

Oklahoma Tobacco Settlement Endowment Trust
Board of Directors
Minutes
November 17, 2010

Board of Directors Members Present: Casey Killblane, Kenneth D. Rowe, Susan Walters Bizé, George E. Foster, O.D., John Kennedy, Lisa Nowlin, D.D.S.,

Board of Directors Members Absent: Bill Lissau

Staff Present: Tracey Strader, Jonás Mata, Sjonna Paulson, Sharon Neal, Lance Thomas, Holly Gray, Dorothy Antwine

Guests Present: Marla Baker, Laura Beebe, PhD, Janis Campbell, PhD, Kari Koster, Paul Kincaide, PhD, Doug Matheny, D. Robert McCaffree, M.D., Frank Merrick, Nancy O'Bannon, Jan Preslar

Agenda Item and Discussion	Action and Follow-up
<p>1. Open Meeting Act Announcement and Call to Order Casey Killblane announced that the requirements of the Open Meeting Act, including the filing of the meeting and posting of the agenda had been met. She called the meeting to order.</p>	
<p>2. Approval of Minutes of the September 9, 2010 Regular Board Meeting</p>	<p>Motion to approve Minutes of the September 9, 2010 Regular Board Meeting made by Ken Rowe and seconded by Susan Bizé. Motion passed unanimously. John Kennedy was not present for the vote. Dorothy Antwine will make the minutes part of the permanent record.</p>
<p>3.a. Chair's Report – Discussion and Possible Action on Board Meeting Dates for 2011 Casey Killblane led a discussion on the available 2011 board meeting dates. Dates selected were February 23, 2011, May 11, 2011, September 7, 2011 and November 16-17, 2011.</p>	<p>Motion to approve 2011 board meeting dates passed unanimously. John Kennedy was not present for the vote. Dorothy Antwine will file the dates with the Secretary of State's Office.</p>
<p>3.b. Chair's Report – Board of Investors Certification of Additional Funds from FY 2010 Casey Killblane reported that the Board of Investors had certified an additional \$15,854.72 which brings the total for FY 2010 to \$18,180,191.</p>	
<p>3.c. Chair's Report – FY 2010 Annual Independent Audit Report Casey Killblane updated the board on the annual audit report. TSET received an unqualified report.</p>	
<p>3.d. Chair's Report – Discussion and Possible Action on Board Manual Updates Tracey Strader explained that the new version of the board manual simply includes each of the policies that the board has adopted over the years. No other changes were made.</p>	<p>Motion made to approve board manual updates made by Ken Rowe and seconded by Susan Bizé. Motion passed unanimously. John Kennedy was not present for the vote.</p>

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<p>4.a. Director’s Report – <i>New TSET Attorney</i> Tracey Strader introduced TSET’s new attorney, Jan Preslar. Ms. Preslar said she had been representing the Board of Investors since 2002 and was looking forward to working with the Board of Directors as well.</p>	
<p>4.b. Director’s Report – <i>Recent Training Events</i> Tracey Strader reported that the annual Oklahoma Tobacco Control Program meeting was held in October. There was excellent turnout and speakers, including Dr. Cline, Commissioner of Health, were very inspiring. Evaluations indicated that grantees and partners learned a great deal and enjoyed networking with their colleagues.</p>	
<p>4.c. Director’s Report – <i>Upcoming Training Events</i> Tracey Strader reported that TSET staff have begun using webinars for grantee training and information sharing, to save time and travel. This has been extremely well received by the grantees. Ms. Strader discussed various upcoming training opportunities and stated that she will be presenting TSET’s expansion into nutrition and fitness initiatives on a panel with the Missouri Foundation for Health, Virginia Foundation for Healthy Youth, Robert Wood Johnson Foundation, and Samuels & Associates at the Grantmakers In Health meeting in March. She indicated that Samuels and Associates also highly recommends the Biennial Childhood Obesity Conference in San Diego later this year.</p>	
<p>4.d. Director’s Report – <i>FY 2011 Conference Sponsorships</i> Tracey Strader reported that five conferences had been sponsored to date, including conferences hosted by the Center on Child Abuse and Neglect, Rural Health Association, Oklahoma Institute for Child Advocacy, and Turning Point. This is also the first year TSET has sponsored the Oklahoma Nurses Association/Oklahoma Nurses Foundation’s 2010 Annual Convention,</p>	
<p>5.a. Program Implementation Committee Report – <i>Discussion and Possible Action on Assignment of Cherokee County Communities of Excellence in Tobacco Control Grant (RFP # 092-2) from Kid Connections, Inc. to the Cherokee County Health Services Council (CCHSC)</i> Dr. Foster reported that Kid Connections was no longer going to be administering the Communities of Excellence grant for Cherokee County, and the coalition selected the Cherokee County Community Health Services Coalition (CCHSC) as the new lead agency.</p>	<p>The Committee recommended assignment of the Cherokee County CX grant from Kid Connections to the Cherokee County Health Services Council. Dr. Foster recued himself from vote as he is Chairman of the CCHSC. Motion passed unanimously. Bill Lissau was not present for the vote.</p>
<p>5.b. Program Implementation Committee Report – <i>Discussion and Possible Action on Renewal of Contract with the Oklahoma State and Education Employees Group Insurance Board (OSEEGIB) for Helpline Services for Calendar Year 2011</i> Dr. Foster said the renewal of the contract with OSEEGIB was a cost-sharing arrangement for Helpline Services to provide Oklahoma Tobacco Helpline services to Health Choice Members.</p>	<p>Committee recommended approval of the renewal of the contract OSEEGIB for Helpline services for CY 2011. Motion passed unanimously.</p>

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<p>5.c. Program Implementation Committee Report – Discussion and Possible Action on Removing the Matching Funds Requirement from Community-based Grants Dr. Foster said TSET had discussed removing the matching funds requirement with OSDH and several grantees. All agreed that by eliminating the burden of tracking match would not affect the commitment of grantees to leverage local resources. In addition, this would free-up TSET staff time from laborious tracking of matching funds and in-kind services.</p>	<p>Committee recommended removal of the matching funds requirement from community based grants. Motion passed unanimously. John Kennedy was not present for the vote.</p>
<p>6.a. Program Development Committee Report – Update on Nutrition & Fitness Initiative Jonás Mata reported that TSET issued the Request for Proposals for community grants on November 8, 2010 and recommendations will be presented at the May 2011 board meeting. If approved, grants will begin July 1, 2011. Several meetings have been held with representatives from the Oklahoma State Department of Health administration, and Turning Point field consultants to discuss the role field consultants can play in serving as the local point of contact/consultant for nutrition and fitness grantees in their geographical region. That means that we would enter a Memorandum of Understanding not involving funding. OSDH’s Community Development Service would provide technical assistance, consulting as well as health related resources development experience.</p>	
<p>6.b. Program Development Committee Report – Discussion and Possible Action on Establishing a Contract with the Oklahoma State Department of Health, Strong and Healthy Oklahoma Division for Technical Assistance and Training Services for the Communities of Excellence in Nutrition and Fitness Program Jonás Mata said TSET has been working with OSDH’s Division of Strong and Healthy Oklahoma (Physical Activity and Nutrition) to establish a state-level point of contact for nutrition and fitness consultation involving content-specific and specialized technical assistance and training that cannot be provided by the liaisons at the local level. OSDH would serve as a hub for technical assistance, contracting with and coordinating a variety of technical assistance providers from other organizations and agencies. Mr. Mata said this would involve a five year contract beginning January 1, 2011 – June 30, 2011 for \$50,000, and July 1, 2011 – June 30, 2012 with subsequent years for \$200,000.</p>	<p>Committee recommended approval of a five year cooperative agreement with the OSDH Strong and Healthy Oklahoma Division to provide training and technical assistance for our Communities of Excellence in Nutrition and Fitness grantees. Approximately \$50,000 in year 1 and \$200,000 in subsequent years. Motion passed unanimously.</p>
<p>6.c. Program Development Committee Report – Discussion and Possible Action on Establishing a Contract with the Oklahoma State University College of Human Environmental Services, Department of Nutritional Sciences for Evaluation of the Communities of Excellence in Nutrition and Fitness Program Jonás Mata said the Oklahoma State University, Nutritional Sciences, College of Human Environmental Sciences agreed to provide evaluation services for the Nutrition and Fitness program. The evaluation plan will use a decision/accountability approach which emphasizes the merit and worth of programs, engages stakeholders and provides information to assist decision making. Methods include both quantitative and qualitative</p>	<p>Program Development Committee recommendation to approve a five year cooperative agreement with the OSU Nutritional Services Department for Evaluation of the Communities of Excellence in Nutrition and Fitness. Approximately \$40,000 in year 1 and \$150,000 in subsequent years. Motion passed unanimously. Susan Bizé recused herself from vote.</p>

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<p>approaches. Mr. Mata said this would be a five year cooperative agreement. The first year would be from January 1, 2011 – June 30, 2011 for \$40,000, then July 1, 2011 – June 30 2012 for \$150,000. Subsequent years would remain at \$150,000. Susan Bizé said she needed to recuse herself from the vote because she is friends with Dr. Hildebrand with OSU, and Dr. Hildebrand is also one of her clients.</p>	
<p>6.d. Program Development Committee Report – Tobacco Control Health Communications Updates Sjonna Paulson, TSET Director of Communications, briefly reviewed the health communications report in the board packet. Highlighting the following:</p> <ul style="list-style-type: none"> • Icon’s campaign – primarily used with Thunder partnership in all restrooms except Club level. Specialized messages were done for men’s, women’s and restrooms near smoking porches in Ford Center. Grantees using this for targeted marketing in communities. • New smokeless tobacco print and radio ads presented. Worked with rural grantees in the development of ads. Discussed smokeless and dual use rates among Oklahomans. • New Great American Smokeout campaign presented. • Targeted African American campaign using the Photostack TV ad as inspiration. • Ms. Paulson played new radio and TV examples. • Honor What Is Sacred campaign developed through a funding partnership between TSET, OSDH and Legacy Foundation and the following Tribal Nations: Cherokee Nation, Osage Tribe, Choctaw Nation, Citizen Potawatomi, Muskogee (Creek) Nation, Osage Nation, Chickasaw Nation. The campaigns were tailored for each Tribe and individuals from those tribes were used in the photos. Colors in the campaign came from items worn or sacred items featured or that resonate with each individual tribe. • TSET / Oklahoma Heath Care Authority campaign partnership focused on helping women of child bearing age quit smoking (Helpline and Talk to Your Doctor-SoonerCare) utilizing the concepts of the successful MassHealth campaign. 64% of births in Oklahoma are paid for by Medicaid. Women have been recruited to be in the ads. The campaign will roll out in late Spring. TSET funding serves as the state share for a 50% match in federal Medicaid dollars. • Ms. Paulson provided an update on the 18-24 campaign in the packet. 	
<p>7.a.i. Agency Operations Committee Report – Final FY 2010 Budget to Actual – Operating Budget Ken Rowe reviewed final Operations budget to actual expenditures. Tracey Strader explained that the grantmaking software funding had not been used, again, in FY 2010.</p>	

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<p>7.a.ii. Agency Operations Committee Report – Final FY 2010 Budget to Actual – Programs Budget Ken Rowe reviewed final budget to actual Program budget and said expenditures were at 88% which was the best year yet. Tracey Strader said much of this was due to Jonás Mata and Sharon Neal diligently working with all grantees to assure timely and appropriate expenditures.</p>	
<p>7.b.i. Agency Operations Committee Report – First Quarter FY 2011 Budget to Actual – Operating Budget Ken Rowe reviewed the first quarter FY 2011 operating budget to actual. He reminded board members that because invoices are paid on a reimbursement basis, the spend rate is slow through the first half of the fiscal year.</p>	
<p>7.b.ii. Agency Operations Committee Report – First Quarter FY 2011 Budget to Actual – Programs Budget Ken Rowe reviewed the first quarter FY 2011 programs budget to actual. He reminded board members that because invoices are paid on a reimbursement basis, the spend rate is slow through the first half of the fiscal year.</p>	
<p>7.c Agency Operations Committee Report – Update on Grants Management Software Jonás Mata reported that the Office of State Finance had selected a vendor to provide the grant management software for five state agencies. The vendor will come to each agency in January to demonstrate the product, assess the needs of each agency and provide cost estimates and timelines by early February. If the cost is too high or the product will not serve TSET’s needs, staff can ask that TSET be removed from the contract.</p>	<p>Jonás Mata will provide a full report and recommendation at the February board meeting.</p>
<p>5.e. Program Implementation Committee Report – Presentation – Oklahoma Center for Adult Stem Cell Research Update Dr. Paul Kincade, Scientific Director of the OCASCR provided an update on the organization and start-up activities for the Center:</p> <ul style="list-style-type: none"> • Over 60% of funding is going toward research grants, 25% to equipment grants, 3% to speakers, 9% to personnel and 2% to administration. • Grants are equally distributed among three institutions doing adult stem cell research. • An intellectual property agreement and Memorandum of Understanding were established with sponsoring institutions. • OCASCR is making strides in educating the public and will be increasing public and civic presentations. Media pieces and scientific articles will continue. • The new OCASCR web site and Facebook pages are available to continue with transparency effort. • A stem cell biologist was recruited from New York, and another will arrive soon from 	

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<ul style="list-style-type: none"> • San Francisco. <p>Challenges:</p> <ul style="list-style-type: none"> • Even in the first round of competition, there were more promising applications than could be funded. • Ongoing projects will compete for continued support from July 1, 2011. <p>Oklahoma scientists are becoming more sophisticated and interested in stem cells so the application success rate will fall considerably and good opportunities will be lost.</p>	
<p>5.d. Program Implementation Committee Report – <i>Presentation – Tulsa Healthy Lifestyles Project Update and Preliminary Evaluation Findings, Indian Health Care Resource Center</i></p> <p>Nancy O’Bannon, Director, IHCRC Health Education and Wellness and Janis Campbell, PhD, Program Evaluator presented the status of the CATCH program at 12 Tulsa schools to date. Lessons learned include:</p> <ul style="list-style-type: none"> • Staff are all under the age of 30 and there is a need to do more staff development. • Other schools called to participate and IHCRC has found ways to accommodate the request with other grant dollars • Linkages: kids receiving multiple programs should be improving in health and tests at different rates. Staff are looking for ways to coordinate the program enrollment data. • The grant was written as a “jump in and do it” in one year; however, implementation was started in another year and school staff changes made this a challenge. Would recommend a 6 month planning/interview period to select schools. • IHCRC should find that schools that are really ready – based on lessons learned. • Need two staff at each school for 8 weeks with a whole school approach • Hard to find a day to do CATCH in schools • Healthy and Fit Schools Advisory Committees are not as active as anticipated • Need Tulsa Public School Nutrition office on board ahead of time – working together. • To assess whether the success of the program is related to the program staff person, or the program, staff should be rotated through the schools. • Recommend test changes as students “learn” the test. 	
<p>5.f. Program Implementation Committee Report – <i>Presentation - Oklahoma Tobacco Research Center Update</i></p> <p>Dr. Robert McCaffree, M.D., Co-Director provided the following highlights:</p> <p>Research</p> <ul style="list-style-type: none"> • Multiplying TSET’s investments in OTRC through NCI funding <ul style="list-style-type: none"> ○ 1 grant now funded; 1 pending; others in pipeline for consideration 	

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<ul style="list-style-type: none"> • FY11 has 4 funded seed grants and 3 other funded projects <p>Research-Related</p> <ul style="list-style-type: none"> • OUCI Tobacco Dependence Treatment – nurse will be working on campus • Research Cancer Registry at OSDH • OUCI Lung Cancer Research and Clinical Program <ul style="list-style-type: none"> ○ Recruitment of Rajagopal Ramesh, Ph.D., nationally-recognized lung cancer research to establish a Lung Cancer Research Group <p>Clinical Research Highlights (OU Cancer Institute):</p> <ul style="list-style-type: none"> • 8 active trials for lung cancer patients • 125 lung cancer patients screened and assisted through nurse navigation program • Biospecimen Collection and Bank: lung cancer tissue specimens added for use researchers 	
<p>5.g. Program Implementation Committee Report – Presentation – Communities of Excellence in Tobacco Control Program, Evaluation of the First Five Years</p> <p>Dr. Laura Beebe, OU College of Public Health presented initial findings from CX Wave 1 grantees: 17 community grantees reviewed from 4 priority areas</p> <ul style="list-style-type: none"> ○ Eliminate Secondhand Smoke Exposure ○ Prevent Youth Initiation ○ Promote Tobacco Cessation Services ○ Reduce Tobacco Industry Influences 	
<p>Summary:</p> <ul style="list-style-type: none"> • Coalitions play a critical role in comprehensive tobacco control programming. Coalitions enhance state and local tobacco control efforts by mobilizing communities, advocating for policies, and changing social norms. • CX 1 coalitions have had significant success across all priority areas and within each indicator and asset. • CX 1 coalitions leverage multiple stakeholders and community partners to implement comprehensive programming. • Evaluation will continue to link ongoing surveillance data to CX program components when appropriate, and implement both quantitative and qualitative data collection methods designed specifically to measure program activities. • Movement in population-based tobacco indicators require sustained investment over time. <p>Grant Coordinator advice for working with new grantees:</p> <ul style="list-style-type: none"> • Encourage the idea that we are on the same team and invested in each other’s success 	

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<ul style="list-style-type: none"> • Encourage grantees to network and develop relationships with other grantees • Provide grantees with an understanding of what oversight agencies serve what function; give specific examples to help clarify each organization’s relationship to the grantee and provide appropriate contact information. • Use TA calls to encourage as well as educate and advise new grantees. • Try to anticipate the needs of the grantee • Explain “why” when changes affecting the grantee occur. (ex. Change in Program Consultant, shift in the focus of the program etc.) • Get to know the community being served. For example, during site visits, try to leave some time for grantees to give a tour of their service area and share some of their stories that don’t make it into the reports. 	
<p>8.a Election of Officers – Election Casey Killblane opened the discussion for election of officers for Chair and Vice Chair.</p>	<p>Motion made to nominate Ken Rowe for Chair made by John Kennedy and seconded by Dr. Foster. Ken Rowe abstained from vote. Motion passed unanimously.</p> <p>Motion made to nominate Casey Killblane for Vice Chair made by Dr. Foster and seconded by Ken Rowe. Casey Killblane abstained from vote. Motion passed unanimously.</p>
<p>8.b Election of Officers – Committee Assignments Ken Rowe asked board members to let him know if they have any preference about committee assignments before the first of the year.</p>	<p>Ken Rowe will make committee assignments prior to the February 2011 board meeting.</p>
<p>9. New Business – Any Matter Not Known About or Which Could Not Have Been Reasonably Foreseen Prior to the Time of Posting the Agenda (25 O.S. § 311 (A)(9))</p>	
<p>10. Public Comment</p>	
<p>BREAK</p>	
<p>11. Overview of Retreat Purpose and Goals Frank Merrick, strategic planning facilitator, led the board and staff in a discussion of the goals for the retreat, including a review and update of the board’s strategic plan, how the assets would be allocated going forward, a discussion on how TSET’s story could be told, TSET’s role in policy advocacy, a discussion of risk and innovative approaches, and a review of functional issues about how the board conducts its business.</p>	

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<p>12. Review of History of TSET and Boards Member Perspectives</p> <p>Former board member, and founding chair of the board, Dr. Robert McCaffree described the formation of the board and its early history. When the board was formed, each member was from different areas consisting of a teacher, an attorney, doctors, etc. Early on, two meetings were held; one for non-state agencies and the other for state agencies to present their ideas about how the money could be spent. This helped give the board an understanding of what people were thinking. In addition the board had conference calls with some of the leaders in the tobacco control programs and private funders from across the nation. The board focused on determining a direction for the board and the operating principles. As the language was written, they felt it had to be something in there that included the children and elderly and that the focus had to be on tobacco. The settlement money came because of the evils that tobacco and therefore the board wanted to focus all the money initially on tobacco issues. The board agreed on operating principles including leveraging other funding whenever possible, focusing on both urban and rural areas of the state, etc. These principles have remained unchanged throughout the first decade. The board has remained very diverse as new board members have been appointed, and yet the board has remained incredibly unified on most issues. Dr. McCaffree said he thought in another twenty years the people in the state will look on the decision to put these monies into a constitutionally protected trust fund as one of the smartest decisions the voters have made. TSET will eventually have one of the most positive impacts on the health of the state.</p> <p>Susan Bizé added that hiring Tracey Strader as the executive director was one of their best accomplishments.</p> <p>Although Bill Lissau was unable to attend the meeting, he prepared a letter for this segment of the meeting. In the letter, he said he had been very impressed by what TSET’s accomplishments were under Tracey Strader’s leadership. He said he has attended several national meetings and served other states presentations regarding their programs, plans and objectives. Many place priority on programs similar to those sponsored by TSET, while other states place more emphasis on influencing policy regarding tobacco use in the legislative arena. To date, TSET has concentrated on three key program areas: tobacco prevention and cessation programs, health improvement programs and tobacco related disease research programs. Many of the goals and objectives that were in place when he joined the board have been accomplished and it is time to establish new long term and</p>	

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<p>short term goals. While improvements have been made and smoking rates have lowered in Oklahoma, there is much left to accomplish and should remain our primary focus. He also suggested that the board needs to clarify TSET’s role going forward as to their involvement in policy making decisions related to health legislation and recommended that the board look to other states for guidance in this area.</p> <p>John Kennedy suggested that it would be a fascinating research piece to examine how each state managed the money, what outcomes they have had, whether or not they still have any of the money and what the money is doing for their states today.</p> <p>Frank Merrick asked the board members to reflect on how Oklahoma has done, whether the members have had a positive experience and if they were pleased with their service. Board members discussed the ongoing diversity of the board in terms of experience and perspectives, their commitment to prevention and research, and their pride in what TSET has accomplished to date. Board members expressed agreement that while their emphasis will remain on evidence-based programs and proven practices, it was time to take risk and embrace innovation in order to break through the barriers to health improvement in Oklahoma. In addition board members felt it was critical to fully support the strategic plan in order to make a real impact on health and continue to show tangible results from the funds.</p>	
<p>13. Presentation – Oklahoma Tobacco Control Program Progress, Oklahoma Health Improvement Plan Policy Agenda, and Updates on Implementation of HB 2774, Certified Healthy Communities and Certified Healthy Schools</p> <p>Doug Matheny, Chief, Oklahoma State Department of Health, Tobacco Use Prevention Service provided the following information:</p> <ul style="list-style-type: none"> • Prevalence of smoking among Oklahoma adults up slightly in 2009. Preliminary data for 2010 indicates improvement. • MMWR Sept. 7, 2010 Vital Signs: Current Cigarette Smoking Among Adults, US 2009 - Oklahoma ranked in the bottom 5 states in the US based on BRFSS data. • Oklahoma quit attempts continue to increase - 58.8% based on BRFSS 2009 data. • Per capita cigarette sales in Oklahoma are down by 50 million packs since FY2008. • Smoking initiation among young adults (age 18-24) major contributor to our continued high adult prevalence rates. • Oklahoma middle school and high school rates continue to move in the right direction. • Process is underway to administer the 2011 Oklahoma Youth Tobacco Survey. 	

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<ul style="list-style-type: none"> • More than 200 public school districts in Oklahoma now have tobacco-free campuses; covering two-thirds of all students in Oklahoma. Due to increased efforts at the ABLE Commission (with financial support from TSET and technical support from ODMHSAS and OSDH), reported retailer violation rates have reduced from 17.9% to 9.3% in 2010. • Proportion of Oklahoma households with smokefree home policies essentially unchanged. • Proportion of Oklahoma indoor workers with smokefree workplaces essentially unchanged. • Oklahoma statutes have preemptive legislative language in all three categories of tobacco policy: smokefree indoor air; youth access and advertising. • OHIP plan required by SJR41 has been produced. OHIP's objective is to improve and sustain the physical, mental and social well-being of all people in Oklahoma with three flagship workgroups: 1) tobacco use; 2) obesity; 3) child health • OHIP's first policy agenda is to 1.) Restore local control by repealing all preemptive clause in the Prevention of Youth Access to Tobacco Act and the Smoking in Public Places and Indoor Workplaces Act, 2.) Assure health education is taught in all state public schools during grade 6, 7 or 8, and 3.) Strengthen the graduated driver's license law to prohibit the use of hand held electronic devices while driving for those under 18. • Many agencies, groups, organizations and businesses have stepped forward to support OHIP, including Speaker of the House Chris Steele • QuikTrip is taking an active role in derailing legislative activity around the restoration of local rights, though almost every state they do business in does not have any preemptive language on tobacco policy issues. • SmokeFree Oklahoma is organizing grassroots efforts to support the return of local rights to communities. 	
<p>14. Presentation – <i>Insights from Community Visits</i> Tracey Strader presented her findings from her community visits across the state over the last few months She spent time at Turning Point coalition meetings to learn more about the strengths of the communities, their concerns and priorities, and their challenges and needs. She learned that there were two types of coalitions active in the communities she visited. One type consists of direct service providers, who share information, seek referrals from one another, and plan community events to raise awareness. The second type, she referred to as “transformative” coalitions. Such coalitions bring together broad sectors of the community, primarily leadership from education, business, service providers, hospitals,</p>	

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<p>tribal nations, faith based organizations, and others to address deeper systems change issues that have the potential to dramatically improve the health and economic well-being of their community and residents. These transformative coalitions have accomplished amazing things, often with very little or no outside funding. In these coalitions every organization pitches in their resources or seeks resources from others to create the change they seek.</p> <p>Each community truly is unique, and while their priorities and solutions may have common threads, some priorities and solutions are also quite unique. Ms. Strader gave several examples of “bright spots” which she described as accomplishments or changes that communities have made that might be further studied and replicated in other communities. For example in one community, the members felt that the prison in their community was eroding the culture of their community. While in another, the community members became actively and integrally involved in the prison, and developed a prison/community link that helped get jobs for prisoners after release and helped them successfully integrate into the community. This approach significantly reduced recidivism.</p> <p>Ms. Strader also reported that there were clear community assets that seemed to dramatically increase hope among community members and move their priorities forward. Some of these assets included career-techs and universities, youth serving organizations and recreational facilities, and effective and involved city leaders and coalition members. In addition every one of the communities she visited participated in the Regional Food Bank’s weekend backpack for kids program and believed it to be an invaluable resource in their communities. Ms. Strader concluded by saying that she had always been proud to be an Oklahoman, but these visits made had certainly increased her pride in our state, She also noted that while communities are excited about and grateful for funding related to specific program areas, most would appreciate some funding that they could use as for whatever purpose they identified as important in their communities.</p>	
<p>15. Discussion of TSET Brand Implementation and Outreach Efforts Sjonna Paulson, TSET Director of Communications presented:</p> <ul style="list-style-type: none"> • A review of research and steps taken to date on brand development was given. • Key messages for TSET branding, along with a recommendations for placement and development of support tools were made to the board of directors. • Based on results from formative research, the messages will focus on TSET’s impact on the State of Oklahoma and Oklahomans. 	
<p>Recess</p>	

November 18, 2010

Board of Directors Members Present: Casey Killblane, Kenneth D. Rowe, Susan Walters Bizé, George E. Foster, O.D., John Kennedy, Lisa Nowlin, D.D.S.,

Board Members Absent: Bill Lissau

Staff Present: Tracey Strader

Guests Present: Kari Koster, D. Robert McCaffree, M.D., Frank Merrick, Jan Preslar

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<p>The board reviewed the Vision, Mission, Values and Behaviors and made several changes to the wording, included below. The board also reviewed the Strategic Plan and made several changes.</p> <p>A. Update Vision, Mission, Values and Behaviors</p> <p><u>Mission Statement</u></p> <ul style="list-style-type: none"> • In the Mission Statement, add TSET in boldface <p><u>Value Statement</u></p> <ul style="list-style-type: none"> • In Value Statement, add sentence to reflect more innovative, creative programming options...“To explore emerging opportunities that encourage creative and innovative approaches” • Change wording to “both urban and rural areas of Oklahoma” (paragraph 3) • Remove ‘annual evaluation’ and ‘all’ and ‘funded’(paragraph 4) • Remove ‘independent of political influence and conflict of interest’ and change to “To make funding decision based on priorities of the board, the merits of the proposal and the best interest of the people of Oklahoma.” (paragraph 5) • Remove the matching funds statement and replace it with “To encourage grantees to leverage additional resources through partnerships, grants and other monetary or in-kind commitments.” (paragraph 6) <p><u>Goals and Objectives</u></p> <ul style="list-style-type: none"> • Reconsider top 5 ranking statement related to the Helpline • Add a goal to reduce per capita cigarette consumption • Add a goal to reduce the projected increase in the rates of obesity • Staff to work with Dr. McCaffree and Dr. Kincaide to wordsmith the research goals to address both the Oklahoma Tobacco Research Center (particularly phase II) and the Oklahoma Center for Adult Stem Cell Research • Emerging Opportunities – remove “review and evaluate proposals and make awards annually.” 	<p>TSET staff will work with partners to finalize all goals and objectives per board guidance.</p>

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<p>B. Review of Progress Toward Objectives</p> <ul style="list-style-type: none"> • The board discussed where TSET was in regards to each objective listed, noting that all objectives were met with the exception of reducing the smoking prevalence to below the national average. <ul style="list-style-type: none"> ○ Board members discussed taking the new strategic plan to the appointing authorities and having editorial board meetings to introduce the new plan. • Review Current Funding Commitments <ul style="list-style-type: none"> ○ The board discussed the need to meet with the new Treasurer and discuss earnings projections, to help achieve the ambitious goals set for research and prevention over the next five years. . • Discussion on the Use of Advisory Groups <ul style="list-style-type: none"> ○ Board members discussed the need to have an ad hoc advisory committee to assist with TSET communications and health communications. John Kennedy would chair that committee. The committee would first focus on the branding effort to tell the TSET story. • Board functioning and logistics <ul style="list-style-type: none"> ○ Board members agreed to moving to paperless board meetings, fewer and shorter presentations during non-retreat meetings, and the use of webinars in between board meetings, as needed to educate the board on various programmatic issues. In future retreats there is a need to allow time for board members to interact with one another. 	<p>TSET staff will arrange editorial board meetings and assist with appointments with appointing authorities, as needed.</p> <p>Ken Rowe and Tracey Strader will meet with the Treasurer before the February board meeting.</p> <p>TSET staff will meet with John Kennedy and prepare a plan to present to the board at the February board meeting.</p> <p>TSET staff will make the recommended adjustments.</p>
Adjournment by Acclamation	