

Oklahoma Tobacco Settlement Endowment Trust
Regular Meeting of the Board of Directors
 MINUTES

November 19, 2008

Board Members Present: Kenneth D. Rowe, Don Cooper, M.D., George E. Foster, O.D., Casey Killblane, W.R. Lissau, D. Robert McCaffree, M.D., Susan Walters Bizé

Board Members Absent:

Staff Present: Tracey Strader, Jonás Mata, Sjonna Paulson, Dorothy Antwine

Guests Present: Tim Allen, Shawn Ashley, Nate Atchison, Laura Beebe, Connie Befort, Shawn Bethel, Preston Draper, Tomara Fizzell, Sandy Foster, Wes Glinsmann, Sarah Grimes, Janet Love, Doug Matheny, Michael McNutt, State Treasurer Scott Meacham, Frank Merrick, Travis Monroe, Greta Puckett, Okla Reynolds, Alexsas Rhodes, Anne Roberts, Chantal Rollerson, Jessie Williams

Agenda Item	Discussion and Notes	Action and Follow-up
1. Open Meeting Act, Call to Order and Opening Remarks	Ken Rowe announced that the requirements of the Open Meeting Act, including the filing of the meeting and posting of the agenda had been met and called the meeting to order.	
2. Approval of Minutes of the September 3, 2008 Regular Board Meeting		Motion to approve Minutes of the September 3, 2008 regular board meeting made by Casey Killblane and seconded by Dr. McCaffree. Motion passed unanimously. Dr. Foster was not present for the vote. Dorothy Antwine will make the minutes part of the permanent record.
3. Board of Investors Update and Introduction of Travis Monroe, Director of Agency Services, State Treasurer's Office	State Treasurer Scott Meacham stated that according to the Campaign for Tobacco Free Kids, Oklahoma had moved from 41 st in the nation to 13 th in providing funding to prevent kids from smoking. He reported that the Treasurer's office was able to certify \$15.5 million in earnings from the endowment's investments in August 2008. The amount of new earnings had more than doubled to allow the agency to fund various programs. Treasurer Meacham said the current financial market was going through an unprecedented upheaval; however, because the Endowment Trust Fund is an 'earnings' endowment, the	

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3. Board of Investors Update and Introduction of Travis Monroe, Director of Agency Services, State Treasurer’s Office (cont’d)	<p>Fund is helped somewhat during this type of economy. Also, the allocation of funds is more conservative and produces income that is more stable than a traditional public fund.</p> <p>Ken Rowe introduced Travis Monroe who has replaced James Wilbanks as liaison between the Board of Investors and Board of Directors. Mr. Rowe thanked the Treasurer and Board of Investors for their oversight of the fund and for the assistance of Mr. Wilbanks, who recently left his position to become the new Secretary of the Teachers Retirement Fund.</p>	
4. Report on the FY 2008 Annual Independent Audit	<p>Nate Atchison of Finley and Cook, LLC reported that they were able to render an unqualified audit report. The audit was performed in accordance with generally accepted accounting principles as well as governmental auditing standards. Mr. Atchison noted that there were no problems with the information audited, no deficiencies, and that the agency had excellent systems in place.</p>	
5.a. Chair’s Report – Board Meeting Dates for 2009	<p>Ken Rowe led a discussion on the available 2009 board meeting dates. Dates selected were March 3, 2009, May 18, 2009, September 2, 2009 and November 12-13, 2009.</p>	<p>Motion to approve 2009 board meeting dates made by Casey Killblane and seconded by Susan Bizé. Motion passed unanimously. Dr. Foster was not present for the vote.</p>
5.c. Chair’s Report – Recognition of Jimmy Williams, former member of the Board of Investors	<p>Ken Rowe expressed the board’s appreciation for Mr. Williams’ contributions as a member of the Board of Investors. Mr. Williams had been a founding board member, and expressed great interest and support for the programs funded by the Board of Directors.</p>	
5.e. Chair’s Report – Recognition of Janet Love, Director of Program Services, OSDHealth, Tobacco Use Prevention Service	<p>The board recognized Janet Love for her work in developing and overseeing numerous initiatives within the Oklahoma Tobacco Control Program. Ms. Love resigned from the Oklahoma State Department of Health to become the new Associate Director of Training and Technical Assistance with the (national) Tobacco Technical Assistance Consortium.</p>	

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6.a. Director’s Report – Recent Events	<p>Tracey Strader reported that the tenth anniversary of the Master Settlement Agreement was recognized with a press conference on Monday, November 17, 2008 organized by the Attorney General. The press conference focused on the efforts underway to reduce tobacco use in Oklahoma and its devastating health consequences.</p> <p>Ms. Strader also reported that during a recent North American Quitline Consortium Advisory Council meeting, guidelines were being established for uniform reporting of reach rates and quit rates across all quitlines. Oklahoma continues to be a model for many other states. .</p> <p>Jonás Mata reported on the grantees annual meeting. Two specialized trainings were provided; one on collaborative work and team building on the local level and the other was on specific to Students Working Against Tobacco. Grantees were also highlighted by allowing time for them to present on their best work and facilitate round table discussions so other grantees could learn from their accomplishments.</p>	
6.b. Director’s Report – Upcoming Training Events	Tracey Strader reviewed various upcoming training events.	
6.c. Director’s Report – CDC Site Visit	Tracey Strader reported that Kathleen Collomb, Project Officer with the CDC Office on Smoking and Health recently visited with a few TSET board and staff members in conjunction with her official site visit to the Oklahoma State Department of Health (OSDH). The CDC funds the Oklahoma State Health Department as the lead agency in tobacco control in Oklahoma, and Ms. Collomb met with TSET representatives because of the significant role TSET plays in Oklahoma’s tobacco control program. Ms. Collomb’s only recommendations were to continue the good work and to make the time to publish and disseminate Oklahoma’s accomplishments.	

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6.d. Director’s Report – Conference Sponsorships	Tracey Strader reported that TSET had funded its first conference sponsorship for the Oklahoma Institute for Child Advocacy’s 2008 Fall Forum.	
7. Tobacco Control Policy Update	<p>Wes Glinsmann reported that the Oklahoma Alliance on Health or Tobacco held their annual meeting, acknowledged businesses that had adopted tobacco free campus policies, and had a presentation on secondhand smoke issues and policies from the Americans for Non-smokers Rights.</p> <p>Mr. Glinsmann stated that during the next legislative session the Alliance would focus on repeal of preemption (to return the rights of cities and towns to pass local ordinances stronger than state law), closing loopholes in the Smoking in Public Places and Workplaces act, and addressing the tobacco industry strategy of scanning driver’s licenses for marketing purposes.</p> <p>Mr. Glinsmann also reported that he has accepted a new job with the Oklahoma State Medical Association, and that Pat Marshall of the American Cancer Society would be the Chair of the Alliance.</p>	
8. Consideration and Possible Vote on Tobacco Control Policy Resolutions	Ken Rowe introduced two resolutions for the board’s consideration. The first was on Eliminating the Exemptions in the Smoking in Public Places and Workplaces Act. The second was about the repeal of preemption.	<p>Motion to approve the resolution on eliminating the exemptions from the Smoking in Public Places and Workplaces Act made by Dr. McCaffree and seconded by Bill Lissau. Motion passed unanimously. Dr. Foster was not present for the vote.</p> <p>Motion to approve the resolution on repealing preemption made by Dr. McCaffree and seconded Bill Lissau. Motion passed unanimously. Dr. Foster was not present for the vote.</p>

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<p>9. Fitness and Nutrition Policy Update</p>	<p>Anne Roberts gave a presentation on the Oklahoma Institute for Child Advocacy policy agenda related to health issues. Ms. Roberts said that Oklahoma and Colorado are the only two states in the nation that have no mandate for health education in the public schools. The goal would be to institute comprehensive health education in the schools to address issues such as fitness and nutrition, tobacco, alcohol, other drugs and suicide prevention.</p> <p>Ms. Roberts said the Oklahoma Fit Kids Coalition recently launched their legislative package, which includes a plan to create a revolving fund with the State Treasurer’s Office to make it possible to receive private funds to match government funds for the “Safe Routes to School” initiative.</p>	
<p>10.a. Evaluation Committee Report – FY 2008 Helpline Evaluation Results</p>	<p>On behalf of the Evaluation Committee Dr. Beebe presented a few highlights from the evaluation of the Oklahoma Tobacco Helpline. She reported that the number of tobacco users registering for services continues to increase each year. Registrants continue to be primarily long-term, heavy smokers, and the Helpline continues to serve representative numbers of American Indians, African Americans, and Oklahomans of lower socioeconomic status. Satisfaction rates and quit rates remain consistently high.</p> <p>Dr. Beebe also explained that the most recent clinical guidelines for the treatment of tobacco dependence identified smokeless tobacco users as a group for which effective interventions still need to be identified. However, evaluation data from the Oklahoma Tobacco Helpline indicate that telephone based counseling can be very effective for smokeless tobacco users as well.</p>	<p>Dr. Foster arrived.</p>

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<p>10.b. Evaluation Committee Report – Helpline Weight Concerns Randomized Clinical Trial</p>	<p>Dr. Beebe reported on the randomized clinical trial Oklahoma is participating in to assess the effectiveness of providing a weight concern intervention in conjunction with a smoking cessation intervention via the Helpline. The “Weigh2Quit” is a collaborative effort between TSET, the OSDH, the Oklahoma Tobacco Research Center and Free & Clear, Inc. Dr. Beebe stated that in addition to evaluating quit attempts and quit rates, they are looking for changes in concerns, knowledge and attitudes about weight gain associated with quit attempts. Abstracts have been submitted to the Society for Behavioral Medicine, and other health related organizations, and they have submitted a research brief on the data related to body mass index and weight concerns of smoking cessation clients to the Journal of Nicotine and Tobacco Research.</p>	
<p>11.a. Program Committee Report – Presentation – Update on the Oklahoma Tobacco Control Program</p>	<p>Doug Matheny gave a report on the progress of the Oklahoma Tobacco Control Program. A review of the data indicated that Oklahomans who continue to smoke are smoking less, and there has been a gradual increase in the number of serious quit attempts. In addition, the tobacco tax increase has led to a reduction in cigarettes being sold in the state and smoking rates among middle school youth has dropped.</p> <p>Mr. Matheny reviewed the draft version of the Oklahoma State Plan. He also distributed a flyer from the Employees Benefits Council (EBC) announcing the new tobacco dependence benefit for state employees enrolled in an HMO insurance plan. The flyer also promotes the Oklahoma Tobacco Helpline. Mr. Matheny also praised Oklahoma State University for being the first in the Big 12 to adopt a tobacco-free campus policy.</p>	

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<p>11.b. Program Committee Report – Presentation – Tobacco Stops With Me Campaign</p>	<p>Janet Love provided an update on the most recent phase of the Tobacco Stops With Me campaign, which addresses the harms of secondhand smoke. Based on earlier focus group research, Oklahomans understood that secondhand smoke was a hazard, but did not understand “how” it was hazardous. Ms. Love reviewed the television, radio, web, and billboard ads that focus on the link between secondhand smoke and health concerns such as cancer, heart disease, and asthma.</p> <p>Ms. Love also discussed Phase III of the campaign which is planned for FY 2010. Phase III enters the true ‘social movement’ of the campaign whereby Oklahomans have a personal connection to the brand. They will be able to go to the web site to tell their personal stories, and testimonial ads will provide examples of actions people have taken to stop tobacco use and its effects in their personal and public environments.</p>	
<p>11.c. Program Committee Report – FY 09 Updated Counter-marketing Plans and Budget Needs</p>	<p>Susan Bizé said additional funding was needed for targeted social marketing campaigns to reach 18-24 year olds, health care professionals, and on secondhand smoke. The total cost for all three campaigns would be \$575,000.</p>	<p>Committee recommendation to approve additional funding for FY 09 Social Marketing in the amount of \$575,000. Motion passed unanimously.</p>
<p>11.d. Program Committee Report – Consideration and Possible Vote on Grants to Address Tobacco Among Specific Populations</p>	<p>Susan Bizé reported that the contracts for three new Specific Populations grants to address systems changes in tobacco dependence treatment were recommended for approval. The grants are for six months in FY 2009 with the option to renew for four additional 12-month periods. The grants are with the Oklahoma Department of Mental Health and Substance Abuse Services for \$95,000, the Oklahoma Hospital Association for \$65,000 and the Oklahoma Insurance Department for \$65,000. All three grant initiatives would begin January 1, 2009.</p>	<p>Committee recommendation to approve grants to the Oklahoma Hospital Association, Oklahoma Department of Mental Health and Substance Abuse Services, and the Oklahoma Insurance Department. Motion passed unanimously.</p>
<p>5.d. Chair’s Report – Recognition of the Lawton-Ft. Sill Students Working Against Tobacco (SWAT) Team</p>	<p>The board acknowledged the Lawton-Ft. Sill SWAT Team by providing certificates and plaques in recognition of their efforts to reduce tobacco in their communities. The SWAT Team has been recognized nationally by the Campaign for Tobacco-Free Kids as youth advocates of the year.</p>	

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<p>11.e. Program Committee Report – Consideration and Possible Vote on Assignment of Communities of Excellence (Wave I) grant</p>	<p>Susan Bizé reported that one of the Communities of Excellence grantees, the John Crow IV Foundation, serving Hughes, Okfuskee and McIntosh counties, is closing due to the administrators’ serious illnesses. The Program Committee recommended that the Board ask the Department of Central Services to assign the grant to another lead agency, Gateway to Prevention and Recovery in Shawnee, OK. Jonás Mata reported that the coalition associated with the grant in the three counties selected Gateway to Prevention and Recovery. The grant assignment would fulfill the wishes of the local coalition.</p>	<p>Committee recommendation to approve a recommendation to the Department of Central Services to approve assignment of the Communities of Excellence grant from the John Crow IV Foundation (serving Hughes, Okfuskee, and McIntosh counties) to Gateway to Prevention and Recovery. Motion passed unanimously.</p>
<p>11.f. Program Committee Report – Consideration and Possible Vote on Communities of Excellence (Wave II) Supplemental Funding Request</p>	<p>Susan Bizé reported that the board had previously agreed to offer supplemental funding to the Communities of Excellence (Wave II) grantees, based on the availability of additional certified earnings. Seven grantees submitted supplemental funding requests primarily for additional staff support, travel, and counter-marketing.</p>	<p>Committee recommendation to approve Communities of Excellence (Wave II) invited supplemental funding requests for seven grantees totaling an additional \$288,012 for grant year 2009. Motion passed unanimously.</p>
<p>11.g. Program Committee – Discussion and Possible Vote on Amendments to the Oklahoma Tobacco Helpline RFP/Contract (RFP #0920000002)</p>	<p>Susan Bizé reported that the Oklahoma Tobacco Helpline vendor, Free & Clear, offered a price reduction. Based on the new pricing proposal it is estimated that approximately \$600,000 will be saved in a 12-month period.</p>	<p>Committee recommendation to the Department of Central Service to approve the new Free & Clear price pricing proposal made by the Program Committee. Motion passed unanimously.</p>
<p>12. Proposed Executive Session – Review and Discussion of Unsolicited Proposals, as Authorized by the Open Meeting Act - 25 O.S. § 307 (b)(7) and as Required to Preserve Confidentiality under 62 O.S. Supp. 2006, § 2309 (C)(4)</p>		<p>Motion to move into Executive Session to discuss unsolicited proposals made by Susan Bizé and seconded by Casey Killblane. Motion passed unanimously.</p> <p>Motion to move out of Executive Session made by Dr. McCaffree and seconded by Casey Killblane. Motion passed unanimously.</p>

Agenda Item	Discussion and Notes	Action and Follow-up
<p>Consideration and Possible Vote on Items from Executive Session</p>	<p>Jonás Mata reported that TSET received several applications in February 2008 under the board’s new unsolicited proposals process. After submitting a brief proposal, the Indian Health Care Resource Center (IHCRC) of Tulsa was invited by the board to submit a full proposal. The IHCRC provides a comprehensive health center which serves all federally recognized tribal nations.</p> <p>The funding request is for implementation of the Coordinated Approach to Child Health (CATCH) program for all children in twelve elementary schools in the Tulsa area that have a high number of American Indian children and/or a high number of low income children. In addition to providing the CATCH curriculum during school hours and in before and after school programs, the project will work with the Healthy and Fit School Advisory Councils to adopt effective policies to address fitness, nutrition and tobacco prevention, involve parents, and provide community gardens and summer camps.</p>	<p>Committee recommendation to approve funding for a three-year grant to the Indian Health Care Resource Center of Tulsa “Healthy Lifestyles Project” for \$172,000 beginning January 1, 2009, and \$339,020 in the first full year. The total amount of TSET funding over the three-year period is \$1,023,379. Motion passed unanimously.</p>
<p>13.a. Agency Operations Committee – FY 2008 Fourth Quarter Budget to Actual – Operating and Program Budgets</p>	<p>Casey Killblane reviewed the FY 2008 final Fourth Quarter Expenditures – Budget to Actual report for the Operating and Program Budgets. Total carryover from FY 2008 was \$2.27 million. Carryover was comprised of \$1.03 million in reserve funds and \$1.23 million (or 9% of total FY 08 available funding) in actual carryover from program and administration expenditures.</p>	
<p>13.b. Agency Operations Committee – FY 2009 First Quarter Budget to Actual – Operating and Program</p>	<p>Casey Killblane reviewed the FY 2009 First Quarter Expenditures – Budget to Actual report for the Operating and Program Budgets.</p>	
<p>13.c. Agency Operations Committee – Consideration and Possible Vote on a New Position and Organizational Chart</p>	<p>Casey Killblane reported that because of Janet Love’s resignation from the Oklahoma State Department of Health, it would be necessary for TSET to carry out the social marketing campaigns and that a position which the board had previously approved to be hired at the OSDH would now be needed within TSET.</p>	<p>Committee recommendation to approve Communications and Marketing Coordinator position and the agency’s new organizational chart. Motion passed unanimously.</p>

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<p>13.d. Agency Operations Committee – Consideration and Possible Vote on FY 2009 Programs Budget Revision</p>	<p>Casey Killblane discussed the FY 09 Program Budget revision to reflect funding for the new Communications and Marketing Coordinator position, additional funding for social marketing, increases in both Communities of Excellence (Wave II) and Specific Population grant initiatives, moving funding for counter-marketing services from the OSDH contract to the TSET program budget, and an increase in consultation fees.</p>	<p>Committee recommendation to approve Program Budget revisions resulting in a total increase of \$361,886, bringing the total Program Budget for FY 09 to \$17,129,375.01. Motion passed unanimously.</p>
<p>13.e. Agency Operations Committee – Consideration and Possible Vote on Board Manual Revisions</p>	<p>Casey Killblane discussed the revisions of the board manual. Ms. Killblane said the primary change had been with the Program Committee. Casey said the work load was growing and it seemed logical divide up the workloads into two different types of committees 1) Program Implementation Committee to deal with existing grants and evaluation 2) a new Program Development Committee to deal with new grant approaches, new evidence on effective interventions, and grant review. The Agency Operations Committee would remain the board’s third committee.</p>	<p>Recommendation to approve the revised Board Manual. Motion passed unanimously.</p>
<p>14.a. Election of Officers – Election</p>	<p>Ken Rowe opened the discussion for election of officers for Chair and Vice Chair.</p>	<p>Motion to nominate Casey Killblane as Board Chair made by Dr. McCaffree and seconded by Susan Bizé. Motion passed unanimously.</p> <p>Motion to nominate Dr. McCaffree as Board Vice Chair made by Susan Bizé and seconded by Dr. Foster. Motion passed unanimously.</p>

Agenda Item	Discussion and Notes	Action and Follow-up
14.b. Election of Officers – Committee Assignments	Ken Rowe opened the discussion for committee assignments.	Board members volunteered for the following committee assignments: Program Development Committee: Susan Bizé (Chair) Dr. McCaffree Program Implementation Committee: Dr. Foster (Chair) Bill Lissau Agency Operations Committee: Ken Rowe (Chair) Dr. Cooper
16. New Business	Ken Rowe called for new business. The board recognized Ken Rowe for his service and leadership as Board Chair for the past two years.	
17. Public Comment	Ken Rowe called for public comment.	There was no public comment
18. Recess		

November 20, 2008

Board of Directors’ Members Present: Casey Killblane, D. Robert McCaffree, M.D., Don Cooper, M.D., George E. Foster, O.D., W.R. Lissau, Kenneth D. Rowe, Susan Walters Bizé

Board of Directors’ Members Absent:

Staff Present: Tracey Strader, Jonás Mata, Sharon Neal, Sjonna Paulson, Dorothy Antwine

Guests Present: Laura Beebe, Julie Cox Cain, Judy Duncan, Sarah Kuester, Frank Merrick, Marjorie Paloma, Greta Puckett, Janette Quarles, Liz Schwarte, Amy Stringer-Hessel

Agenda Item	Discussion and Notes	Action and Follow-up
19. Funder’s Panel on Fitness and Nutrition, Welcome and Introductions	Tracey Strader welcomed the board, guests, and invited panelists, and facilitated introductions of each.	
20. Purpose of the Meeting	Frank Merrick, strategic planning facilitator, explained that the purpose of the meeting was to assist the board in planning for future funding of programs to address the state’s epidemic of physical inactivity, poor nutrition, and obesity.	
21. Brief Overview of the Oklahoma Tobacco Settlement Endowment Trust	Tracey Strader described the history of the agency’s creation through a voter-approved constitutional amendment, the structure of the Board of Directors and Board of Investors, the board’s strategic funding approach and types of programs that have been funded to date. She also described the board’s emphasis on encouraging matching funds, rigorous evaluation of programs, and funding programs based on the best research available.	
22. Panel Presentations	Marjorie Paloma , a program officer with the Robert Wood Johnson Foundation (RWJF), described the foundation’s approach to addressing childhood obesity. Ms. Paloma described some of the similarities in the approaches used in tobacco control and childhood obesity prevention. She described the nation’s obesity trends as an epidemic that is growing faster than many other public health epidemics, citing that 30% of the U.S. population is obese and that obese teens have an 80% chance of becoming obese adults. Ms. Paloma stated that it is RWJF’s goal to reverse the trend in childhood obesity by 2015 by using a combination of Action, Advocacy, and Evidence, building public will for policy change and emphasizing communities most impacted by the epidemic.	

Agenda Item	Discussion and Notes	Action and Follow-up
<p>22. Panel Presentations (cont'd)</p>	<p>Ms. Paloma described Arkansas’ experience in eliminating vending machines and fast food contracts in schools, setting physical activity requirements, and assessing and communicating student BMI information to parents. She also stated that based on the available science to date, the leading approaches to preventing childhood obesity are 1) provide healthier foods at school, 2) provide daily physical activity opportunities in schools 3) improve the availability of healthy foods in communities 4) improve access to safe places where children can play and 5) limit screen time.</p> <p>Sarah Kuester, a Public Health Advisor with the Division of Nutrition, Physical Activity and Obesity at the Centers for Disease Control and Prevention, presented on CDC’s nutrition, physical activity and obesity programs. Ms. Kuester suggested that Oklahoma’s recently developed State Plan on Physical Activity and Nutrition (PAN), developed under the leadership of the Fit Kids Coalition and the OSDH, is an excellent resource, based on the available evidence of effectiveness to date, and should serve as a guide to TSET’s grant making in fitness and nutrition. She also discussed the resources and assistance available from the CDC.</p> <p>Ms. Kuester recommended the board make a long-term investment (as long as 15 years or more), because an investment of \$10 per person per year should provide a return on investment within five to ten years. She recommended the board address factors for social change, focus on disparities, work in policy and environmental change, address multiple levels of the ecological model (from public policy to individual and community change), use a social marketing approach in designing programs, develop a portfolio of evidence-based initiatives, and build and sustain partnerships.</p> <p>Ms. Kuester also recommended tapping into other state and federal funding sources, such as the Dept. of Transportation, USDA, National Park Service, and other non-traditional partners to promote use of their funding for fitness and nutrition issues in Oklahoma.</p>	

Agenda Item	Discussion and Notes	Action and Follow-up
<p>22. Panel Presentations (cont'd)</p>	<p>Finally, Ms. Kuester praised the board for its partnership with the OSDH in providing training and technical assistance to TSET-funded tobacco control grantees, and suggested that a similar partnership would be of value in providing those services to future TSET-funded grantees in fitness and nutrition.</p> <p>Dr. Marc Manley, Vice President and Medical Director for Population Health with Blue Cross and Blue Shield of Minnesota, joined the panel by telephone. Dr. Manley described Minnesota’s long term goals of cutting tobacco use rates in half, eliminating exposure to secondhand smoke, increase physical activity by 50% and increasing healthy eating by 100%. He explained that BC/BS began with tobacco control, then physical activity, and will be moving into addressing nutrition soon; however, he suggested that if they were to do it over they would have addressed physical activity and nutrition simultaneously. He recommended that a focus on the environment and policy change at the community and state levels was the key to success.</p> <p>Dr. Manley explained that BC/BS began with a social marketing campaign (“Do”) to get people moving. Then they funded communities to improve the physical environment, encouraging local governments to conduct assessments and obtain consultation to develop strategies such as assuring that streets supported bike traffic as well as automobiles. They also encourage employers to implement policies that allow walking or exercise breaks, and other similar efforts. He recommended that the board focus on initiatives that are science-driven and outcome-oriented, and clearly determine how they will and will not work with the food industry.</p>	

Agenda Item	Discussion and Notes	Action and Follow-up
<p>22. Panel Presentations (cont'd)</p>	<p>Amy Stringer Hessel, a Program Officer and team leader of the Healthy & Active Communities Initiative with the Missouri Foundation for Health (MFH) in St. Louis, explained that the foundation’s programs in fitness and nutrition cover the lifespan (rather than focusing solely on childhood). Ms. Stringer Hessel explained that the foundation currently funds the Healthy and Active Communities grants at approximately \$16 million per year. 85% of their funding is in direct grant making. The remainder is used to increase grantee collaboration, build capacity among grantees, dissemination of information, and promotion of effective policies. The foundation contracts with the University of Missouri to provide development coaching for grantees.</p> <p>Ms. Stringer Hessel recommended that the board use the socio-ecological model to assure institutionalized change through workplace and school policies. She explained that the Institute of Medicine issued a charge to foundations to provide leadership and a sustained commitment to addressing the obesity epidemic. The IOM report also recommended that foundations monitor progress, evaluate programs, conduct research, and disseminate promising practices. This has led the MFH to provide funding for both innovation and replication, and building model practices.</p> <p>Ms. Stringer Hessel provided examples of programs funded such as: the walking school bus, community gardens linking to farmers markets and food banks, walking trails around schools, a “Walk to Jerusalem” program among African American churches, youth advocating with Parks and Recreation and raising private funding to build a park and fund programs, and a school offering its gym for use by the community coupled with a program in which high school students train middle school students in the use of the gym equipment.</p>	

Agenda Item	Discussion and Notes	Action and Follow-up
<p>22. Panel Presentations (cont'd)</p>	<p>Liz Schwarte, a Senior Associate with Samuels & Associates, serves as the evaluator for the California Endowment’s programs to reduce childhood obesity. Ms. Schwarte stated that although the evidence base in promoting fitness and nutrition must continue to be developed, we already know enough to move forward. She stressed that individual change is not enough, and that oftentimes the healthy choice is not the easy choice. Thus state and local policy is essential in creating and sustaining the environmental change needed. Policies related to food vendors, a la carte items in schools, were cited as some examples of policy change.</p> <p>Ms. Schwarte recommended that the board would need to make a long-term investment and be realistic about expectations with regard to short-term outcomes. Additionally she recommended that the board invest in formative evaluation; focus on childhood obesity prevention; develop a logic model to identify program-wide interventions, outcomes, and measures of change; build grantee evaluation capacity; share evaluation findings in formats that are useful to grantees and other stakeholders; develop policy briefs; collaborate with other grant makers and partners engaged in this work; and stay the course in order to see the impact on outcomes.</p>	
<p>24. Facilitated Discussion</p>	<p>Frank Merrick facilitated further discussion among the board members. Ideas for first steps generated among the board members, guests, and panelists were:</p> <ul style="list-style-type: none"> • Conduct an assessment, landscape analysis, or inventory of what is going on in Oklahoma, identifying who is doing what, the strength various partners may offer, and opportunities to combine resources and/or efforts with other funders. • Review state plan and identify which strategies are feasible in the short-term and which are more appropriate in the long-term. 	

Agenda Item	Discussion and Notes	Action and Follow-up
<p>24. Facilitated Discussion (cont'd)</p>	<ul style="list-style-type: none"> • Determine which of the possible strategies the board should address, whether to implement many or few, and how to approach ramping up into a comprehensive initiative. • Determine TSET’s role in promoting policy vs. implementing programs, and be open to finding a special niche for TSET’s involvement. • Review and refine or affirm guiding principles. • Determining TSET’s potential role as convener – of other funders, of stakeholders, of grantees, etc. • Determine whether to focus on childhood obesity, fitness and nutrition through the lifespan, disparities, or other specific areas. • Think about how we define and communicate the problem “Fitness & Nutrition” vs. “Obesity.” • Conduct formative evaluation with stakeholders. • Convene stakeholders in a public way (those who helped write the state plan) • Get Strong and Healthy Oklahoma partner list. <ul style="list-style-type: none"> - OSDH is bringing SHO partners together with the partners who developed the State Plan - Turning Point • Participate in the Oklahoma Health Improvement Program. <p>Things to Avoid:</p> <ul style="list-style-type: none"> • Short-term grants. • Unrealistic expectations (look for interim measures). 	<p>Bill Lissau left the meeting.</p>
<p>25. Next Steps</p>	<p>Frank Merrick facilitated a discussion among the board members, panelists and guests on immediate next steps:</p> <ul style="list-style-type: none"> • Invite the OSDH Division of Physical Activity and Nutrition to present an inventory of the organizations and activities currently underway in Oklahoma. • Continue to educate the Board and Staff. • Look as assets within the board. • Be part of larger planning efforts. 	

Agenda Item	Discussion and Notes	Action and Follow-up
25. Next Steps (cont'd)	<ul style="list-style-type: none"> • Think of the thirty year plan to put the next few years in context. • Revisit the board's guiding principles • Identify gaps and find a niche. • Focus on the funder's role. • Consider establishing a formal advisory group or tapping into existing groups. • Leverage what TSET has in place with Tobacco Control. 	<p>Tracey will work with Frank Merrick to convene and/or survey Oklahoma funders convened and learn more about what they are doing.</p> <p>OSDH will present an 'inventory' at the March board meeting.</p>
26. Public Comment	There was no public comment.	
27. Adjournment		<p>Motion to adjourn made by Dr. McCaffree and seconded by Ken Rowe. Motion passed unanimously. Bill Lissau was not present for the vote.</p>