

# Tobacco Reduction Advisory Committee (TRAC)

## Meeting Agenda



<b>Objective:</b>	<p><b>General:</b> To advise and assist the Oregon Health Authority (OHA) in sustaining an outcomes-oriented Tobacco Prevention and Education Program (TPEP) that is most effective in decreasing tobacco use statewide.</p> <p><b>October 14th meeting objectives:</b></p> <ol style="list-style-type: none"> <li>1) Welcome &amp; Introduction</li> <li>2) 2025-27 TPEP Budget overview</li> <li>3) 2025-27 RFA: TPEP, ADPEP, RHEC, Public Health Equity Funding</li> <li>4) CDC Menthol Grant: Opportunity Evaluation User Group</li> <li>5) Governance updates</li> <li>6) Opportunity for TRAC members to share general updates</li> <li>7) Public comment</li> <li>8) Wrap-Up &amp; Future Agenda Items</li> </ol>
<b>Meeting Date:</b>	<b>October 14, 2024</b>
<b>Meeting Time:</b>	<b>1pm-2:30pm</b>
<b>Note-taker:</b>	Lily Banning, OHA
<b>Facilitator:</b>	Jen Chandler, OHA

Topic & Objective	Time
<b>1) Welcome &amp; Introduction – Jen Chandler, OHA</b>	<b>1:00 – 1:05 (5 minutes)</b>
<p><b>2) 2025-27 TPEP Budget Overview – Jen Chandler, OHA</b></p> <p><b>Objective:</b> Update TRAC members on current 2025-2027 Measure 44 and Ballot Measure 108 revenue projections.</p> <p><b>Background:</b> Biennial TPEP budget is based on tobacco tax revenue as identified by M44 and BM108. HPCDP tracks projected revenue estimates through quarterly Oregon Office of Economic Analysis forecast reports to support program planning.</p> <p><b>Discussion:</b></p>	<b>1:05 – 1:30 (25 minutes)</b>

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- Cigarette pack sales are decreasing and data shows a decrease in cigarette consumption which also reflects a decrease in tobacco sales revenue.
- 2025-2027 estimated tobacco tax revenue will not likely include any carryover funding.
- Budget estimates are updated quarterly and updates will be shared regularly with partners

**3) 2025-27 RFA: TPEP, ADPEP, RHEC, Public Health Equity Funding – Laura Perdue, OHA, Annie Dillon, OHA, Ayla Ervin, OHA, Amanda Cue, OHA**

**1:30 – 1:55  
(25 minutes)**

**Objective:** To update TRAC members on the status of Requests for Application (RFA) for HPCDP grantee programs.

**Background:**

HPCDP programs are funded on a biennial period. The current 2023-2025 biennium will end on June 30<sup>th</sup>, 2025 and the 2025-2027 biennium will begin on July 1, 2025 and end on June 30, 2027. All programs funded by HPCDP are required to submit a proposed workplan and budget for each biennium that is then reviewed, revised (as needed), and approved by HPCDP staff.

**ADPEP & TPEP:** Alcohol and other Drug Prevention Education Program (ADPEP) and Tobacco Prevention Education Program (TPEP) programs are on a similar timeline for the RFA process. HPCDP Staff started working on the new RFAs in August. From September to November, both programs are convening workgroups with coordinators to receive feedback and ideas from coordinators, discuss potential changes, and review the RFA’s first draft. Final revisions will then be made in December. Anticipated timeline of release in slide deck.

**Discussion:**

- TPEP/ADPEP – Currently convening TPEP and ADPEP Coordinator workgroups to inform RFA. See timeline slide.
- Regional Health Equity Coalitions (RHEC) – convening engagement meetings with RHECs to improve and inform funding guidance. Application will be released in mid-March. Changes: introducing a quarterly meeting with RHECs and HPCDP staff, transition to invoicing model to upfront payment model (75%

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upon contract, 25% once grant deliverables are complete), rewriting contracts in upcoming biennium to correct previous outdated contracts.

- Public Health Equity (PHE) Grants – current funding was scheduled to end in June 2025, but has been extended to December 2025. Currently reviewing work plans and budgets for new biennium. RFGA will be released July – September 2025.

#### 4) CDC Menthol: Opportunity Evaluation User Group – Helen Kidane, OHA

**1:55 – 2:05  
(10 minutes)**

**Objective:** To invite you to take part in the menthol and flavors evaluation on the core user group panel.

**Background:** We are looking for TRAC members to join an important effort aimed at reducing tobacco use and menthol tobacco-related disparities in communities across our state. In collaboration with RMC Research and with support from CDC funding, OHA is working to develop a comprehensive, five-year evaluation plan that addresses the disproportionate impact of menthol and flavored tobacco products on Black and African American, rural and frontier community members, and youth within these communities across Oregon.

As part of this project, we are forming a Core User Group that will bring together diverse partners with a shared commitment to tobacco control and health equity. Your knowledge and lived experience would be invaluable as we work to ensure that culturally appropriate cessation resources are not only developed but also embedded within community-based programs and supported through effective evaluation.

#### Discussion:

- As a member of this group, you will have the opportunity to collaborate on the development of the 5-year evaluation plan and help guide respectful and inclusive conversations around reducing health inequities through a CDC grant addressing menthol use.
- Commitment: Up to 3 hours/month. Stipends available. If you are interested in joining or would like more information, please let Caroline Qureshi at RMC know by **October 18, 2025** (cqureshi@rmcres.com).

**BREAK**

**2:05 – 2:15**

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	<b>(10 minutes)</b>
<p><b>5) TPEP Ambassador Updates – Ayla Ervin, OHA</b></p> <p><b>Objective:</b> Provide update on TPEP Ambassadors, shared governance timeline and next steps.</p> <p><b>Background:</b> The Oregon TPEP has historically had two bodies that provide external perspectives on how tobacco tax revenues should be allocated for tobacco prevention and cessation. A TPEP Ambassador Group comprised of community-based organizations, Regional Health Equity Coalitions, national advocates and Local Public Health Authorities is convening to provide recommendations for a single governance group that reflects all partners in the commercial tobacco prevention system.</p>	<p><b>2:15 – 2:30</b> <b>(15 minutes)</b></p>
<p><b>Discussion:</b></p> <ul style="list-style-type: none"> <li>• Request to rescind Executive Order that established TRAC has been submitted to Governor’s office.</li> <li>• TPEP Ambassadors provided recommended scope of work and composition.</li> <li>• Question (Irina Turceanu): Will the shared governance group start next year?             <ul style="list-style-type: none"> <li>○ Yes, aiming to begin recruitment this Fall/early Winter 2024 to start working together in the beginning of 2025.</li> </ul> </li> <li>• Question (Christina Bodamer): How many LPHAs, RHECs and CBOs are funded?             <ul style="list-style-type: none"> <li>○ 35 county programs, 8 RHECs, 91 CBOs</li> <li>○ For group composition, we wanted to create balance between funded and unfunded partners. There is some level of parity of funding that partners receive across categories.</li> </ul> </li> </ul>	
<p><b>6) General updates – TRAC members</b></p> <p><b>Objective:</b> Provide TRAC members opportunity 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.</p>	<p><b>2:30 – 2:40</b> <b>(10 minutes)</b></p>
<p><b>Discussion:</b></p> <ul style="list-style-type: none"> <li>• No updates</li> </ul>	
<p><b>7) Opportunity for public comment - Public</b></p>	<p><b>2:40 – 2:50</b> <b>(10 minutes)</b></p>
<p><b>Comment:</b> No comments</p>	

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<b>8) Wrap-up and future agenda items – Jen Chandler, OHA</b>	<b>2:50 – 3:00 (10 minutes)</b>
<b>Discussion:</b> <ul style="list-style-type: none"> <li>• HPCDP will continue to provide updates on TPEP budget</li> <li>• Plans to provide more information on TPEP Shared Governance</li> </ul>	

Meeting Location and attendees	
<b>Meeting Location:</b>	Meeting will be held via Zoom. Meeting ID: <a href="https://www.zoomgov.com/meeting/register/vJItceuhpj4tHarU4I2a2nQQ6gl25tmG3dc">https://www.zoomgov.com/meeting/register/vJItceuhpj4tHarU4I2a2nQQ6gl25tmG3dc</a> Please register to receive the meeting link and password.
<b>Attendees:</b>	<input checked="" type="checkbox"/> Gwyn Ashcom – Conference of Local Health Officials <input checked="" type="checkbox"/> Christina Bodamer – American Heart Association <input checked="" type="checkbox"/> Tyler Bechtel – Oregon State Police <input checked="" type="checkbox"/> Courtni Dresser – Oregon Medical Association <input type="checkbox"/> Kevin Ewanchyna – Coordinated Care Organization Representative <input checked="" type="checkbox"/> Jamie Dunphy – American Cancer Society, Cancer Action Network <input type="checkbox"/> Kristen Gilman – Oregon Department of Justice <input type="checkbox"/> David Hopkins – Centers for Disease Control and Prevention <input type="checkbox"/> Haoua Dogo – TOFCO, Inc. <input type="checkbox"/> Jennifer Jordan – Oregon Public Health Association <input checked="" type="checkbox"/> Carrie Nyssen – American Lung Association <input checked="" type="checkbox"/> Katie Harris – Oregon Assoc. of Hospitals and Health Systems <input type="checkbox"/> Michael Tynan – Centers for Disease Control and Prevention <input type="checkbox"/> TBD – Governor’s Office <input type="checkbox"/> Suzanne Hidde – Oregon Department of Education
<b>Observers:</b>	<ul style="list-style-type: none"> <li>• Sammy Basu</li> <li>• Marci Baker</li> <li>• Laura Perdue</li> <li>• Amanda Cue</li> <li>• Jen Chandler</li> <li>• Helen Kidane</li> <li>• Ayla Ervin</li> <li>• Sarah Wylie</li> <li>• Sharon Coryell</li> <li>• Melanie Potter</li> <li>• Sarah Lochner</li> </ul>

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	<ul style="list-style-type: none"><li>• Irina Turceanu</li></ul>
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