

SENATE COMMITTEE ON HEALTH AND HUMAN SERVICES

February 25, 1999 Hearing Room B

8:00 AM Tapes 38 - 39

MEMBERS PRESENT:

Sen. Bill Fisher, Chair

Sen. Frank Shields, Vice-Chair

Sen. Susan Castillo

Sen. Verne Duncan

Sen. Marylin Shannon

STAFF PRESENT:

Sandy Thiele-Cirka, Administrator

Andrew Morris, Administrative Support

MEASURE/ISSUES HEARD:

Introduction of Committee Measures

Tobacco Prevention and Education Report

These minutes are in compliance with Senate and House Rules. Only text enclosed in quotation marks reports a speaker's exact words. For complete contents, please refer to the tapes.

TAPE/#	Speaker	Comments
TAPE 38, A		
004	Chair Fisher	Calls meeting to order at 8:17 AM and opens work session to introduce committee measures.
<u>INTRODUCTION OF COMMITTEE MEASURES</u>		
007	Sen. Duncan	MOTION: Moves LC's: 2205, 2697, 3122, 3562, 3563 BE

		INTRODUCED as committee bills.
		VOTE: 5-0 AYE: 5 - Castillo, Duncan, Shannon, Shields, Fisher
	Chair Fisher	The motion CARRIES.
		LC 2205 introduced as SB 824, LC 2697 as SB 825, LC 3122 as SB 823, LC 3562 as SB 822, and LC 3563 as SB 821.
022	Chair Fisher	Closes work session and opens informational meeting.
<u>TOBACCO PREVENTION AND EDUCATION REPORT</u>		
026	Elinor Hall	Administrator, Oregon Health Division. Provides testimony on tobacco education (EXHIBIT A). Reviews statistics relating to tobacco use.
063	Chair Fisher	Asks if the statistics are biennial figures.
068	Hall	Responds the statistics are annual. States that Oregon is providing tobacco information on the death certificates.
071	Sen. Duncan	Questions the \$1.5 billion expenditures.
074	Hall	Responds the expenses are a combination of tobacco burdens. States the cost is a societal cost.
093	Sen. Shields	Asks for a breakdown of public expenditures for health costs.
101	Hall	Responds that the Oregon Health Plan and Medicare populations are included.
106	David Flemming, M.D.	Assistant Administrator, Oregon Health Division. Provides a breakdown of expenses and states the costs are computer generated.
114	Hall	Explains that in the last two years 500 million fewer cigarettes were sold. Annual reductions save the state 600 lives and \$150 million. Comments the lowering of statistics is achieved by addressing all aspects of the problem.
144	Hall	Outlines and reviews the program elements:

		<ul style="list-style-type: none"> • Local community based coalitions; • Comprehensive school-based program; • Statewide public awareness and education campaigns; • A cessation help line; • Tribal tobacco prevention programs; • Multicultural outreach and education; • Demonstration and innovative projects; and • Statewide leadership, coordination, and evaluation. <p>States the biennial budget is \$17 billion. Reviews the results from the local level, which includes school projects.</p>
195	Chair Fisher	Asks for the demographics of the 35,000 less smokers.
200	Hall	Responds that figure represent adults who have stopped smoking throughout the state. Mentions that the program focuses on prevention.
210	Sen. Shields	Asks about smoking among Native Americans.
215	Flemming	Discusses and explains the approach and that the Health Division is working with the tribes to develop policies that will reduce smoking.
236	Hall	Refers to the report (EXHIBIT A). Indicates the strategies specific tribes are utilizing.
246	Sen. Shields	Asks if tribes have access to the clinics.
253	Hall	Responds that the division encourages the tribes to use all of the available services. Continues and reviews the populations OHD work with: Hispanic, Asian/Pacific islanders, and African Americans. Explains the success of the media campaign. States that 84 percent of teens and 74 percent of adults report viewing the anti-tobacco ads.
295	Sen. Shields	Questions the survey participation statistics.
307	Flemming	Explains the survey was administered through telemarketing. Notes that most teens could remember the ads without prompting. Comments on letters received relating to the ad campaigns.
350	Sen. Shields	Suggests doing follow-up ads.
358	Hall	Responds in agreement. Discusses the toll free line to help people quit smoking. States that over 1,500 people called in January requesting information. Comments that a large percentage of callers want to stop.
394	Sen. Shields	Asks if other states have a cessation line and if the Oregon line as effective as other states.

412	Flemming	Responds that the cessation line has been effective. Comments that the cessation line is budgeted for one-third of the phone calls that it is receiving. Notes that a large percentage of the calls are Oregon Health Plan enrollees.
TAPE 39, A		
009	Hall	States that the cessation line started in November and the response has been very positive. Notes that there is a Spanish speaking help line.
023	Sen. Shields	Questions if the division is preparing for an increase in volume.
027	Flemming	Responds that the line handles approximately 40 calls per day, and that it would be difficult to handle more without additional resources.
035	Hall	States that Oregonians are smoking less. Remarks that there has been an 11 percent decrease over the last two years. States that increasing cigarette taxes will contribute to decreased smoking, but that is not sufficient.
090	Sen. Shannon	Asks about teenager smokers.
094	Hall	Responds that teens follow role models.
100	Flemming	Explains that primary impact is when adults quit, which is a strong influence on teens. Explains the program needs time, funding, and continued prevention. States that a large percentage of teens are able to purchase tobacco in Oregon.
131	Sen. Shannon	Questions the penalty of the sale of tobacco to minors.
135	Flemming	States that a store clerk is fined, but not the owner. Comments that a more effective and comprehensive program needs to be developed and implemented.
157	Sen. Castillo	Asks about pregnant women who smoke.
160	Hall	Responds that over 1,000 fewer infants are exposed to smoke during pregnancy.
172	Sen. Duncan	Requests the figure of births where the mother smoked during the pregnancy.
175	Flemming	Responds that 15 percent of mothers smoke according to birth certificates, but that the percentage among births is lower than the actual amount.
186	Sen. Shields	Asks for the number derived from the 15 percent.

188	Flemming	Responds it is between 6,000 and 8,000 births.
191	Chair Fisher	Asks about the sale of cigarettes to minors.
199	Hall	Responds that retailers have stronger regulations for the sale of alcohol.
211	Chair Fisher	Asks if the tobacco lobby has impacted in the decrease of regulations.
220	Hall	Responds affirmatively. States that the lobby has resisted attempts to regulate teen use. Explains that the tobacco companies market toward teens.
245	Sen. Shields	States that the tobacco industry is fighting a war of attrition. Questions the marketing strategies.
254	Hall	States a former marketing technique was to give free cigarettes, but law prohibits that now. Explains how the tobacco companies market cigarettes, and that the division is concerned with the marketing companies. Comments that teens also get tobacco from parents which is a reason to reach smoking adults.
318	Sen. Shannon	States that personal responsibility needs to be taken.
324	Hall	Agrees with Sen. Shannon. States that it is illegal to sell tobacco to minors. Comments that 500,000 adults in Oregon smoke, and 3 in 4 want to stop. Explains the effects of second hand smoke. States that 26 percent of adults are exposed to second hand smoke and 1 in 4 children are exposed to smoke in the home. Provides statistics for teens using tobacco and states that Oregon is average for national teen use.
390	Hall	States that to continue the program, continued funding is necessary. Notes that the Center for Disease Control indicates that Oregon is a leader in tobacco cessation programs.
TAPE 38, B		
000	Chair Fisher	Comments that if less people are buying cigarettes the division is getting less money from taxes.
012	Hall	Responds in agreement.
039	Joe Sullivan, M.D.	Chairman, Tobacco Reduction Advisory Committee. (EXHIBIT B) . States that the funding for the education program has been an investment for Oregon. Suggests using tobacco settlement money to fund the program. States that, in his practice, the program has helped to make tobacco less acceptable and parents are approaching doctors to quit. States the media campaign has made tobacco easier to talk about. States that Oregon's share of the tobacco settlement is \$75 million

		dollars.
119	Sen. Duncan	Questions current program funding.
120	Sullivan	Responds \$17 million per biennium is the current budgeted amount.
140	Nancy Southerland	Chairperson, Douglas County Tobacco Coalition. (EXHIBIT C) . Provides Douglas County statistics. Outlines the Douglas County tobacco coalition.
200	Southerland	Explains that Douglas County is spread out and that all areas are active in tobacco education. States that the county has published a dining guide which indicate smoke-free restaurants.
208	Chair Fisher	Asks if restaurants are seeking help to have their businesses become smoke-free.
219	Southerland	Responds that restaurants are realizing that if they are smoke-free they will not lose business.
231	Chair Fisher	Recognizes that more restaurants are becoming smoke-free.
235	Southerland	States that many smokers prefer to be smoke-free while they are eating. Adds that each school district in Douglas County has a tobacco prevention specialist. Outlines promotional ideas involving children.
295	Southerland	Explains that children are receptive to the idea that smoking is not healthy. Notes that the coalition's membership is growing.
354	Southerland	Explains there is a program to help teens quit smoking, and that the schools are enthusiastic to participate with the coalition. Remarks that teens conducted an experiment in purchasing cigarettes, and 74 percent were able to purchase cigarettes without any problems.
TAPE 39, B		
000	Russ Whaley	Coordinator, Douglas County Tobacco Prevention. Explains and discusses the approach to create an environment where smoking is not acceptable.
045	Stephanie Young-Peterson	Coordinator, Lane County Tobacco Program. Presents (EXHIBIT D) . Shares the visions and goals of the Lane County Health Department. Provides Lane County tobacco statistics.
090	Peterson	Discusses that in 1997 61 percent of retailers were willing to sell tobacco to minors, which dropped to 37 percent in 1998, and to 20 percent in 1999. States that media coverage has assisted in lowering the rates.

138	Sen. Duncan	Requests the total amount for cigarette revenue in Oregon.
143	Flemming	Responds that \$400 million of revenue, but that total is not adjusted for health care and related costs, so the total revenue is much less.
160	Peterson	States that Lane County is sponsoring a state physician conference, and a community forum to discuss the tobacco problem. Comments that schools have received funding for tobacco education.
198	Chair Fisher	States that Lane County had more eleventh grade smokers than Douglas County.
210	Peterson	States that smoking can be a gateway drug for other, more serious, drugs.
231	Hall	States a key factor is to conduct evaluations that measure the success of programs. Notes the importance of volunteers in the evaluation process.
278	Chair Fisher	Comments and acknowledges support of the education provided by the health division relating to tobacco issues. Closes the informational hearing and adjourns the meeting at 10:02 AM.

Submitted By, Reviewed By,

Andrew Morris, Sandy Thiele-Cirka,
Administrative Support Administrator

EXHIBIT SUMMARY

A ñ Oregon Health Division, Tobacco Prevention, Report, Elinor Hall, 100 pp

B ñ Oregon Tobacco Reduction Advisory Committee, written testimony, Joe Sullivan, 3 pp

C ñ Douglas County Tobacco Prevention Coalition, written testimony, Nancy Southerland, 4 pp

D ñ Lane County Prevention Coalition, written testimony, Stephanie Young-Peterson, 10 pp