

# Tobacco Reduction Advisory Committee (TRAC)

## Meeting Agenda



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| <b>Objective:</b>    | <p><b>General:</b> To advise and assist the Oregon Health Authority in sustaining an outcomes-oriented Tobacco Prevention and Education Program (TPEP) that is most effective in decreasing tobacco use statewide.</p> <p><b>April 30 meeting objectives:</b></p> <ol style="list-style-type: none"> <li>1) Share experiences and questions regarding COVID-19.</li> <li>2) Review of cessation strategy, associated data, and orientation to the Oregon Quit Line user experience.</li> <li>3) Discuss ideas for engaged participation among TRAC members and other stakeholders.</li> </ol> |
| <b>Meeting Date:</b> | <b>April 30, 2020</b>   |
| <b>Meeting Time:</b> | <b>9:00 – 11:00 am</b>  |
| <b>Note-taker:</b>   | Taylor Ihn - Oregon Health Authority  |
| <b>Facilitator:</b>  | Luci Longoria - Oregon Health Authority   |

| Topic, objective and background information  | Time                      |
|--|---------------------------|
| 1) Welcome, introductions, updates to agenda – Luci Longoria   | 9:00-9:05<br>(5 minutes)  |
| <b>Discussion &amp; action steps:</b>  |                           |
| 2) How are you doing? COVID-19 check in – All  | 9:05-9:25<br>(20 minutes) |
| <p><b>Objective:</b> Provide an opportunity for TRAC members to share experiences and questions regarding COVID-19.</p> <p><b>Background:</b> On March 8, 2020 Governor Kate Brown declared a state of emergency to address the spread of COVID-19. OHA serves as the lead agency for the public health response. The societal COVID-19 response has created dramatic shifts in how communities operate and conduct business. This potentially presents both challenges and opportunities to be addressed in tobacco prevention. It is helpful to seek understanding of how recent events affect TRAC member organizations and work in tobacco prevention and control.</p> |                           |
| <b>Discussion &amp; action steps:</b>  |                           |

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Christina, American Heart Association (AHA) – In March, the national AHA directed a \$2.5 million research grant to explore the connection between heart disease and COVID-19. Due to COVID-related fears, there has been a decrease in the number of heart attack/strokes reported, even though it is highly unlikely that the number of heart attacks/strokes have reduced.

Rebecca, Oregon Assoc. of Hospitals and Health Systems – Monitoring COVID and watching for a second surge of cases. Currently, the health care system is coming back online with non-elective procedures. Need to reestablish confidence in the healthcare system, as well as keep the innovations resulting from COVID.

Karen, Oregon Health Authority – Many OHA Health Promotion & Chronic Disease Prevention staff are volunteering on the Incident Management Team while continuing tobacco prevention efforts. Launching a new prevention media campaign called “We See, They See”. Working to integrate messages into the agency COVID-19 response.

**3) TPEP cessation strategies, Quit Line data and services, and orientation to Quit Line user experience – Sarah Hargand & Hilde Hinkel**

**9:25-9:55  
(30 minutes)**

**Objective:** Provide an overview of Oregon’s tobacco cessation strategy. Review Tobacco Quit Line data and services. Orient TRAC members to the user experience for callers to the Quit Line.

**Background:** The Oregon Tobacco Quit Line has provided cessation support to Oregon adult and youth tobacco users since 1998. Services include 24 hours a day, 7 days a week telephone and web-based counseling to help Oregonians quit using tobacco and nicotine products. Cessation is a key component of a comprehensive tobacco prevention program; tobacco prevention is crucial to effective cessation.

**Discussion:**

Please see attached PDF of the presentation.

Comprehensive tobacco cessation includes:

- Tobacco prevention, foremost, including raising the price of tobacco and preventing exposure to secondhand smoke
- Support in all clinical settings
- Partnerships with healthcare organizations to cover cessation without barriers
- Tobacco free property policies
- Reducing exposure to advertising and promotion of tobacco
- Cessation and prevention media campaigns
- Quit lines

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It is crucial to support evidence-based community intervention. Oregon's Coordinated Care Organizations have been important partners for providing cessation benefits, screening and cessation services in clinical settings, and partnering with local public health, among other strategies. OHA has partnered with CCOs to meet incentive metrics to reduce tobacco use among their members. The Quit Line is a way for a tobacco user to receive immediate evidence-based support and become connected to other supports available through insurance.

Media campaigns have clearly shown to be effective in promoting quitting.

- Most recent statewide Cessation Media Campaign ran from October 2019 to February 2020.

OHA contracts with Optum to operate the Oregon Tobacco Quit Line.

- Multiple ways to access Quitline services – phone, online, or referral by a healthcare professional. A pilot is also being developed for Oregonians to text to enroll in services.
- Once someone is enrolled, they can access any combination of services including: phone counseling, text communication, Nicotine Replacement Therapy, online coaching, or quit guides in the mail.

Typical Quitline participant experience: Optum will place 4 calls to a tobacco user. The person can also place unlimited calls to Optum for ongoing support. The 4 calls include:

1. Planning call
2. Pre-quit date call
3. Quit date call
4. Ongoing support call

About 3,000 registered tobacco users participate in the Quit Line service each year.

- 75% use cigarettes, 15% use e-cigarettes.

Quit rate and satisfaction – data from the 2018 survey:

- 32% of Oregon Tobacco Quit Line callers who reported quitting also reported they remained quit after 7 months.
- 94% of multiple-call program participants would recommend the phone program to other tobacco users.

For those who are initially unsuccessful in the multi-call program, they can re-enroll annually. Even without participating in the program, they have unlimited calls to the Quitline for coaching support and can access the online program for web coaching.

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Question: Can TRAC members receive Quit Line data on a regular basis?

- County and statewide Quit Line data is already posted monthly to the web and can be shared. If someone has a specific data need, send a request.
- 2020 data is normally done quarterly. Due to COVID response that timeline has shifted, but hopefully will first quarter data will be sent soon.

**Action item:**

- Sarah Hargand, Evaluation Specialist, OHA – Below is the link to website of Quit Line data.

<https://www.oregon.gov/oha/PH/PREVENTIONWELLNESS/TOBACCPREVENTION/Pages/pubs.aspx#dashboards>

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| <b>BREAK</b>   | <b>9:55-10:05 (10 minutes)</b>  |
| <b>4) TRAC membership and participation check in – Derek Smith</b> | <b>10:05-10:25 (20 minutes)</b> |

**Objective:** Discuss ideas for increasing meeting participation and engagement among TRAC members, and possibly by other stakeholders and organizations representing communities most affected by tobacco use. Dialogue about efforts that reach those communities affected by health inequities.

**Background:** OHA seeks input and feedback on ways to engage TRAC members and other stakeholders in building a strong, unified voice of sustained support and stewardship for tobacco prevention and control in Oregon. OHA proposes initial TRAC planning to ensure inclusion of broad equity considerations and community perspectives through accessible partner engagement.

**Discussion:**

There is an opportunity for this group to reach out more broadly and build a bigger base of participation, especially during COVID where certain communities are disproportionately affected.

- TRAC members would like to see more diverse groups and community-based organizations represented, at whatever level of engagement possible.
- TRAC members would like to engage those on the ground in communities who experience the inequities and understand the community context, including both rural and urban representatives.
- Include tribal and urban Native American communities.
- Zoom or other remote platforms might help get broader representation geographically for future meetings.

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The earlier these voices can be brought to the table and included, the better. This benefits our work to promote health equity and ensure we are reaching all of Oregon in a strong and cohesive way.

TRAC organizations can map groups or organizations they already work with to determine who/how to engage during this time.

Before engaging other partners, we should be clear about what we are looking for with other organizations and groups and figure out what is the best approach and appropriate level of engagement for each partner. It is crucial to have new voices be empowered when they arrive at the table.

There is interest in having a TRAC ad hoc workgroup to examine how to engage communities in these TRAC discussions.

**Action item:**

A smaller TRAC work group will meet and propose next steps. Gwyn (CLHO), Christopher (ACS), Christina (AHA) Derek and Luci (OHA) volunteer, with others welcome. Derek will reach out to volunteers to begin this discussion.

**5) General updates – TRAC members**

**10:25-10:45 (20 minutes)**

**Objective:** Opportunity for TRAC members to engage fellow members in gathering input and feedback on their respective policy and organizational efforts, as well as share information upcoming activities and opportunities.

**Discussion & action steps:**

Christina, American Heart Association

- Heart Association Heart Walk – This event is now virtual. You can walk where you live and share pictures via social media.

Christopher, American Cancer Society

- ACS has experienced a significant reduction in fundraising revenue, and in coming weeks is expecting significant layoffs. Unsure what that means for Oregon staff at this time, but Christopher will share as more information is known.
- Policy forum (luncheon/fundraiser) will take place in November 2020, focusing on health equity and cancer.
- ACS is active in the Oregon tobacco tax campaign and working with legislative partners and the coalition.

Karen, Oregon Health Authority

- OHA is preparing legislative concepts for 2021. Unsure what will go forward due to COVID, but tobacco flavor ban and Tobacco Retail Licensure are priorities.

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- Economic situation is concerning and likely to affect us all. State government is expecting severe downturn in revenue, and has declared a hiring pause, travel freeze, and has restricted ordering of supplies.

### 6) Public comments and questions

10:45-10:55 (10 minutes)

**Objective:** Opportunity for public attendees to share comments and ask questions of TRAC members and OHA regarding TPEP.

#### Discussion & action steps:

American Cancer Society is gathering tobacco stories from the public. Anyone who has a story, whether about their struggle or success, that would like to be included can reach out to Christopher.

OHA has re-launched an updated Smokefree Oregon website with great material and stories – be sure to check it out. [www.smokefreeoregon.gov](http://www.smokefreeoregon.gov)

### 7) Identify future agenda items and Adjourn – All

10:55-11:00 (5 minutes)

#### Future agenda items:

- TPEP Budget Performance update (July 2020)
- We/See They/See Media campaign progress (July 2020)

#### Discussion & action steps:

Information on the government COVID response. This can help create a narrative around the impact of tobacco during COVID.

Information about TPEP contractors and grantees and their scope of work and experiences.

In a previous meeting, TRAC members requested more information on communications efforts to amplify messaging among partners and organizations. OHA sent out this information prior to today's meeting, so please communicate if that is helpful or if more information is desired.

### Meeting Location and attendees

#### Meeting Location:

#### Zoom Meeting:

<https://zoom.us/j/912175340?pwd=QndzRUdnZEpZQWJQdU5SOCtZR3Q2dz09>

Join by phone: 1-669-900-6833

Meeting ID: 912 175 340#

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|                   | Please RSVP to <a href="mailto:charina.walker@dhsosha.state.or.us">charina.walker@dhsosha.state.or.us</a> to receive the meeting password.   |
| <b>Attendees:</b> | <input checked="" type="checkbox"/> Gwyn Ashcom – Conference of Local Health Officials<br><input checked="" type="checkbox"/> Christina Bodamer – American Heart Association<br><input type="checkbox"/> Bob Charpentier – Oregon State Police<br><input checked="" type="checkbox"/> Courtni Dresser – Oregon Medical Association<br><input type="checkbox"/> Kevin Ewanchyna – Coordinated Care Organization Representative<br><input checked="" type="checkbox"/> Christopher Friend – American Cancer Society<br><input checked="" type="checkbox"/> Kristen Gilman – Oregon Department of Justice<br><input checked="" type="checkbox"/> Karen Girard – Oregon Health Authority<br><input checked="" type="checkbox"/> Luci Longoria – Oregon Health Authority<br><input type="checkbox"/> Robin Hausen – Coordinated Care Organization Representative<br><input type="checkbox"/> David Hopkins – Centers for Disease Control and Prevention<br><input checked="" type="checkbox"/> Robb Hutson – TOFCO, Inc.<br><input checked="" type="checkbox"/> Jennifer Jordan – Oregon Public Health Association<br><input checked="" type="checkbox"/> Carrie Nyssen – American Lung Association<br><input checked="" type="checkbox"/> Rebecca Tiel – Oregon Assoc. of Hospitals and Health Systems<br><input type="checkbox"/> Michael Tynan – Centers for Disease Control and Prevention<br><input type="checkbox"/> TBD – Governor’s Office<br><input type="checkbox"/> TBD – Oregon Department of Education |
| <b>Observers:</b> | Debbie (?) – Benton County Health Department<br>Heidi Fisher – AllCare Health<br>Aimee Snyder - Lincoln County Public Health<br>Tami Depascale – Angel Job Corps<br>Morgan Cowling – Oregon Coalition of Local Public Health Officials<br>Joy Kilishek – AllCare Health<br>Krista Murphy – Jackson County Public Health<br>Taylor Ihn – Oregon Health Authority<br>Sarah Hargand – Oregon Health Authority<br>Derek Smith – Oregon Health Authority<br>Ashley Thirstrup – Oregon Health Authority<br>Rebecca Garza – Oregon Health Authority   |

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|  | Hilde Hinkel – Oregon Health Authority |
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Next TRAC meeting: July 30, 2020 9-11am PST