



## Delaware Cancer Consortium Tobacco & Other Risk Factors Committee Meeting Minutes

July 16, 2007  
Delaware Technical & Community College  
Dover, DE

### Attendees

#### Members

Attended	Deborah Brown, American Lung Association of Delaware
Attended	Jeanne Chiquoine, American Cancer Society
Did Not Attend	Susan Forbes, American Cancer Society
Did Not Attend	Suchitra Hiraesave, Boys & Girls Club of Delaware
Attended	Patricia Hoge, American Cancer Society
Did Not Attend	Steven Martin, University of Delaware
Did Not Attend	David McBride, Delaware Senate
Attended	John Ray, Delaware Department of Education
Did Not Attend	Cathy Scott-Holloway, Delaware Breast Cancer Coalition
Did Not Attend	Robert Simmons, Thomas Jefferson University
Attended	A. Judson Wells, American Lung Association

#### Staff

Attended	Michael Cordrey, Aloysius Butler & Clark
Did Not Attend	Fred Gatto, Delaware Division of Public Health
Attended	Lisa Moore, Delaware Division of Public Health
Attended	Laura Rust, Wheeler & Associates Management Services, Inc.

### Review of Previous Meeting Minutes

Committee members approved the May 21, 2007 Tobacco Committee meeting minutes without changes.

### Old & New Business

#### **Welcome, New Committee Member(s) and/or Staff Introductions**

Ms. Lisa Moore welcomed and introduced Ms. Laura Rust, new Program Assistant with Wheeler & Associates Management Services, Inc. to the Committee and introductions were made around the room.

#### **Excise Tax Update**

Dr. Patricia Hoge congratulated the Committee on the passing of House Bill 249 and passed out notepads to all present as a small token of accomplishment.

Dr. Hoge noted that the Excise Tax increase on tobacco could ultimately include a federal increase as well and of the likelihood of a "Perfect Storm" convergence of both State and Federal tobacco tax increases. This sizeable increase in the cost of tobacco products for the State of Delaware will in turn significantly decrease the number of people currently using it. Considering the potential decline in tobacco usage in our state, QuitLine calls will increase and three important factors will need to be considered:

- Staffing
- Medicines
- Messaging in public campaigns

Mr. John Ray reported that the Department of Education is gearing up on three different new arenas that would include tobacco cessation messages. One seven week program, Life Skills, is geared specifically towards parents. A Physical Education Pilot Program has inserted tobacco cessation education as well. Mr. Ray also advised the Committee that the first Annual Report is out in draft form from the Statewide Health Leadership Council and addresses tobacco, nutrition and obesity.

### **Policy Updates: FDA, Medicaid**

Dr. Patricia Hoge expressed concern that FDA regulations were moving along very quickly. The possibility exists that Congress could decide only to address tobacco tax and not take on FDA this year.

Ms. Jeanne Chiquoine alerted the Committee that the Senate would be addressing the mark up on July 18th. The House will be holding a hearing in July and if this takes place then their mark up would be scheduled in August.

In response to a Committee member's inquiry, Ms. Chiquoine noted that all three of Delaware's representatives, United States Senator Thomas R. Carper, United States Representative for Delaware Michael N. Castle, and most recently, United States Senator Joseph R. Biden, Jr. are signed on in support of the expanded authority of the FDA over tobacco products. A total of 51 Senators and approximately 185 House members are signed-on at this juncture. Ms. Chiquoine reminded everyone that a sign on letter is available that the Committee may want to consider being part of. Ms. Hoge asked how it should be handled internally. It was determined that Ms. Moore would take the matter to Ms. Jill Rogers who would in turn talk to Mr. William Bowser. Ms. Brown will supply a copy of the letter to Ms. Moore.

Dr. Hoge asked where Committee members stood on Medicaid since the previous meeting. Ms. Moore informed the Committee that she did not have any updates to bring to the meeting at this time.

Dr. Hoge wants to look at the process for how the committee wants to work through getting the Advisory Council to support increased funding from Masters Settlement Agreement (MSA) dollars going specifically into tobacco control. Ms. Moore stated that strategies for securing more funds in the future should be brought up at the Consortium Advisory Council meeting and could be added to a future agenda. Delaware will receive increase funds from the Master Settlement beginning in fiscal year 2008.

### **Potential new Members**

Dr. Hoge asked the Committee for potential new member suggestions as the Committee begins to expand past the tobacco tax increase. Ms. Moore suggested Ms. Marianne Carter from the University of Delaware's Health Promotions Center. A Nemours representative was also suggested but no name was given.

### **Policy Update**

Dr. Hoge asked the committee what was next on the agenda from the perspective of tobacco for 2008 since Delaware has been seen as a leader in tobacco control and should continue to think about other "Rally Cries" from an offensive perspective.

After the committee's discussion and consideration, Dr. Hoge identified 3 potential major tobacco policy issues for 2008:

- Masters Settlement Agreement (MSA) Increase
- Succession Coverage through mandated benefits
- Smoking bans on State property that includes beaches/parks, buildings (exits), bus huts, etc.

"Other Risk Factors" for 2008:

- Obesity
- Nutrition and Physical Activity

Dr. Wells suggested collecting statistics on smoke-free homes. Ms. Moore informed the Committee that a small amount of data exists through the Adult Tobacco Survey collected by the Division of Public Health (DPH). Dr. Wells stated that home exposure is still one of

the most serious exposures for tobacco smoke because of it's affect on children. Dr. Hoge asked whether DPH would come to the September Committee meeting and present data that might suggest a trend that would warrant further investigation/consideration.

**Updates/Other** (related events held/to be held, related achievements, etc.)

Mr. Michael Cordrey with Aloysius Butler & Clark (A B & C) gave a brief synopsis on marketing materials and campaigns that are in the works. Mr. Cordrey noted television spots are being shot this week targeting youth and parents. All September campaigns will rotate and are focused on QuitLine and second-hand smoke. Mr. Cordrey advised the committee of the other areas being discussed for future development which included smoke-less tobacco, Hispanic campaign for the Delaware QuitLine, and a campaign to help reduce smoking by pregnant women

Mr. Cordrey also presented draft Purple Book recommendation marketing materials and highlighted testimonials, introduction, what if/then, high school and adult smoking rates. Dr. Hoge suggested adjusting the size of the scale showing the decreasing rates. Mr. Cordrey agreed that the table could be increased in size.

Dr. Wells brought to the latest findings from an April issue of the American Journal of Epidemiology regarding breast cancer and smoking. He advised that the study indicated smoking or being exposed to second hand smoke during female adolescence and up until her first-term of pregnancy when breast development is most prevalent greatly affects her risk of developing breast cancer. Dr. Wells felt this information is a pertinent tie in to the smoke-free home statistics/data discussed earlier.

**Presentation for next DCC Tobacco & Other Risk Factors committee meeting:**

- Data on smoke free homes presented by DPH
- Recommendations from Statewide Health Advisory Council presented by Mr. John Ray

## Documentation

Along with the meeting agenda and minutes from the previous committee meeting, the following documents were provided at this meeting and are available upon request to Laura Rust at 302-335-1495 or via e-mail at: [Laura@ManageTool.com](mailto:Laura@ManageTool.com)

~ Draft Tobacco Committee Recommendations for 2007-2011 Cancer Plan

## Future Meeting(s)

The next Delaware Cancer Consortium Tobacco & Other Risks Committee meeting has been scheduled for September 17, 2007, 10:00 a.m. at Delaware Technical Community College, Dover, DE.