

**Washington State Department of Health  
Tobacco Disparities Advisory Committee (TDAC)**

**Meeting Notes  
September 12, 2007  
9:30am - 2:30pm**

**Present**

**Members:** Shirley Aikin, Andrea Caupain, Janelle DeCoteau, Mark Hottowe, Carol McCormick, Katharine Sanders, Shin-Ping Tu

**Recorder:** Sheryl Taylor/TPRC

**DOH staff:** Dave Harrelson, Terry Reid, Scott Schoengarth, Keith Zang

**Guests:** Cross-Cultural Contractors: Aida Martin Rivera/WACMHC (Latino community contractor), Shelley Cooper-Ashford/CFMCH (African-American community contractor), Elaine Ishihara/APICAT (API community contractor), Sara Sowa-Crowder/VERBENA (LGBTQ community contractor), Annette Anquoe/SIHB (Urban Indian community contractor)

<b>Agenda Item</b>	<b>Key Content/Discussion Points</b>	<b>Outcome/Action to be Taken</b>
<p><b>Check-in/Discussion: How are members feeling about their participation? What could be done to improve?</b> Dave Harrelson, Tobacco Program staff &amp; Mark Hottowe, Chair</p>	<ul style="list-style-type: none"> <li>• Mark asked the committee how they felt about their experience with TDAC thus far. He indicated that coming from a schools, and not a public health, framework and language that TDAC had been a bit confusing and a real learning experience. He stated that he was a linear thinker and needed a clear sense what the agenda was for each meeting and the outcome expected for each item. He said he had spoken to Dave about DOH’s expectations and role of TDAC and together a process for input was developed. The process requires DOH to prepare information handouts related to any issue it brings to TDAC. This allows the members to consider DOH’s proposal in light of the history, data, and other information used to create it.</li> <li>• Members had varying degrees of clarity about their role/what DOH needs from them, but appreciated DOH’s desire to get input from the community. All have appreciated all of the information received so far. Terry commented that there is no road map for this disparities work. WA leads the way. It takes time to get oriented to tobacco prevention and control work. There are many components to the comprehensive plan &amp; program staff work to ensure communication amongst all components of the program. It’s a comprehensive and very complex program but all pieces are integrated/dependent on each other – a lot of communication among staff, several websites, a regular newsletter, etc. In addition to web resources, DOH meets with contractors regularly (3 meetings/year in each region) to</li> </ul>	<p>Members agreed to discuss the interaction between TDAC members and their communities at a future meeting.</p> <p>Members were encouraged by Terry to register for the state conference if they haven’t already done so.</p>

	<p>exchange information, there's a bi-annual state conference coming up, and TPRC and TCRC. There's also an Implementation Advisory Committee - IAC made up of cross-cultural and other contractors that meet 3 times/year.</p> <ul style="list-style-type: none"> <li>• Katharine had recommended that only 1-2 topics be discussed at each meeting to allow sufficient time and avoid confusion.</li> <li>• Shin-ping again asked that a future TDAC agenda allow time to talk about the interaction between TDAC members and their communities.</li> <li>• Terry also reminded everyone to register and attend the upcoming state conference if they can; it is being held Sept. 24-25 here at the SeaTac Marriott. The main conference day is Tuesday, Sept. 25<sup>th</sup>. There is no cost.</li> <li>• Terry mentioned that he saw this committee as a focus group for DOH to share plans and then get feedback/suggestions/advice/guidance from the committee – are they (DOH) on track? – as the program enters the next phase of work. DOH would like to tap into the knowledge the committee has.</li> </ul> <p><i>Handouts: Agenda, minutes from June meeting, minutes from August conference call.</i></p>	
<p><b>Discussion: Clarify TDAC's role</b>  Dave Harrelson, Tobacco Program Staff, Chair &amp; Vice-Chair</p>	<ul style="list-style-type: none"> <li>• As the tobacco program plans its future work to address tobacco-related disparities, program staff need input from TDAC on plans and policies as they emerge. Additionally, TDAC members may also request that items be put on the meeting agenda.</li> <li>• Karlotta Rosebaugh, Emilio Vela &amp; Rosa Young have resigned from the committee. We will want to fill those positions. If you have nominations in mind, please let Dave know. Dave also has opinions as to how to fill those positions. Low SES is a cross cutting issue across all disparity groups, so it will be important to have that perspective on TDAC as well as ensure a mix members from various racial-ethnic groups. We have to find folks who are willing to take their time to be on the committee.</li> <li>• We have decided not to have an outside facilitator run the meetings in the future – meetings will be run by the Chair, Vice-Chair.</li> <li>• Next meeting schedule is as follows: Conf. Call Nov. 14, face-to-face meeting Dec. 12, Conf. Call Feb. 13, face-to-face meeting March 12, Conf. call May 14, and face-to-face meeting June 11.</li> <li>• Minutes from the June 13 meeting were approved.</li> <li>• Minutes from the August conference call were approved.</li> <li>• Minutes &amp; handouts from these meetings will be placed on the web at some point. It hasn't been determined yet where/what site, but members will be informed when/where they are available.</li> </ul>	<p>Minutes and handouts will be prepared and either posted directly on the website or approved and posted.</p>

<p><b>Presentation: Introduction to the Tobacco Program's media component</b>  Scott Schoengarth, Tobacco Program Staff</p>	<p>Dave introduced Scott Schoengarth - the program's Media/Public Awareness Coordinator. Scott works with the program's two primary media contractors - GMMB &amp; Wong Doody. Scott provided an overview of the program's media program and how it fits into the work we're doing. Scott presented a power point.</p> <p>Scott highlighted the various paid media campaigns and how they are created, and the work that had occurred in the past year preparing "media outreach" to the five cross cultural communities. Funds have been set aside to continue and expand this work. The funds will likely be paid to both GMMB and Wong Doody so they can create and place earned and paid media respectively.</p> <p>Scott also emphasized the importance of the comprehensive approach which ensures media work is supportive of community and policy change work. . Scott used the <i>No Stank You</i> youth ad campaign to show how ads were created and conducted.</p> <p>From the Healthy Youth Survey 2006: 6<sup>th</sup> grade is 1.9% (down 50% from program start); 6.4% for 8<sup>th</sup> grade; 10<sup>th</sup> grade is 14.9% (up from 14.2); 12th grade is pretty steady at 20%. The school-based programs focus most energy in grades 5-9. Some does bleed into High School, but their programs are really targeted at middle school kids.</p> <p>There was discussion about how difficult it is to create media that works everywhere – media that will work in schools and in all schools. As a result, much of the media campaigns/messages have not and do not focus on the school setting or getting it out in the school setting, but rather online, radio, the community, etc. and other settings outside of school.</p> <p>Started working in May/June on the youth campaign which is scheduled to launch on September 25<sup>th</sup>. Immediately following the Sept. 25<sup>th</sup> youth launch, work will start on the adult campaign scheduled to launch 1/1/08.</p> <p>The "Quit For You, Quit For 2" is a campaign aimed at pregnant mothers and the message is going to doctors, medical facilities, etc.</p> <p>Tobaccosmokesyou.com Web site is primarily focused on concert and music festivals/events only.</p> <p>Nostanky.com Web site - will be the only youth site as of the end of September</p>	<p>Powerpoint will be posted to website</p>
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	<p>– www.seethruthesmoke.com has been merged with www.Nostankyou.com. www.ashtraymouth.com has also been merged into the Nostankyou.com site.</p> <p><i>Handouts: Tobacco Prevention and control public awareness campaign power point &amp; handout</i></p>	
<b>Lunch</b>	During lunch, the group watched some of the media campaign ads/DVDs/videos.	
<p><b>Discussion: Review and comment on the program’s recommended method for developing cross cultural media and materials</b></p> <p>Dave Harrelson, Tobacco Program Staff</p>	<p>The program would like to have a process for determining/justifying/explaining choices about how media dollars are being invested. Dave presented a power point and led discussion about how cross-cultural media and materials are developed. He reviewed what’s happened to-date, process to-date and stated DOH’s recommendation for process, and funding for 2008-09.</p> <p>Dave also passed around a binder with copies of cross-cultural media/artwork that has been produced/created for use for various media purposes.</p> <p>Terry clarified that the cessation media is mainly targeted toward encouraging quit attempts and includes the Quit Line as a resource. It is targeted toward adults. The youth campaigns are targeted toward youth aged mainly 12-14 years old.</p> <p>There was discussion about some of the new creative ways that media is being developed/used and what may work/not work and why in various populations/communities.</p> <p>The new adult campaign is scheduled to launch in Jan 08. Plans are for GMMB and Wong Doody to prepare a plan then get input from cross-cultural contractors, TDAC and/or IAC (Implementation Advisory Committee) at key times during the creative process. DOH thinks the focus will be on cessation, but it could include some secondhand smoke. The idea/desire is to build on the existing campaign. The real difference in this process from that used the past 18 months, is that the campaigns will be designed using focus group input, not just that of the Cross Cultural contractors.</p> <p>Dave asked the group if the proposed process makes sense to them and/or if there were any questions. Shin-Ping mentioned that since the API population is so diverse, it seems important to tap into the individuals who are more versed in the individual ethnic groups, first-generation groups, etc. - tap into members of actual sub-cultural groups. Andrea seconded the idea and added that the African-American community is very diverse as well and targeting media requires tapping in to the expertise of those various sub-populations. The challenge is to be able to deliver something that will reach the right folks - as many folks as possible - but</p>	Powerpoint will be posted to website

	<p>also target those sub-groups we want. How do you target specific communities but with the same message that will work for all within that community?</p> <p>Looking at doing mostly grassroots marketing because it is the most cost effective. Also it is challenging to do mass media in a way that will be culturally appropriate to and target as many sub-groups as possible.</p> <p>The committee was asked how they felt about the above process as reviewed/summarized by Dave and whether they felt it would work. Dave summarized the process/mechanism as follows: GMMB will develop a plan that will involve the cross cultural contractors at various points and key focus groups such as this would also have input into the process/outcome. The committee agreed that seemed like a good process.</p> <p><i>Handouts: Process for Developing Culturally Appropriate Media Materials for TPCP Cross Cultural Communities</i></p>	
<p><b>Presentations by Cross Cultural Contractors</b></p>	<p>Presentations from the 5 cross-cultural contractors:</p> <ul style="list-style-type: none"> <li>• Aida Martin Rivera/WACMHC – Latino Community contractor – provided a power point presentation – “An Overview of Latinos in WA State” and information about what her organization is doing.</li> <li>• Shelley Cooper-Ashford/The Center for Multi-Cultural Health – African-American contractor – provided a power point presentation and information about what her organization is doing.</li> <li>• Elaine Ishihara/APICAT – API contractor – provided a power point presentation and information about what her coalition is doing.</li> <li>• Sara Sowa-Crowder/VERBENA – LGBTQ contractor – provided a power point presentation and information about what her organization is doing.</li> <li>• Annette Anquoe/SIHB – Urban Indian contractor – provided a power point presentation and information about what her organization is doing.</li> </ul> <p>Each contractor provided handouts of their presentations, business cards and some marketing materials/handouts.</p>	<p>Copies of the cross-cultural contractor power point presentations will be made available to members via the web. Hard copies were distributed at the meeting.</p>
<p><b>Adjourn</b></p>	<p>Meeting adjourned at approximately 3:00 p.m.</p>	