

ATCA Steering Committee Meeting August 16, 2007

Steering Committee Members:

Present: Emily Nenon, Martha Simon, Caroline Nevak, Lincoln Bean, Carrie Enoch, Marilyn Thorsen, Lisa Aquino, Melanie Brenner, Pat Luby, Marti Pausback, Wilbur Brown, Marge Larson

Excused: Suzanne Sands, Laura Revels, Janelle Baalke
Albert N.. participated via teleconference during regional reports

Approximately 15 guests joined for part or all of the meeting.

Acknowledgement: Frieda Glanz, Americans for Non-Smokers Rights was thanked for her presentation during the potluck. Attendees enjoyed learning her national perspective. Air ventilation systems and children riding with drivers who smoke in the car were two of several issues she anticipates drawing more attention.

Regional Reports

Emily Nenon – American Cancer Society:

Reminder that patient services are available including travel assistance. Folks can call our national cancer information center 24 hours a day at 1-800-ACS-2345 or visit www.cancer.org for information and assistance. ACS is working on access to healthcare across the nation. Watch for ad campaigns and involvement in the presidential primary races. Along with partners, ACS has established basic criteria to judge health plans. Plans must meet these 4 A's criteria: availability, adequacy, affordability, and administrative simplicity

Lincoln Bean, ANHB: No report

Marilyn Thorsen, Southwest:

Kodiak activity includes implementing tobacco free campus plan, work with the Coast Guard Base, including spouses, and a first fundraiser. Bristol Bay area included medial presentation at the hospital. Dillingham had an arrest for illegal sales of tobacco to minors. Currently looking for a research coordinator and cessation counselor.

Melanie Brenner, Interior:

- A presentation was given in Fort Yukon.
- A community readiness survey was completed in Koyukuk.
- A public opinion survey in Fairbanks highlighted there is awareness of the danger of 2nd hand smoke. People shouldn't be exposed in the workplace, that bars aren't viewed as

workplaces, and that there is lack of understanding of the ventilation related issues. Articles in Tanana Chiefs Council newsletter.

- Not only is Fairbanks Memorial Hospital and Chief Andrew Isaac going tobacco free, but the TCC Regional Hostel will also be smoke free. Policies and procedures are in the works.
- Odin working on website for tobacco coalition.
- Fairbanks Clean Air Coalition is functioning again. The Carlson Center will not let tobacco vendors in the Carlson Center.

Wilbur Brown - Southeast

- SE Caucus has had several meetings under Andrea's leadership.
- SEARCH has lots of media running.
- Kluwak is working on a clean air initiative. Mayor thinks it will work.
- Indian Health Services and SEARHC are dealing with challenges due to funding cuts.
- Wrangell has a cessation program.
- Juneau is looking forward to Frieda's visit, community recognition and a community forum with a doctor, female non-smoking bartender and Frieda. The bar owners worked with law enforcement on policy implementation in public and private bars.
- Lots of small communities are going smoke free.
- Targeted flyers and ads have been drawing attention. State photographer is very respectful in rural communities.

Pat Luby, Anchorage:

- There is good media attention on the policy implementation. Humpy's went smoke free early
- API is going smoke free and the 2 main hospitals will be smoke free.
- Celeste is working with the University and APU, working with students to take a role in making it work.
- Attention is being given to not allowing smoking in cars when there are young children in the vehicle.

Albert Ningeulook, Northern Region:

Nome – July tobacco free wellness camp 8 miles out of Nome. Nome Community Center had a youth camp.

No time to reach the villages, but plan to make contacts with them.

Shishmaref prices are \$8.25/pack for cigarettes.

Have been hearing young people are resorting to marijuana.

Plan to talk to school principal to see if he can talk to them.

Couple of elders commented that they like the television ads.

Albert is concerned about 2nd hand smoke, like in arctic entries of public buildings.

Read the bill proposed by Palin. Self-distinguishing cigarettes.

Marti added an update that Barrow passed a \$1 cigarette tax this summer.

Carolyn Nevak – Western Region:

- Recruitment has begun for the pilot study of pregnant tobacco users being done with the Mayo Clinic and ANTHC as a NIH grant. A 20 minute video is produced.

- Presentations were made to youth in Bethel, several villages, and students on the Fairbanks campus.
- Hands on materials are provided from health education.

Marge Larson – American Lung Association:

- ALA trained several grantees statewide as facilitators for the Teens Against Tobacco Use (TATU) program Celeste is the statewide TATU coordinator..
- Amanda Cooper is our new Youth Program Coordinator. She will be implementing the program in Anchorage.
- We have been working with our national office and Sen. Murkowski on FDS regulation of tobacco.
- Shanwne will give an update on counter-marketing.

Quitline Evaluation Report

Mike Stark presented a PowerPoint presentation on the results of their evaluation of the Quitline. The full report will be available on the state’s website and will put his presentation in context of the work accomplished.

Overview of Tribal Health System in Alaska

Vivian Echavarria of ANTHC presented an overview of Tribal Health, including the structure, the levels of service at the small community/village level with primary care, the subregional/mid-level with primary care, the regional hospital services, the Alaska Native Medical Center tertiary care and external referrals through contracted health.

Rural and Urban Counter-Marketing Media Presentation

Shanwne Albright from the American Lung Association presented the new television and radio ads that target specific age groups or rural or urban areas. Georgiann Lincoln and her brother agreed to be in one television commercial. Youth enjoyed helping with the ‘Revolt’ commercials.

Low Socio-Economic Status (SES) and Tobacco Use

Maureen Rumpitz, PhD presented the attached PowerPoint presentation that will be posted on the ATCA website.

State Update

Lisa Aquino’s report is best highlighted in the attached PowerPoint presentation. Lisa introduced staff that were present, gave an update on contracts, reviewed the budget, and shared the staff’s vision, mission, goals and values. This is the first time Alaska Tobacco Prevention and Control’s Program funding levels have reached the 1991 CDC recommended minimum funding. This is an accomplishment, yet there is more to do and that recommended funding level will likely get updated.

ATCA Work Group Reports

Tobacco Summit: Marti Pausback thanked Janelle Baalke for her notebook that documented all aspects of planning the 2006 Tobacco Summit. Planning is coming along nicely. Please consider joining one of the three work groups: Content Work Group with Celeste Barrett as chair, Summit Communications Work Group with Wilbur Brown as chair, Hosting Work Group with Carrie Enoch as chair.

The theme will incorporate Got Air? And a Yupik translation.

Awards Committee: Emily Nenon reported that the committee will meet in October.

Elections Committee: Celeste Barrett announced that the next meeting will be in October. A reminder will be sent in September.

Scholarship Committee: Lisa reported that the scholarship forms used in 2006 for the Tobacco Summit will be reviewed and revised (Alex) There will be another form created to apply for out of state scholarships. The majority of scholarship funds will be used for the Tobacco Summit. Next meeting is in September.

Membership Committee: Carrie Enoch reported on the 12 new members since the May meeting. The membership packets were sent to all ATCA members, and is sent to new members as they are approved.

Alaska for Tobacco Free Kids: Emily reported on activities on the state and federal levels and walked people through the revised state website to see where to monitor the progress of bills.

State level: There is now a law that minors cannot sell minors cigarettes, which was passed near the end of the legislative session.

Emily asked who is willing to help education their legislators on issues such as passive parental consent for anonymous school surveys and other important topics. Those who agreed to help include: Melanie, Wilbur, Anna, Celeste, Andrea, Lauren, Marge, Lisa and her staff, Pat and Stacie. (Apologies for any that offered and were missed on this list- please contact Emily directly.)

Federal level: The Cancer Action Network is one of many websites with information. Keep an eye on the Children's Health Program and possibly using tobacco tax to help fund this. Alaska already has a \$2/pack tax.

Emily agreed that there will be talking points provided to help people in preparing to educate their local legislators and other groups.

Alaska Tobacco Prevention and Control Program

ATCA Steering
Committee Presentation
August 16, 2007



Alaska Tobacco Prevention and Control (TPC) Program

Staff

- Program Manager Lisa DH Aquino, MHS
- Deputy Program Manager Alexandria Modigh-Hicks
- Evaluation and Data Manager Erin Peterson, MPH
- School Grant Program Manager Lauren Kelsey, MPH
- Community Grant Program Manager Gail Schiemann
- Media Coordinator JoAnne Zito-Brause
- Grant Program Evaluator
- Health Disparities Coordinator Jeanmarie Crumb, EdD

Management, Administration and Support

- CDP&HP Acting Section Chief Andrea Fenaughty, PhD
- Chronic Disease Epidemiologist
- Administrative Support Ken Southerland
Viktoriya Myers

Alaska TPC Program Vision and Mission

Alaska Tobacco Prevention and Control Program VISION:
For all Alaskans to live healthy and tobacco-free lives

Alaska Tobacco Prevention and Control Program MISSION:
Provide leadership, coordinate resources, and promote efforts that support Alaskans in living healthy and tobacco-free lives.

Alaska TPC Program Goals and Values

Our Program Goals to achieve our mission:

- Eliminate exposure to environmental tobacco smoke
- Identify and eliminate tobacco-related disparities experienced by Alaska population groups
- Ensure that all Alaskans have the resources to quit tobacco
- Prevent initiation of tobacco use among youth.

Our values in the work we do everyday

- To be accessible and accountable to each other and to the public
- To nurture and sustain positive relationships
- To practice respect
- To be honest, open, and forthright
- To be proactive and progressive
- To prioritize teamwork
- To make a positive difference with our work every day

Alaska TPC Program

Topics of Interest

- Contracts
 - Cessation Grant Program Technical Assistance Contractor - ANTHC
 - Community Prevention Grant Program
 - Training Technical Assistance Contractor – AKEELA Inc.
 - Policy Technical Assistance Contract – AKEELA Inc.
 - Alaska Tobacco Quit Line Provider Contractor – Pending, new contract October 1st
 - Media
 - Urban Media Contractor – American Lung Association of Alaska
 - Rural Media Contractor – American Lung Association of Alaska
 - ATCA Facilitation Contractor – Information Insights
 - Data and Evaluation Contractor – PDES, Multnomah County
 - School Grant Program Technical Assistance Contractor – Rocky Mountain Center
 - Statewide Strategic Plan Contractor – Agnew Beck

Alaska TPC Program

Topics of Interest - Continued

- Grants
 - Community Prevention Grant Training – **November 27th-29th**
 - Health Systems/Cessation Grant Training – **October 3rd-5th**
 - School District Grant
 - School Wellness Institute – **September 19th-21st**
- LEAD for Tobacco Control – next meeting
- YRBS and BRFSS
- Department of Health and Social Services/Division of Public Health

Alaska TPC Program Budget Background

- The Alaska TPC Program requested a \$2 million increment increase this year.
- We received a \$1.34 million increase.
- With state TUECF funds and federal grant money, the Alaska TPC Program is funded at nearly \$8.7 million
- This is first time Alaska TPC Program funding levels have reached the CDC recommended minimum funding level.

THANK YOU

**ALASKANS FOR TOBACCO-FREE
KIDS**

FOR ALL OF YOUR EFFORTS TO
SECURE FUNDING FOR
COMPREHENSIVE TOBACCO WORK
IN ALASKA, AND **CONGRATULATIONS!**



Alaska TPC Program Budget Estimates

- Total budget – approximately \$8.7 million
- Of that total
 - \$8 million comes to the Alaska TPC Program
 - \$700,000 goes the Division of Behavioral Health for surveillance/enforcement efforts
- 75% (approximately \$6 million) of Alaska TPC Program funds go out of the State of Alaska system in grants and contracts

Alaska TPC Program Budget Areas

● Community Programs	\$1.8 million	22%
● Chronic Disease Programs	\$50,000	<1%
● School Programs	\$600,000	7%
● Statewide Programming	\$600,000	7%
● Counter Marketing	\$1.8 million	22%
● Cessation Program	\$1.5 million	19%
● Data and Evaluation	\$800,000	10%
● Program Administration and Indirect to the State of Alaska	\$850,000	11%

Alaska TPC Program Budget: How We're Doing by Program Area

	Percentage of CDC minimum funding	Percentage of CDC full funding
Community Programs	144%	76%
Chronic Disease Programs	2%	1%
School Programs	56%	37%
Enforcement	170%	89%
Statewide Programming	244%	98%
Counter Marketing	283%	95%
Cessation	237%	52%
Data and Evaluation	120%	59%
Program Administration	186%	91%

Alaska TPC Program Budget Input

- We are making this budget information available to the public, and we encourage you give us any feedback.
- A survey tool will be available on our website www.hss.state.ak.us/dph/chronic/tobacco/ between August 27th and September 10th the public to comment on our budget outline.
- Any of you can also give me a call
907-269-8089

Alaska TPC Program Conclusion

Thank you for your support.



We look forward to working with all of you
in the year to come!