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ATCA Steering Committee Meeting Minute, May 3, 4 2007

Steering Committee Attendees: Wibur Brown, Marge Larson, Laura Revels, Marti Pausback, Lincoln Bean, Caroline Nevak, Martha Simon, Carrie Enoch, Marilyn Thorson, Albert Ningeulook, Janelle Baalke, Lisa Aquino, Emily Nenon, Pat Luby, Melanie Brenner, Suzanne Meunier,

Absent: Brenda Wilson (death in her community)

Other Attendees for part or all of the meetings: Celeste Barrett from Alaska Lung Association, Jeanmarie Crumb TPC, Bill Bouwans, Scot McAdams Sitka School District and president-elect of AASB, Alex Modich-Hicks SOA TPC, Sorona Dolph KANA-Kodiak, Gail Schiemann RuralCAP, Matt Walker ANTHC, Alison Kulas RuralCAP, Lauren Kelsey State of Alaska, Andrea Fenaughly State of Alaska, JoAnna ZitoBruase State of Alaska, Justin Muench State of Alaska, Stacy Kelly ANTHC, Jennifer Adzima Alaska Cancer Society

Regional Reports

Caroline Nevak: Just had a teen retreat with 16 students from 3 communities.

Martha Simon provides school presentations on tobacco issues.

Carrie Enoch works with diabetes program. Educator brings materials, props such as lungs, puppets, and brochures. We often can't travel, so we work with our health educator to present when they are traveling.

JROTC students are trained and then present to K-6 students in the immersion program.

Caroline Nevak: works with prenatal services and focus groups. We have a 22-minute video on Alaska Native pregnant woman. Getting feedback from family members.

Marilyn Thorson: Sorona said that KANA board announced going tobacco free Oct 1 2007 on all campuses, and will work this summer and fall on the implementation process, assessing current use of beneficiaries and staff. And then see who to best implement them.

They are doing wellness conferences, including a three-day wellness conference in Dillingham and in Good News Bay, and traveling through others in region.

We had a big kick butts day. Had smokers and staff help and put up 1200 sticks in the park.

Working hard to collaborate with WIC and maternal child health program. We held one polycom conferences with pregnant moms and have 3 more scheduled. Focused on alcohol and tobacco. Working with board of directors and added Chantix to formula list we can use. Hoping they decide to go smoke free.

US Coast Guard Base added Chantix to their program as well.

Albert Ningeulook: Focused on getting well. Continues to work with young people, teaching how to sing, dance, play guitar, and conversational Native language. Albert spoke at a wellness week in Shishmaref school and gave information on tobacco. Nome Community Center tobacco program gave a slide show presentation and has been traveling to presentations. Teaching younger children our language. So far 7 people have quit smoking. They call late at night when they get the urges. Shishmaref City Council now has no smoking in the entry and shed so people don't have to walk through 2nd hand smoke.

Janelle Baalke:

- Deborah Meganack from Chugachmuit reported their counter media efforts with flyers, posters, display boards in schools, a display board in the AVTEC in Seward.
- Sent info. Counter media, 2nd hand smoke at schools, Boys and Girls Club, school.

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- Seward: policy for newly remodeled apt buildings. Tribe supports it
- Missing a community wellness advocate in Tatitlek.
- Suzanne reported during grantee training that they are working on TATU training and school presentations.
- Local smoke free home and car campaign this month, and are distributing 700 flyers in Chamber newsletters.
- Contacted CDC, Lou Witt, who is mailing a free booth and supplies. They have an awesome kit. You submit the results to them and the post.
- Collaborating with RuralCAP Headstart
- Twelve TATU students give presentations and do activities. Did at Kenai middle school in all health classes. 2 classes for 7th and 8th grade.
- Working with the college campus, and have something on their info scroll. We are working on making the whole campus smoke free.
- Collaborating with Boys and Girls Club who is trying to secure funding for tobacco free sports. Have several sites including villages. We are gearing up for summer.
- A youth representative from that area will be attending the strategic planning this afternoon.

Suzanne Muenier: Working with legislation that would require all new seekers of drivers license to have CPR training in 12 months prior to getting drivers license.

CPR training in a box costs under \$30, and lasts 28 minutes.

Women in heart disease. Senator Murkowski: legislative heart for women act. Doll reminders are available to send to Washington. Training for medical professionals. 1 in 5 professionals know that heart disease is leading cause of death. Awareness dolls are available to send to congress. Statewide stroke taskforce summary report will be given. May is stroke month, proclaimed by state. Signs and signals handouts were provided, and will be promoted on buses. Anchorage is offering a stroke forum. The Stroke Task Force is seeking to collect stories of people who had stroke. Send to Suzanne.

Heart Association is working to support regulation change for high schools that requires 1 full credit of physical education and one of health education. Resolutions are ready to take to state school board members. Every district now offers physical education and all but four districts require 1 credit of physical education. The regulation would provide a safety net and raise issue for deliberation around physical education and health education.

Melanie Brenner: TCC President quit smoking and is more supportive of our work. Odin is getting more requests to villages. No more money in budget. The regional coalition is growing.

Emily Nenon: American Cancer Society is developing a leadership team of volunteers around advocacy and held their first retreat. (Sorona was there.) Ten to twelve from around the state joined for training and sharing of ideas of how to get more people engaged. People recognize the relevance to their own life.

American Cancer Society has someone looking at transportation issues. Contact Leanne McCortner (sp?) or Emily for questions.

Emily Nenon: been working on colon cancer, now looking at pain management challenges. Challenges when going home and not having the same type of pain management support. Looking at cancer, but broader. Comprehensive Cancer control plan wants to identify all of the plans and then look at how we should look at the big picture in pain management. FDA Regulation of tobacco: all of those logos have put together a joint email update that you can sign up for to get info on what is going on with this campaign. Emily will bring info tomorrow.

Pat Luby: 72% voted to keep Anchorage smoke free. Eric Meyer was the volunteer coordinator. Right up to the end he remained doubtful that we'd win. People paid \$12,000 on the poll and only

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asked their organization. We had a very successful press conference. Two main speakers from Providence and Chamber of Commerce. Big radio and TV ad campaign blended with ATCA campaign.

The Anchorage Daily News offered a very supportive editorial. If we had 73% voter turnout, we would have had highest percentage win in the country. Alaska Native Hospital is getting great media coverage about why they did that and the assistance they give their clients and employees. Other hospitals are going smoke free such as MatSu, Kodiak, and API.

Eric's instigation. National VFW President is in Anchorage and he encouraged VFWs to get with the times and go smoke free during his acceptance speech. VFWs are starting to go smoke free. They want to be family friendly.

Children have access to medical providers who discouraging tobacco use through KidCare (S Chip). AARP is proposing to Congress that an increased federal tobacco tax could help fund KidCare.

Suzanne Muenier: Wendy Hamilton from Juneau told Suzanne Muenier that she is pretty convinced that 72% Anchorage win will prevent Juneau from having an appeal.

Wilbur Brown: Bartlett went smoke free, city passed an ordinance. Calls about what to do about SeARHC. SE: presenting in rural areas, Aimes, Klukwan, Klowack, Hydaburg, Craig..... Good news. Hill Bar in Craig went smoke free. The Haines Pioneers Bar is going smoke free. Ncab (?) will promote tobacco messages. The first Southeast Caucus meeting on the May 8th, including grantees and people interested in tobacco. Get our message more geared to be user friendly for everyone. Haines paper had an article. SeARHC did the regional YBS survey. Grant from Howard Wood Johnson. Big deal. \$80,000 grant. Media campaign. Localizing media

Marti Pausback: Northern neighbors is another network – Barrow, Nome and Kotzebue grantees support each other and having teleconferences.

Marge Larson: Lung Association held a women's lung health lunch 2 months ago talked on women and girls and marketing and tobacco issues to 120 women. Had some medical providers users. Gregory Moses is youth program coordinator: finishing up school year in Anchorage, Kenai, Mat Su. We provide scholarship and travel money for summer camp.

Shanwne Albright Fitzgerald is the media campaign coordinator. Rural campaign is running. End of May will be followed by urban campaign. Bleed into each other.

Counter marketing training will be held this Saturday. Focusing on FDA regulations. Working on policy issues. Michelle Toohey is our policy person. Celeste is the smoke free coordinator, with Shawnee's help. Theme: linking to new Anchorage slogan: big wild smokefree life.

Membership Committee: New ATCA Members

Marge announced the ten new ATCA members since the last meeting. The new process and website seems to working.

Melanie: One of the new ATCA members is being hired by cessation program for Interior Alaska.

Policy report by Emily Nenon:

Bill #####: There is some interest in gutting a 2002 law that penalized owners if their clerk was caught selling tobacco to under age youth.

HB 207: Youth Risk Behavior survey. Changing law for passive parent consent. Parents can write to deny participation (in new bill) and keeps in all provisions from previous that we inform parents about the survey. Letting parents know why? Good question. In current law, should say how the survey will be used. Different than why it is being done.

This is through the house committees and going to house floor. Probably not through senate as well, but parallel bill is introduced.

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Budget: 1.3M increase is in the budget and stayed in. Did some unsuccessful changes on the senate side. Got it switched back. Now going to House/Senate Conference Committee tonight. We are in pretty good shape. Several in this room were monitoring obesity funding. Got some funding for prevention. Hoping to keep in conference committee. If Alaska gets the increment, Alaska will be one of the few states funded at CDC recommended level.

SB 84: Self-extinguishing cigarettes. Requires all cig have a different kind of paper with rings/bands that will self-extinguishing cigs. (fire prevention through unattended cigarettes)

SB 48: Appeals bonds – if Tobacco Company was found guilty of something, that in order to appeal their judgment, they'd have to post a bond as some portion of the judgment amount to show they were in good faith. Issue that the tobacco. Companies were getting charged to do bad things and they may have to go bankrupt and couldn't pay their bill. Their new version: applies to whom broad range beyond the tobacco industry – got complicated with active court cases. Now judges can decide. No need for this legislation.

Tobacco Summit summary report: Janelle Baalke was recognized for her great work in coordinating the summit. Janelle shared highlights of the evaluation include networking opportunities, program, keynote speakers, event organization and Native Dancers. The website was launched at the Summit. The 'lowlights' include the motel and the exhibits and resource materials.

Disparities Report Jeanmarie Crumb gave an introduction to the statewide disparities plan and explained the process and content. Her PowerPoint will be attached to the minutes as a pdf on the ATCA website.

Meaning of tobacco disparities and how it affects you in your own programs. 2005, with committee of people. Working on strategic plan for disparities. Gail Simon and Joy Brown have been on our working group. Emily Nenon has been involved as an ATCA representative.

Discussion after presentation: Socio-economic status report will be covered in the August meeting: how we integrate disparities at the expense of the whole population. It is important to reach both as we plan. What about the deaf? Shawnee's television ad on AK Natives is great. Show ads and ask why they are doing this. Media campaign evaluation report by Helenthal. 2nd hand smoke ad impacted Shismaref, with fewer and fewer homes allowing smoking in homes.

Lincoln saw a metaphor while driving to this meeting: he stopped at a red light, looked down and saw cigarette butts on the ground. The warning is there. Another example: Deadliest catch show: showed a guy with a big cigar. Is it the cigar or the fish?

How will this report link to statewide strategic plan: Vision, mission, goals, and strategies. We don't know and need to keep talking and thinking about this. Goals pretty general and will be more defined. Shared with Agnew:: Beck. LEAD is willing to continue working to address goals. Interested in having them better connected with ATCA. Perhaps they could report at each ATCA meeting. Hope it is a first step for other things. Appreciated Emily's dual role of serving on strategic plan work group and being an ATCA member.

Pat suggested that one overlooked group is the veterans. May have high percentage of smoking veterans. Lots of partner possibilities. Some may have money. They have lots of their own data to look at.

Emily: We can come up with long list of disparities and lots of ways to cut up problem. 2 things that did come up consistently: need to demonstrate or identify what the disparities are with good data. Also look where there are opportunities and partnership possibilities.

Albert suggested looking at dialects and interpretive services, particularly for Alaska Native. Languages are a challenge. Anchorage alone has 102 different languages. There are several groups that are difficult to find data such as the homeless.

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State Report by Lisa Aquino: Lisa acknowledged the great work of ATFK in Anchorage. Will give a longer report in August.

Staffing update: more positions filled than ever before, and filled with excellent people. Alex Modigh-Hicks is deputy manager, Erin Peterson is lead evaluator and the community grants manager will be filled soon. That leaves the new position to manage the school grants program as the only vacancy before being fully staffed.

Training update: Marti and others did a great job with the community grant training, they received good feedback. The first school program training for the 5 school grants was a success.

Reports and Documents: *Alaska Report: What state surveys tell us about tobacco use by AK Natives* Printed copies of the summary were made available and it is available online at the state's website. This is a great resource with fact sheets for specific populations. Takes time to assemble since the fact sheet is in the back pocket. Inserts are also on the website. The report included several surveys such as the statewide telephone survey, youth behavior risk survey, a survey of women after their birth of a child, and information from vital statistics. Other sources of Alaska Native tobacco related data are available at ANTHC.

New edocument: *Alaska Tobacco Facts*. Is available on the state's website as well as the state report.

New resource: *Supporting Healthy Practices at work. Building Healthy Business: An Alaska Guide*. Working through Chamber of Commerce groups and Society of Human Resource Managers (SHRM) to get these guides into the workplaces.

Contract update: TPC has a good relationship with Grants and Contracts. Quitline Contract hope to have it posted very soon. List email that went out yesterday. Existing contracts are being renewed this year.

Grants update: There are 17 community grants, 9 cessation system grantees and 5 school grantees.

Cessation system grantees: BBHC, YKHC, SEARHC, Manillaq, Kotzebue, Wrangell, Ketchikan, Kodiak, and Tanana Chiefs Conference,

School Districts: Yukon Koyukuk, Lake Pen, Juneau, Sitka, Chevak, Kushunmek, and Nome Public Schools. Hope to learn how classic model works or doesn't work in rural school districts.

See the handout on the overview of different aspects of this program.

New projects: A referral for AK Tobacco Quit Line process is being developed with providers. Basics are that health care providers can fax a referral to Quit line and then Quit line can contact the client. Comes from an idea seen in other states and has been an Alaska request.

Alaska has submitted 3 posters for the National Tobacco Conference: Overview data. Quit line evaluation data, and the low socio-economic status report. Mike Stark will be talking about this in August

Andrea Fenaughty introduced herself from the State of Alaska, Section of Chronic Disease Prevention Health Promotion and enjoys working with ATCA.

Stroke Task Force Report by Justine Muench.

2 handouts: Red fact sheet by heart disease and stroke fact sheet. 1000 – 3000 stroke survivors. Summarize or include electronic. (Add her handouts in minutes for the website)

Stroke is an expensive disease. Average cost per person for a 5.8 day hospital stay is \$8000. And may not be in their home community. Medicaid spends 12.5 million a year for stroke for a little over 1000 discharges, mostly in rehabilitation. 1/3 of those surviving a stroke are impacted every day. 80% of strokes can be prevented.

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AARP, Physicians, neurosurgeon, EMS and others discussed what is going on in the state and where to start in Feb 2006 Issue 7: want providers and public to learn to recognize stroke as an emergency. Emergency folks rush people to medical care while the stroke continues. tPA is an approved drug can be used for ischemic strokes. There is resistance in rural areas to use it. A CT Scan needed. Dr. Estrada Bernard, neurosurgeon and Dr. Marshall Tolbert, interventional neurologist in Anchorage is a resource.

Started to look at goals 4 and 5 and surveyed all 23 hospitals electronically. Many don't have protocols on dealing with stroke. Now the Task Force mapped services and providers. Looked for protocols for communities that don't have and won't get CT scans. The catch with treating stroke is the short time window. Have 3 hours from last seen normal to get the clot-busting drug.

Tele-health grant – applied almost \$200,000 for a hub and spoke hospitals that have a CT to tele-treat a client in rural. AFCAN: store and forward imaging system. This is looking at live 2-way camera and audio way to do exam live from a remote site. It prints out orders from hub to rural hospital. This allows people to stay instate and then treated elsewhere as needed. AK has limited neurologists. The pool needs to be expanded. Need to get more emergency room physician staff able to deal with stroke as an emergency and give tPA as appropriate.

Albert suggested identifying translators at local level.

Public awareness of signs and symptoms.

Stroke task force has 5 work groups including a pre-hospital group, stroke advocacy group, acute care workgroup, public education workgroup and post survivor care/rehabilitation. Public awareness efforts from other states such as the FAST campaign are being developed after a multi-step review process including CHAP Directors. Alaska Regional Hospital with American Heart Association and Anchorage Fire Department recently funded evaluators to interview people before and after a bus promotion campaign. Mapping of resources, gaps and education needs of licensed providers throughout Alaska (including physical, speech and occupational therapists) is being done as well as identifying champions and local support efforts.

Stroke Prevention: 80% of strokes can be prevented. Tobacco use is one of the highest risk factors. High blood pressure is the other high risk factor. 120 over 80 is normal. Anything above is at risk. Atrial fibrillation is a risk factor for stroke. Third unique; carotid stenosis

Advocate ask EMS, public and hospital personnel in your community about recognizing stroke and treating it as an emergency. Encourage Senator Stevens to sign the Stop Stroke Act. (Young and Murkowski have signed)

ATCA planning:

Next meeting dates: August 16 and 17, November 8 and 9. Both meetings will be in Anchorage at the BP Center, with lodging at the Residence Inn for travelers.

August agenda items: Strategic planning, Presentation on the media campaign, an extended state report. Have everyone go through the CPR kit and do the training together.

November agenda items: Review ATCA's operational guidelines

Tobacco Summit planning: Steering Committee members were asked to indicate interest in helping host the summit in their community by addressing the following criteria:

- Does the community have a smokefree conference site that could handle 60 – 100 people in one room plus 3 or 4 breakout rooms.?
- Is there adequate smokefree lodging for 20 – 50 rooms?
- Does the community have smokefree policies for their bars, restaurants, hospitals or other entities?
- Is the community working on smokefree policies and would like the attention that the Tobacco Summit could bring to their community to help them pursue these policies?

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Next steps: Send a mailing to Chambers of Commerce and Tourism Offices requesting information and our criteria for selecting a community.

Summit work group reviews travel costs, local resources and how the 4 communities meet the criteria and make recommendations. Brenda will call the first meeting of Celeste, Marti, Alex, Emily, Bill, Lisa, Janelle, and Carrie. Melanie and Sorona will be active in planning if their communities are chosen.

Fairbanks: Fairbanks Memorial Hospital is going smoke free. Rural interior communities are gaining momentum. They are working on strengthening the existing ordinance. Polling in Fairbanks is about to happen. There are events such as the Festival of Native Arts and Ice Sculptures. Plenty of space for conference and lodging.

Bethel: The first local ordinance in Alaska is from this area and will celebrate the 10 year anniversary of the smoke free clean indoor air ordinance. There are enough meeting rooms, 2 hotels and Bed and Breakfast options, and lots of cabs for local transportation. State could help raise awareness with publicity (Governor or Lieutenant Governor speak?) and set the stage for other efforts around the state. Would attract a lot of people from villages. Would foster more conversations about tobacco use throughout the villages. It would help local people realize that others around the state care about this issue. There is lots of artwork locally.

Nome: The hospital is going smoke free in November, and there are lots of facilities.

Kodiak – KANA is going tobacco free Oct 1, including 6 villages. Providence is going tobacco free. Interesting situation. The superintendent of schools asked for help to have all school campuses go smoke free. This group would help bolster the district's efforts. A cessation person will be starting soon. There are 2 large hotels. There are plenty of rental cars. Dependable flights. 5-6 flights/day through Alaska Air and Air Aviation. Still has small town feel. Only 4 or 5 restaurants are smoke free. Kodiak.org is the website with tourism information.

The Coast Guard does not have a tobacco smoke free policy, but they offer 96 hours leave if they sign a contract and quit. A Coalition member is from the Coast Guard.

Suzanne: most districts receiving fed funding had to provide school wellness policy. Kodiak and Fairbanks went above and beyond what most do.

Elections Committee: Emily, Sorona, Pat, Celeste, Bill, Lincoln, and Albert will have a teleconference by early June to outline their timeline and elect a committee chair. This information will be included in the membership mailing to be sent in June.

Discussion on scholarships. Inquiries have been received for attending out of state conferences. The past decision to only provide instate scholarships for the Tobacco Summit to non-grantees was to assure that there would be enough people attending the Alaska Tobacco Summit. Clarification could be improved on whether large organizations that received a grant could apply for scholarships for people in other parts of the organization not funded through the grants. Suggestions were explored, with emphasis on in-state communication, information sharing and building broader instate knowledge and understanding. However national opportunities can also be beneficial. National conferences do offer scholarships for registration but not for travel. Perhaps that is where ATCA could assist on a limited basis. There is concern to be fair and inform everyone. Should there be expectations of anyone receiving scholarship assistance for out of state training to report back or to find opportunities at the training to share Alaska information? One national conference is every 2 years (next is 2009) and another is every 18 months.

Next steps: A work group will meet to establish criteria: Janelle, Melanie, Marti, Anna, Bill, Lisa

Miscellaneous tasks:

Emily Nenon followed up on a letter on HB 207 passive parental consent.

Meeting evaluation forms will be emailed.

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Suzanne read a testimonial from a nurse who experienced a stroke right after a 2 mile run and how the fast response made all of the difference in her outcome.