDA regulations on tobacco products. More information is available at the website: tobaccofreekids.org

Communications Group:

Website update: The website is almost finished, thanks to the work of Laura, Marti, Janelle, Bill, and Anna. Anna and Janelle are creating an electronic newsletter, including a youth section written by youth.

Membership application process recommendations: The work group simplified the application form and recommended having a committee review applications within a week of receiving them. Part of this involves applicants providing references.

The group agreed to remove the committee paragraph, as those committees don't fall into our new structure. The recommendations were approved and authority is designated to a smaller group including Carrie, Laura, and Marge. The new form is attached to these minutes.

Tobacco Summit: Last minute updates were given. About 60 people registered to attend. (handout distributed – attached)

Elections Report: Election of co-chairs will be handled during the Summit. Nominations were received at the end of the meeting. A committee needs to be formed for 2007. Tasks include calls to make sure we have nominations from the regions. Lisa will serve on the committee with Emily. Start elections committee in August.

Awards committee for next year: Melanie, Pat, Wilbur, Anna, Emily

Awards were presented to Janelle Baalke for chairing the 2007 Summit, to Brenda Holden for her responsiveness and effectiveness as staff new to tobacco issues, and to Marge and Wilbur for co-chairing the Alliance for 2006.

Membership application review: Wanda Katinszky, Jennifer Adzima, Marian Estelle were all accepted.

Steering Committee Alternates: Steering Committee members will recruit their own alternates and assure that the alternate's employer is supportive. Names and contact information is to be sent to Brenda Holden (Brenda@iialaska.com)

Books distributed: Copies of Empty Cribs – the impact of smoking on child health by Michael Dean, PhD. were distributed. The author asks for comments and help informing others of the book. ATCA did not take a position on the book.

Report from the state: Lisa Aquino gave an update on staffing and programs. Lisa became the official program manager. Jean Crumb: Health Disparities Program

- State program is based on a comprehensive evidence based model. 17 community prevention grantees, and will have 9 health system cessation grants.
- Quitline report went to all physicians. The Quitline had more calls in January. 3900+ calls in January. Evaluation for quit line will be done in the spring. New media around it.
- New RFP on the Quitline contract, thinking about how the increase should be considered. Andrea, Emily and Carrie agreed to help with the Quitline RFP
- YRBS: grantees doing surveys this year. Discussion about the process.
- AK Native Data report has not been printed yet. The document should be very useful. There is an executive summary as well as fact sheets by regions, gender, youth and information that would be helpful for community planners. Steering Committee members will be receiving a copy.
- First school-based RFP is out. Excited about it. Will closed at the end of February. Grants for school districts. Will also be doing demonstration project for a more comprehensive model. May or may not be a good fit with rural school districts. So the demonstration project with smaller or more rural districts to see how this model can fit.
- Tobacco Disparities work group: Jean Crumb. First draft of strategic plan went out first of January. Updating now. Will work on implementation steps next. Disparities plan would be do an assessment of all planning efforts. Emily will share draft plan with steering committee to incorporate ideas to represent ATCA.
- Rural media RFP: extension. New deadline is coming soon.

Regional reports: Steering Committee members gave brief reports of activities happening in their area. Feel free to contact them directly for more information about the topics listed in these minutes.

Pat Luby from Anchorage: gave an update on the ballot initiative in Anchorage by the Ballot Initiative group chaired by Eric Myers. There has been good media coverage on tobacco issues.

Janelle Baalke from south central: Feedback from Deborah from Homer. Work with CWA – Seward is creating a counter-video. Signs in five villages: no tobacco use within 50 ft of schools. Pam is working with TAT to get it up and running. New manual. Pam on her staff is organizing teen leadership training. NOT is a very successful program.

Marge Larson from Alaska Lung Association: Gave a TATU update. This is the 2nd year for production for urban counter marketing. Urban and rural media. The media campaign is

evaluated in March. There still are some Quitline ads to be produced. NOT is in 14 schools in Juneau, Kenai, Soldotna, and Anchorage.

Wilbur Brown from southeast: SEARHC is targeting media, partnering with Wise Woman program, cervical cancer, and health professionals in southeast.

Melanie Brenner from Interior: TCC and Chief Andrew Isaac are going smoke free. There are 35 members in the regional coalition. They are creating new materials for DVD, and inserts, and making more posters for our region. The Diner went smoke free so there will be a half page ad in the paper. November 15th smoke out.

Emily Nenon from American Cancer Society: Working with the legislature and administration to increase funding for the tobacco control program as well as working on other tobacco control efforts that have been mentioned. ACS nationally is heavily involved in the FDA regulation effort. In Alaska, ACS is developing cancer resource centers at local hospitals across the state. The ACS national cancer information center is available 24 hours a day, 7 days a week. The cancer information center handles the full range of questions people may have about cancer prevention, treatment, and survivorship options and resources. If folks call from Alaska wanting to quit tobacco, they are automatically transferred in to the state's quitline. The cancer information center number is 1-800-ACS-2345.

Marilyn Thorson from southwest: Eastern Aleutian tribes are going smoke free, which adds to momentum in the Dillingham area. Major concern and interest is partnering with different organizations and entities that deal with women who are pregnant and breast-feeding. They are working on outreach with a smoke free homes and vehicles promotion. She was part of FASD Summit in Dillingham.

Caroline Nevak: 12 new ads for 2 local papers, dealing with 2nd hand smoke, more on Lung Cancer and targeting youth. Radio ads with Bethel JROTC - in a developing stage of creating new ad targeting youth and to air on KYUK soon. Pamphlets are distributed upon request. There is also a monthly display board.

Carrie Enoch: Worked with Diabetes to sponsor youth basketball (junior and senior high) and then share handouts with everyone. Funding for travel is an issue within the region in terms of tobacco tax planning in Bethel.

Next meeting dates:

Spring Meeting (if budget allows)– May 3-4 (Thursday and Friday)

Summer Meeting – August 16-17 (Thursday and Friday)

Autumn Meeting – November 8-9 (Thursday and Friday)