**Delaware Cancer Consortium**

**Cancer Risk Reduction Committee**

**July 10, 2023**

**Minutes - APPROVED**

**Hybrid Meeting**



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| **Members** |  |
| Participated | Lt Governor Bethany Hall-Long Ph.D., RNC, University of Delaware |
| Participated | Deb Brown, American Lung Association |
| Did Not Participate | Renee Quarterman MD, Delaware Breast Care |
| Participated | Nicole Pickles, Cancer Support Community Delaware |
| Participated | Janet Teixeira, Cancer Care Connection |
| Did Not Participate | Amanda Perdue, Delaware Breast Cancer Coalition |
| Participated | Wade Jones, Alternative Resolution Consulting Group |
| Participated | Lance Kilpatrick, American Cancer Society |
| Participated | Kimberly Rogers, PCP, Restore MD LLC |
| Participated | Meredith Phillips-Woodard, Nanticoke Health Services |
| **Staff** |  |
| Participated | Helen Arthur, Delaware Division of Public Health |
| Participated | Lisa Moore, Delaware Division of Public Health |
| Participated | Shebra Hall, Delaware Division of Public Health |
| **Guests** |  |
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| Participated | Baihly Birdseye, ROV Health Delaware Quitline |
| Participated | Alexia Wolf, Lt. Governor’s Office |
| Participated | Michael Cordrey, AB&C |
| Participated | Yinka Isichei, American Heart Association |

**Welcome/Review/Approval of Minutes**

**Review/Approval of Minutes**

Co-Chair Lt. Deb Brown began the meeting around 10:00 am. All participating members voted on motion to approve the April 9, 2023 minutes as written.

**Policy Updates**

Deb Brown, American Lung Association (ALA) stated that the Legislative Session ended on June 30. House Bill 195, which was the Budget Bill, was signed, and included sustained funding for the FY 24 tobacco control programs. There may be an approximate $33,000 decrease. Overall, there is about 9.6 million dollars going to tobacco control, which is about 74% of the 13 million dollars recommended by CDC.

Senate Bill 84, which would lower the tax on premium cigars from 30% to 20% basically died for the remainder of 2023. However, the Legislature plans on working this Bill again in 2024, which will be the third year. The hope is that it will remain at bay. There still needs to be some education done around how cigars are just as dangerous as any other tobacco products like cigarettes. There does seem to be some broad support for the Bill, as “premium” cigars are viewed as a niche product that is only used occasionally and by adults because of the price point. There is still a lot of work to do on this.

House Bill 118 is the Smoking in Cars With Kids Bill. It was passed in the House, and then the Senate, with an amendment to change the age to under 16 from under 18. The Bill had to go back to the House for confirmation, and it passed, and it's ready for the Governor to act.

There is a new Health Fund application. There were a series of meetings with a group of Health Fund members and Department of Health and Social Services making changes to the application for the FY 25 Health Fund request process. The group was trying to address the dwindling funding available. During the first meeting, there was a discussion and emphasis on ensuring that at least 50% of the money was spent on tobacco and cancer programs. There also was a discussion about ensuring that applicants are explaining how their programs address either tobacco control or cancer resulting in a new application.

On May 11th, the American Lung Association organized a group of Kick Butts Generation (KBG) members to visit Legislative Hall to meet with members of the General Assembly. The goal was to educate members on the activities of the KBG, the trends of tobacco use and the importance of tobacco prevention funding, etc. The KBG was recognized on the Senate floor with a resolution that was sponsored by Senator Buckson.

Nationally, on July 1, the major US Tobacco companies began posting signs telling the public the truth about the deadly consequences of cigarette smoking. These signs will be at about 220,000 retail stores across the nation that sells cigarettes, and they're under Federal court order. The signs will be installed near cigarettes displays in the stores between July1 and September 30. They all must have display signs up until June 30 of 2025. It was a part of the landmark judgment against the Tobacco Industry. The KBG will be doing work to make sure the signs are displayed.

**Lieutenant Governor’s Challenge**

Ms. Shebra Hall, Division Public Health (DPH) reported that the Physical Activity, Nutrition and Obesity Prevention Program (PANO), continues to partner with the office of the Lieutenant Governor to support the Lieutenant Governor's Challenge. This Challenge is an opportunity to recognize organizations, schools, workplaces, and even individuals who are making the healthy choice, the easy choice by implementing policy system or environmental interventions in their communities. The goal is to recognize these organizations or individuals who are advancing the goals of Healthy Delaware in one of four areas of focus, emotional well-being, healthy living, chronic disease, management and prevention and maternal and child health. To recap on the year, nominations were opened on March 13th and closed on May 13th. Almost 40 nominations were received this year. The Selection Committee will review those nominations over the summer. More information will be coming in the fall. There were 50 nominations received last year. There is a slight decrease. Each year we've tried to be more intentional with marketing and education on what is looked for in the nominations.

**PANO Update**

Ms. Shebra Hall, DPH provided an overview of the Advancing Healthy Lifestyles Initiative (AHL). Since 2021, the Physical Activity Nutrition and Obesity Prevention Program (PANO) has concentrated efforts on Advancing Healthy Lifestyles, chronic disease, health equity, and COVID-19 or AHL initiative. PANO has been working with Mathematica as the main contractor and subcontractor Concept Systems Inc. to help facilitate the objectives of AHL. The first annual Advancing Healthy Lifestyles annual conference was held on May 18 at the Delaware State University, Martin Luther King, Junior Conference Center. The purpose of the conference was to increase awareness on the importance of improving healthy lifestyles. The theme was improving health through equity. There were 264 people in attendance. There was a preliminary panel session in the morning, followed by three concurrent breakout sessions and a keynote speaker. After lunch, there was an interactive, roundtable preliminary session. One of the goals of these roundtables was for people to sign up for involvement or engagement in a new coalition coming out of AHL. Sixty-nine people signed up for the follow up discussions scheduled for each county. Secretary Magarik along with Lieutenant Governor Hall-Long provided brief welcome remarks at the opening. The keynote speaker was Olympian and business owner, Dominique Dawes, who previously was a co-chair on the President's Council on Fitness, Sports, and Nutrition.

**Advancing Healthy Lifestyles Update**

Ms. Shebra Hall, Division of Public Health (DPH) provided a recap on the goals and the components of the Advancing Healthy Lifestyles initiative (AHL) and latest activities. Some of the fourth quarter AHL highlights included the first annual AHL Conference and a learning session on healthy eating.

Please See Presentation

**Quitline New Services**

Ms. Baihly Birdseye, RVO Health (Delaware Quitline) provided an update on the Delaware Quitline which switched to a new platform on March 1. The new platform includes enhanced options for participants such as availability of group videos in addition to one-on-one sessions with coaches via chat, phone or text. Also, the Quitline is offering the Live Vape Free program which assists teens in their attempts to quit vaping as well as provides education for adults on vaping.

Please See Presentation

**Cessation and Vaping Media Campaign Updates**

Mr. Mike Cordrey from Aloysius Butler & Clark, AB&C provided updates on the various tobacco prevention campaigns including vaping prevention, the Dirty Truth, Quitline promotion, menthol and the Behavioral Health Provider Toolkit.

Please See Presentation

**Sharing Time**

Ms. Brown, American Lung Association (ALA) shared that ALA now has an accessibility button on the national website (lung.org). Individuals who need assistance can click on a button and get a menu of options, which allows people to have accessibility features such as friendly font options, and text size. Animations can be paused as well.

Ms. Helen Arthur, Division of Public Health (DPH) spoke about House Bill 243 which was passed into law. House Bill 243 expanded the qualifications for the Director of the Division of Public Health to include non-physician professionals. In the past, it was required that a medical physician held the role.

**Public Comment**

There was no public comment.

**Adjournment**

**Attachments**

  

Meeting documentation is available on the DCC website (www.healthydelaware.org) or by contacting Elaine Goodman (Elaine.Goodman@delaware.gov or 302-744-1010).

**Future Meeting (s)**

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| Next Meeting:  October 16, 2023 – Hybrid  Thomas Collins Bldg  540 S. DuPont Hwy.,  Dover, DE 19901  1st and 2nd floor conference rooms | 2024 Meetings:    TBD |