

## Tobacco and Health Trust Fund Board Meeting

Friday, February 20, 2015

1:00 p.m.

Legislative Office Building

Room 1A

Hartford, Connecticut

- I. Welcome
- II. Approval of November 21, 2014 Meeting Minutes
- III. Teen Kids News
  - a) View Program Segments
    - CT: Tobacco Overview
    - How to Help Your Boy/Girlfriend Quit
  - b) Discuss and Approve Program Scripts
    - What is Nicotine?
    - Tar Wars
    - Why E-cigarettes Get an F
    - Nicotine Replacement Therapy
    - Second Hand Smoke
    - Smoking & Asthma
    - Should Smoking Be Banned Outdoors in CT?
- IV. Update on 2015 Board Disbursements
- V. Next Steps

Tobacco and Health Trust Fund Board Meeting

Friday, November 21, 2014

9:00 a.m. - 11:00 a.m.

Legislative Office Building

Room 1B

Hartford, Connecticut

**Members Present:** Anne Foley-Chair, Diane Becker, Patricia Checko, Elaine O'Keefe, Kelly Leppard, Cheryl Resha, Robert Leighton, Joel Rudikoff, Michael Rell, Suchitra Krishnan-Sarin, Geralyn Laut, Katharine Lewis, and Fatmata Williams for Robert Zavoski.

**Members Absent:** Larry Deutsch, Ellen Dornelas, Ken Ferrucci, and Lisa Hammersley.

Welcome	The Chair, Anne Foley, convened the meeting at 9:05 a.m. Members introduced themselves.
Approval of October 16, 2014 Meeting Minutes	Elaine O'Keefe moved approval of the October 16, 2014 meeting minutes. The motion was seconded by Suchitra Krishnan-Sarin. The minutes were approved on a voice vote with two abstentions by Katharine Lewis and Geralyn Laut.
Approval of Teen Kids News Program Script	The Board reviewed three program scripts submitted by Teen Kids News (TKN). After a brief discussion members suggested the following changes:  Tar Wars. Replace the statement that "Connecticut ranks 5 <sup>th</sup> in the nation for smoking" with current smoking and tobacco use rates in Connecticut.  What Is Nicotine? Replace the statement that "nicotine gives you a little bit of a high" with more appropriate language or

	<p>delete the statement. Add a statement explaining what physical cravings are.</p> <p>Why E-Cigarettes Get An F? Replace the statement "I think e-cigarettes are worse for teenagers than regular cigarettes". There is a lack of evidence on e-cigarettes to support this statement.</p> <p>Other Comments:</p> <ul style="list-style-type: none"> <li>• The opening statement of each program segment should be modified to include the word "grant". This report is brought to you by a <u>grant from</u> the Connecticut Tobacco and Trust Fund.</li> <li>• DPH strongly believes that social marketing efforts by TKN should include messages that are hard-hitting and are delivered by other teens.</li> </ul> <p>After discussion, the board did not approve the scripts submitted by TKN. DPH agreed to share data and other relevant information to assist TKN with revisions to the scripts. Once revised, the scripts will be submitted to the Board for approval.</p>
<p>Review 2014 Tobacco and Health Trust Fund Board Report</p>	<p>The Chair provided members with a brief overview of the Draft 2014 Tobacco Report. After a discussion of the report members suggested the changes highlighted below.</p> <p>Summary section should:</p> <ul style="list-style-type: none"> <li>• Emphasize the disparity of tobacco use among certain populations</li> <li>• Emphasize youth tobacco use</li> <li>• Emphasize the Board's adoption of Center for Disease Control and</li> </ul>

Prevention's recommendations for 2015 funding options

- Add the Board's 2015 Disbursement Recommendation Chart
- Add the Board's past practices of selecting programs through both a competitive bidding and sole source process

Data on Tobacco Use in Connecticut section should:

- Emphasize the need to sustain efforts relating to cigarette smoking, in light of significant progress the State has made in reducing smoking rates among youth and adults
- Add a graph showing the percentage of trust funds disbursed by the Board and the percentage of statutory transfers from the trust fund

Patricia Checko moved approval of the 2014 Tobacco Report with recommended changes. The motion was seconded by Michael Rell. The draft report was approved on a voice vote.

The Chair asked members to send additional comments to Pam Trotman by the close of business on Friday, November 28<sup>th</sup>. The Final Report will be forwarded to the Board and to the Public Health and Appropriation Committees on December 5<sup>th</sup>.

Discuss Private Matching Funds	The Chair reminded members that statutorily the trust fund may accept funding from public or private sources to assist with its disbursement recommendations. She stated that she asked a staff member to research potential sources of funding. The Chair reported that the Tobacco and Health Trust Fund Board is a government entity and public and private funding options are limited. These funding sources generally fund nonprofit organizations. Board members suggested that federal funding sources may be an option.
Next Steps	The Chair stated that she would let members know when the legislative public hearing will be held. The chair informed the Board that she will testify at the hearing and asked for support of the members.
Adjournment	Michael Rell's motion to adjourn the meeting at 10:55 a.m. was seconded by Elaine O'Keefe. Motion was approved on a voice vote.

# Revised Program Scripts

CT TOBACCO: WHAT IS NICOTINE?

<p>TKN LOGO WITH WORDS ON SCREEN:  <b>Connecticut Tobacco and Health Trust Fund</b></p>	<p><b>REPORTER VO</b>                  This report is brought to you by the Connecticut Tobacco and Health Trust Fund...</p>
<p>Reporter OC                  (TO BE RECORDED)</p>	<p><b>REPORTER OC (TO BE RECORDED)</b>                  IN THIS WEEK'S REPORT - WE'LL LOOK AT ONE OF THE CHEMICALS IN TOBACCO PRODUCTS THAT MAKE SMOKING PARTICULARLY HARMFUL TO US TEENS.</p>
<p><b>MUSIC ANIMATION</b>  <b>Tobacco: Just Not Cool!</b></p>	<p>MUSIC ANIMATION</p>
<p>REPORTER ON CAMERA                  (TO BE RECORDED)</p>	<p><b>REPORTER ON CAMERA (TO BE RECORDED)</b>                  WE OFTEN HEAR THE WORD - BUT DO YOU KNOW WHAT "NICOTINE" IS?</p>
<p>TEEN INTERVIEWS                  LAURA, 10<sup>TH</sup> GRADE</p>	<p>0220 / 02:04:17                  YES, UM ISN'T IT AN ADDICTIVE SUBSTANCE THAT IS IN CIGARETTES? 02:04:22</p>
<p>INTERVIEW WITH TEEN BOY 1                  (ALREADY RECORDED)</p>	<p>0444 / 00:00:54                  I DON'T REALLY KNOW EXACTLY WHAT IT IS BUT I KNOW YOU'RE NOT SUPPOSED TO LIKE HAVE IT AND JUST CAN REALLY DAMAGE YOUR BODY. 01:05</p>
<p>INTERVIEW WITH DR. CARROLL                  (ALREADY RECORDED)</p>	<p>C0002 / 01:00:44                  NICOTINE IS A DRUG. IT'S A STIMULANT. IT ACTS ON YOUR CENTRAL NERVOUS SYSTEM</p>
<p>REPORTER VOICEOVER                  (TO BE RECORDED)</p>	<p><b>SCOTT VOICEOVER (TO BE RECORDED)</b>                  Like heroin or cocaine, nicotine changes the way your brain works. It causes the body to want more and more as you continue to use nicotine. This means nicotine is addictive. But as Dr. Carroll points out, it's even more addictive if you're a teen...</p>
<p>INTERVIEW WITH DR. CARROLL                  (ALREADY RECORDED)</p> <p>ON SCREEN ID:  <b>CHRIS CARROLL, MD</b>  <b>PEDIATRICIAN</b>  <b>CONNECTICUT CHILDREN'S MEDICAL CENTER</b></p>	<p>C0003 / 01:02:19                  TEENAGERS HAVE A DEVELOPING BRAIN, AND DURING THAT DEVELOPMENTAL PERIOD, YOU ARE MUCH MORE LIKELY TO GET ADDICTED TO THINGS LIKE NICOTINE. IF YOU WERE TO TRY YOUR FIRST CIGARETTE WHEN YOU'RE 14 YOU'RE MUCH, MUCH MORE LIKELY TO GET ADDICTED TO CIGARETTE THAN IF YOU WAITED AND TRIED YOUR FIRST CIGARETTE AS AN ADULT.</p>
<p>REPORTER VOICEOVER                  (TO BE RECORDED)</p>	<p><b>SCOTT VOICEOVER (TO BE RECORDED)</b>                  To understand what being addicted to nicotine means, you need to understand what happens</p>

	when your body <u>stops</u> getting nicotine...
INTERVIEW WITH DR. CAVALLO (ALREADY RECORDED)  ON SCREEN ID: <b>DANA CAVALLO, PHD YALE SCHOOL OF MEDICINE</b>	7788 / 01:19:27 SO WHEN PEOPLE QUIT SMOKING THEY WILL OFTEN EXPERIENCE WHAT WE CALL NICOTINE WITHDRAWAL. THAT IS THAT, YOU KNOW, THEY'RE USED TO HAVING NICOTINE ON BOARD AND THEN WHEN THEY QUIT SMOKING THEIR BODY HAS TO GET USED TO NOT HAVING NICOTINE. SO WE CALL THIS WITHDRAWAL.
	<b>REPORTER ON CAMERA (TO BE RECORDED) WHEN YOU GO THROUGH WITHDRAWAL YOU CAN GET CRAVINGS. A CRAVING IS YOUR BRAIN CAUSING YOU TO WANT MORE.</b>
INTERVIEW WITH DR. CARROLL (ALREADY RECORDED)	C0004 / 01:03:51++ SO WITH NICOTINE, YOU GET A PHYSICAL CRAVING FOR ANOTHER CIGARETTE
REPORTER ON CAMERA (TO BE RECORDED)	<b>REPORTER ON CAMERA (TO BE RECORDED) THAT CRAVING MAKES IT HARD TO THINK ABOUT ANYTHING ELSE. TO GIVE YOU AN IDEA - WE ASKED ADULTS WHO SMOKED TO DESCRIBE WHAT NICOTINE WITHDRAWAL FEELS LIKE...</b>
INTERVIEWS WITH ADULTS	ADULTS ANSWERING: (Describe cravings & withdrawal symptoms?)
REPORTER VOICEOVER (TO BE RECORDED) WORDS "FLYING" ACROSS SCREEN: The various symptoms given	<b>REPORTER VOICEOVER (TO BE RECORDED) And unfortunately, these symptoms don't go away immediately...</b>
INTERVIEW WITH DR. CARROLL (ALREADY RECORDED)	C0004 / 01:04:28 IF YOU'RE ADDICTED TO SMOKING, THE PHYSICAL CRAVINGS LAST FOR ABOUT A MONTH. SO IT TAKES QUITE A LONG TIME TO GET UNHOOKED FROM CIGARETTES, ONCE YOU'RE HOOKED.
REPORTER VOICEOVER (TO BE RECORDED) Show Various tobacco products	<b>REPORTER VOICEOVER (TO BE RECORDED) And that means all kinds of cigarettes and tobacco products...even many E-cigarettes, contain nicotine.</b>
REPORTER ON CAMERA READING FROM AN E-CIGARETTE BOX (TO BE RECORDED)  Scroll the words on screen next to...or behind...the Reporter as he/she is reading	<b>REPORTER ON CAMERA (TO BE RECORDED) FOR EXAMPLE, HERE'S WHAT ONE MAKER OF E-CIGARETTES HAS PRINTED ON ITS PACK:</b>  (Reporter reads from box) <b>"THIS PRODUCT CONTAINS NICOTINE. NICOTINE IS ADDICTIVE AND HABIT FORMING.</b>



	<p>AND IT IS VERY TOXIC BY INHALATION, IN CONTACT WITH THE SKIN, OR IF SWALLOWED. NICOTINE CAN INCREASE YOUR HEART RATE AND BLOOD PRESSURE. AND CAUSE DIZZINESS, NAUSEA AND STOMACH PAIN. INHALATION OF THIS PRODUCT MAY AGGRAVATE EXISTING RESPIRATORY CONDITIONS." <i>(Reporter looks up to camera)</i> NEED I SAY MORE?</p>
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## SCRIPT – Tar Wars

VISUALS	AUDIO
TKN LOGO with WORDS ON SCREEN: <b>Connecticut Tobacco and Health Trust Fund</b>	<b>REPORTER VOICEOVER (ALREADY RECORDED)</b> 7854 / 01:49:55 This report is brought to you by the Connecticut Tobacco and Health Trust Fund.
REPORTER ON CAMERA (TO BE RECORDED)	<b>REPORTER ON CAMERA (TO BE RECORDED)</b> WE'RE CONTINUING OUR SPECIAL SERIES ON THE DANGERS OF TOBACCO. THIS WEEK I'LL TELL YOU ABOUT A PROGRAM TO STOP KIDS FROM SMOKING BEFORE THEY EVER START.
MUSIC ANIMATION <i>Tobacco – Just not cool!</i>	MUSIC ANIMATION
Dr. Fowler during Tar Wars presentation (ALREADY RECORDED)	7816 / 01:01:28 HELLO EVERYBODY, I'M DR. FOWLER AND I'M HERE TODAY TO PRESENT TAR WARS.
Interview with Stephanie Fowler, MD (ALREADY RECORDED)  (Effect in Dr. Fowler in a small box over scene of presentation)	7840 / 01:34:12 TAR WARS IS A TOBACCO PREVENTION PROGRAM TO TEACH CHILDREN THE IMPORTANCE OF REMAINING TOBACCO FREE.
Dr. Fowler during presentation (ALREADY RECORDED)	7816 / 01:17:13 EVERYBODY KNOWS THAT SMOKING IS DANGEROUS FOR YOUR HEALTH, RIGHT? (YES) OK...
Smoking scenes	<b>REPORTER VOICEOVER (ALREADY RECORDED)</b> In fact, tobacco is the leading cause of preventable death in America. Almost half a million people die every year from smoking.
Interview with Stephanie Fowler, MD (ALREADY RECORDED) ON SCREEN ID: <b>Stephanie Fowler, MD Connecticut Academy of Family Physicians</b>	7840 / 01:34:27 CONNECTICUT RANKS 5 <sup>TH</sup> IN THE NATION FOR SMOKING. AND WHAT'S REALLY ALARMING IS THAT THE AGE GROUP OF TEENAGERS TO YOUNG ADULTS IS SMOKING AT A VERY HIGH RATE.
7812 – Exterior of Torrington Middle School	<b>REPORTER VOICEOVER (ALREADY RECORDED)</b> That's why Dr. Fowler visits schools like Torrington Middle School.
Dr. Fowler during presentation (W/S) (ALREADY RECORDED)	7816 / 01:10:25 SO THE EASIEST WAY TO NOT SMOKE IS TO NOT EVEN START, BECAUSE ONCE YOU START, YOU BECOME ADDICTED TO THE NICOTINE AND IT'S VERY, VERY HARD TO STOP.
Dr. Fowler during presentation (ALREADY RECORDED)	7816 / 01:05:01 CAN SOMEBODY RAISE THEIR HAND AND TELL ME WHAT PEER PRESSURE IS? LYDIA?

Interview with Lydia, MS Student (ALREADY RECORDED)	7817 / 01:19:45 WELL IT'S WHEN THERE'S PEOPLE YOUR AGE WHO WANT TO GET YOU INTO SMOKING TO MAKE YOU MAYBE BE COOL OR TRY TO GET YOU TO DO SOMETHING THAT YOU MAYBE DON'T WANT TO DO, BUT YOU'RE GOING TO DO IT BECAUSE THEY'RE YOUR AGE AND YOU WANT TO TRY TO BE COOL.
Dr. Fowler during presentation (ALREADY RECORDED)	7816 / 01:05:12apx VERY GOOD. VERY GOOD.
Posters on display	<b>REPORTER VOICEOVER (TO BE RECORDED)</b> Besides the presentation, another important part of Tar Wars is its poster contest.
Matt and/or poster	<b>REPORTER VOICEOVER (TO BE RECORDED)</b> You could say that Matt Embrey's design was certainly in good taste. It helped the fifth grader win first place.
Interview with Matt (ALREADY RECORDED)  ON SCREEN ID: <b>Matt Embrey</b> <b>Winner, CT Tar Wars Poster Contest</b>	7836 / 01:30:01 I REALLY, REALLY LOVE CHINESE AND I LIKE OTHER FOOD AND MY FAVORITE PART IS THE FORTUNE COOKIE. SO I DECIDED TO DO A CLOSED FORTUNE COOKIE AND A OPENED FORTUNE, LIKE WHEN SOMEONE'S GOING TO EAT IT. SO THEIR FORTUNE IS GOING TO BE "BE TOBACCO FREE". SO THAT MAYBE THE FORTUNE WILL LIKE MAKE THEM REALIZE THAT IT'S REALLY BAD TO SMOKE AND THAT THEY SHOULD BE A SMART COOKIE LIKE IT SAYS ON THE POSTER AND NOT TO SMOKE.
Footage of Washington DC	<b>REPORTER VOICEOVER (TO BE RECORDED)</b> The first place winners from each state go to the national competition in Washington DC.
Interview with Matt (ALREADY RECORDED) Photos of Matt's DC visit	7836 / 01:30:45apx AND I THOUGHT IT WAS REALLY COOL THAT I WAS REPRESENTING THE STATE OF CONNECTICUT. // I WAS ABLE TO MEET OUR STATE REPRESENTATIVES AND IT WAS REALLY COOL TO BE ABLE TO MEET THEM BECAUSE THAT'S LIKE A ONCE IN A LIFETIME OPPORTUNITY.
Dr. Fowler showing slides	<b>REPORTER VOICEOVER (TO BE RECORDED)</b> Connecticut's Tar Wars program is sponsored by Charlotte Hungerford Hospital.
Interview with Carina, MS Student (ALREADY RECORDED)	7824 / 01:23:34 TAR WARS IS A GOOD IDEA BECAUSE IT SHOWS KIDS TO NOT SMOKE AND THE CONSEQUENCES

	AND WHAT IT CAN DO TO YOUR HEALTH AND HOW IT CAN AFFECT YOU IN WAYS THAT ARE BAD.
Dr. Fowler during presentation	<b>REPORTER VOICEOVER (TO BE RECORDED)</b> Dr. Fowler told us how to learn more about Tar Wars...
Interview with Dr. Fowler (ALREADY RECORDED)	7840 / 01:35:41 IT'S VERY EASY TO FIND THE INFORMATION ON THE AMERICAN ACADEMY OF FAMILY PHYSICIANS WEBSITE OR YOU CAN JUST TYPE TAR WARS IN YOUR WEB BROWSER AND YOU'LL GET THE INFORMATION.
Tar Wars Website  Smoke from cigarette – word on screen: “Tar”	<b>REPORTER VOICEOVER (TO BE RECORDED)</b> By the way, if you're wondering why the program is called “Tar Wars”...it's because the sticky yellow substance that's leftover when you smoke is called “tar”.
REPORTER ON CAMERA (TO BE RECORDED)	<b>REPORTER ON CAMERA (TO BE RECORDED)</b> WHO'D WANT THAT IN THEIR LUNGS?
Interview with Matt (ALREADY RECORDED)	7836 / 01:31:48apx SO DEFINITELY IF I SEE MY FRIENDS DOING IT, I'M DEFINITELY GOING TO HAVE A TALK WITH THEM AND BE LIKE “CAN YOU STOP BECAUSE IT'S JUST NOT A GOOD THING TO DO, AND I WANT YOU TO STAY AROUND FOR AS LONG AS YOU CAN.”
REPORTER ON CAMERA (TO BE RECORDED)	<b>REPORTER ON CAMERA (TO BE RECORDED)</b> TRULY - WORDS TO <u>LIVE</u> BY. FOR TEEN KIDS NEWS, I'M...

## CT TOBACCO: WHY E-CIGARETTES GET AN F

TKN LOGO WITH WORDS ON SCREEN: Connecticut Tobacco and Health Trust Fund	<b>SCOTT VOICEOVER (TO BE RECORDED)</b> This report is brought to you by a grant from the Connecticut Tobacco and Health Trust Fund...
<b>MUSIC ANIMATION</b> Tobacco: Just Not Cool!	MUSIC ANIMATION
ON SCREEN ID: LIVIA  (99ALT)	LIVIA OC E-Cigarettes. A lot of teens may think they're an OK alternative to regular cigarettes. But as Scott reports, they're NOT!
Scott ON CAMERA (TO BE RECORDED)	<b>SCOTT ON CAMERA (TO BE RECORDED)</b> JUST SO WE'RE ALL ON THE SAME PAGE - WHAT ARE E-CIGARETTES?
INTERVIEW WITH TEEN, TOMMY (ALREADY RECORDED)	0412 / 00:01:00 I THINK E-CIGARETTES ARE LIKE ELECTRONIC CIGARETTES.
Parts of the E-cigarette With words & arrows on screen:  Vaporizer  Battery  Cartridge	<b>SCOTT VOICEOVER (TO BE RECORDED)</b> Correct. Sometimes referred to as a "vapor pen", there are three parts to an e- cigarette.  The vaporizer - that's a tiny heating device.  There's the battery - it powers the heating device.  And then there's the cartridge. This holds the liquid that is heated - giving off a vapor that looks like smoke.
INTERVIEW WITH TEEN, CLAIRE (ALREADY RECORDED)	0415 / 00:01:08 AN E-CIGARETTE IS LIKE A CLEANER VERSION OF A CIGARETTE, I THINK IT'S WITH WATER VAPOR.
Vapor wafting from E-cigarette  Pouring anti-freeze into car engine	<b>SCOTT VOICEOVER (TO BE RECORDED)</b> Actually, it's not. Many experts believe the "vapor" contains dangerous chemicals... including propylene glycol which is often used in anti-freeze put in cars.
INTERVIEW WITH MITCH ZELLER (ALREADY RECORDED)  ON SCREEN ID:	00:02:08 RIGHT NOW THE MARKETPLACE FOR E- CIGARETTES IS REALLY THE WILD, WILD WEST. WE DON'T KNOW WHAT'S IN THE

<p><b>Mitch Zeller</b> <b>U.S. Food &amp; Drug Administration</b></p>	<p>VAPOR, WE DON'T KNOW WHAT THE RISKS OF THE VAPOR ARE.</p>
<p>Freeze Mitch E-Cigarettes being smoked</p>	<p><b>SCOTT VOICEOVER (TO BE RECORDED)</b> <b>Mitch Zeller works for the Federal government. He says that what we do know is that E-cigarettes contain nicotine.</b></p>
<p>INTERVIEW WITH MITCH ZELLER (ALREADY RECORDED)</p>	<p>00:02:40 apx NO YOUNG PERSON SHOULD BE STARTING TO USE ANY OF THESE PRODUCTS. NICOTINE IS ADDICTIVE AND NICOTINE CAN HAD HAVE ADVERSE EFFECTS ON BRAIN DEVELOPMENT. AND THE ADOLESCENT BRAIN IS STILL DEVELOPING, OUR BRAINS ARE NOT FULLY FORMED UNTIL WE'RE IN OUR 20S.</p>
<p>INTERVIEW WITH DR. CARROLL (ALREADY RECORDED)</p> <p>ON SCREEN ID: <b>Chris Carroll, MD</b> <b>Pediatrician</b> <b>Connecticut Children's Medical Center</b></p>	<p>C0009 / 01:16:55 I THINK E-CIGARETTES ARE WORSE FOR TEENAGERS THAN REGULAR CIGARETTES. BECAUSE E-CIGARETTES GIVE YOU A FALSE SENSE OF SECURITY. YOU TEND TO THINK, "OH THEY'RE SAFER, IT'S JUST THE NICOTINE AND NOT ALL THOSE OTHER CHEMICALS." BUT REALLY, THE NICOTINE IS WHAT HOOKS YOU. WHAT GETS YOU ADDICTED TO SMOKING. C0009 / 01:16:25apx AND IT IS MUCH EASIER TO GET ADDICTED TO NICOTINE IF YOU WERE TO TRY IT WHEN YOU'RE A TEENAGER THAN IF YOU WERE TO TRY IT WHEN YOU WERE AN ADULT.</p>
<p>People smoking E-cigarettes</p>	<p><b>SCOTT VOICEOVER (TO BE RECORDED)</b> <b>What no doubt confuses many teens is that they hear that adults use E-cigarettes as a supposedly healthier alternative to smoking</b></p>
<p>INTERVIEW WITH TEEN, CLAIRE (ALREADY RECORDED)</p>	<p>0415 / 00:01:15apx AND I THINK IT'S MEANT AS A WAY FOR PEOPLE TO QUIT SMOKING SO IT'S NOT AS ADDICTIVE AS REAL CIGARETTES. 01:20</p>
<p>INTERVIEW WITH DR. CARROLL (ALREADY RECORDED)</p>	<p>C0010 / 01:18:07apx AND THAT IS HOW THE TOBACCO COMPANIES ARE STARTING TO MARKET</p>

	E-CIGARETTES. AS A WAY TO GET YOU TO STOP SMOKING.
	<b>SCOTT VOICEOVER (TO BE RECORDED)</b> But as we've heard, E-cigarettes still have nicotine. So don't make the mistake of believing they're safe.
INTERVIEW WITH MITCH ZELLER (ALREADY RECORDED)	00:02:25apx AND WE ARE CONCERNED BECAUSE E-CIGARETTE USAGE AMONG MIDDLE SCHOOL AND HIGH SCHOOL AGE KIDS IS GOING UP AND GOING UP DRAMATICALLY. 02:30
INTERVIEW WITH TEEN, CARTER (ALREADY RECORDED)	0442 / 00:00:05 I THINK TEENS SMOKE E-CIGARETTES BECAUSE THEY THINK IT'S COOL AND THAT IT'S LIKE A SOCIAL THING TO THEM AND THEY DON'T THINK IT'S AS BAD AS NORMAL CIGARETTES. 00:14
INTERVIEW WITH MALE TEEN (ALREADY RECORDED)	BOY 2 0444 / 00:01:48 UH PROBABLY FROM PEER PRESSURE...
INTERVIEW WITH TEEN, BOY WITH HENRY (ALREADY RECORDED)	0447 / 00:00:15apx I JUST THINK PEOPLE LIKE SEE OTHER PEOPLE DOING IT AND THAT'S WHY THEY DO THEM SO MUCH. 00:19
	<b>SCOTT VOICEOVER (TO BE RECORDED)</b> Adding to the attraction is the fact that E-cigarettes can come in different flavors. For example – they can be made to taste like fruit or even candy.
INTERVIEW WITH TEEN Brad	TEENS ANSWERING: 0203 / 01:29:54 I THINK E-CIGARETTES COME IN DIFFERENT FLAVORS TO APPEAL TO MORE PEOPLE THAN JUST NORMAL CIGARETTES DO...
INTERVIEW WITH TEEN Cameron	0219 / 02:01:33 I THINK BECAUSE IT APPEALS MORE TO KIDS AND MAKE THEM WANT TO BUY IT.
E-Cigarette	<b>SCOTT VOICEOVER (TO BE RECORDED)</b> By the way, if you already smoke, changing to E-cigarettes is not the best way to quit.
INTERVIEW WITH DR. CARROLL (ALREADY RECORDED)	C0011 / 01:18:26 E-CIGARETTES SHOULD NOT BE USED AS A METHOD TO STOP SMOKING IN

	TEENAGERS. THERE ARE OTHER BETTER WAYS THAT CAN BE USED, UNDER A DOCTOR'S CARE TO HELP CURB THE SMOKING CRAVINGS.
SCOTT ON CAMERA (TO BE RECORDED)  WORDS ON SCREEN: 1-800-QUIT-NOW	SCOTT ON CAMERA (TO BE RECORDED) THERE'S A LOT WE STILL DON'T KNOW ABOUT E-CIGARETTES. AND THAT'S WHY THE GOVERNMENT WANTS TO CONTROL THEIR SALE, JUST LIKE THE SALE OF REGULAR CIGARETTES IS CONTROLLED. BUT ONE THING IS FOR SURE - E-CIGARETTES ARE NO MATCH FOR A HEALTHY LIFESTYLE. AND IF YOU DO SMOKE AND WANT TO QUIT, YOU CAN CALL 1-800-QUIT-NOW. THEY EVEN HAVE A SPECIAL PROGRAM JUST FOR TEENS.



# New Program Scripts

## CT TOBACCO: NICOTINE REPLACEMENT THERAPIES

TKN LOGO WITH WORDS ON SCREEN: Connecticut Tobacco and Health Trust Fund	<b>REPORTER VO TO BE RECORDED</b> This report is brought to you by a grant from the Connecticut Tobacco and Health Trust Fund...
<b>MUSIC ANIMATION</b> Tobacco: Just Not Cool!	MUSIC ANIMATION
<b>SUPER:</b>  Siena 50	<b>SIENA (ALREADY RECORDED)</b> Whether in sports or things like school projects, when people talk about someone being a quitter, it's usually a bad thing. But Emily tells us how being a quitter can also be a good thing...
EMILY OC (TO BE RECORDED)	<b>EMILY OC (TO BE RECORDED)</b> <b>WHEN YOU THINK ABOUT THE DAMAGE SMOKING CAN DO TO YOU – FROM CANCER TO HEART DISEASE – IT'S LITTLE WONDER THAT MOST TEENS WHO SMOKE WANT TO QUIT.</b>
<b>SUPER:</b> <b><u>TEENS WHO SMOKE</u></b> 85% - Thought of Quitting 55% - Tried to Quit	<b>EMILY VOICEOVER (TO BE RECORDED)</b> In fact, 85% have thought of quitting.  And more than half of teen smokers - 55% have actually tried to quit.
Unidentified teens smoking	But quitting is hard...because you can become addicted to smoking.
EMILY OC (TO BE RECORDED)	<b>EMILY OC (TO BE RECORDED)</b> <b>SO, WHAT SHOULD TEENS DO IF THEY WANT TO KICK THE BUTTS?</b>
INTERVIEW WITH ANNE FOLEY (ALREADY RECORDED) <b>SUPER:</b>  Anne Foley Connecticut Tobacco & Health Trust Fund	7886 / 01:09:17 WELL THE BEST THING TO DO IS TO SET A QUIT DATE. AND THEN YOU SHOULD DECIDE WHY YOU WANT TO QUIT AND WRITE THOSE REASONS DOWN SO YOU CAN LOOK AT THEM WHILE YOU ARE QUITTING. AND MAKE SURE TO THROW AWAY ALL OF YOUR CIGARETTES, LIGHTERS AND ASHTRAYS, AND TO TRY TO HANG OUT WITH YOUR NON- SMOKING FRIENDS.
EMILY OC (TO BE RECORDED)	<b>EMILY OC (TO BE RECORDED)</b> <b>IF YOU'RE OVER 18 YEARS OLD, YOU CAN ALSO TRY WHAT'S CALLED "NICOTINE REPLACEMENT THERAPY."</b>

<p>INTERVIEW WITH DR. CAMENGA (ALREADY RECORDED)</p> <p>SUPER: <b>Deepa Camenga Pediatrician Yale New Haven Hospital</b></p>	<p>370_0194 - 01:01:00 NICOTINE REPLACEMENT THERAPY IS A TYPE OF MEDICINE AND IT COMES IN TWO FORMS. IT COMES IN A FORM THAT IS A GUM THAT YOU CAN CHEW OR A PATCH WHICH IS LIKE A STICKER YOU PUT ON YOUR BODY. WHAT IT DOES IS IT SLOWLY DELIVERS NICOTINE TO YOUR BODY, AND NICOTINE IS A COMPONENT THAT IS PRESENT IN CIGARETTES AND IT'S THE PART THAT GOES TO YOUR BRAIN AND ACTUALLY CAUSES YOU TO BECOME ADDICTED TO CIGARETTES. SO WHEN PEOPLE STOP SMOKING THEIR BRAIN MISSES THE NICOTINE AND THEY FEEL REALLY BAD.</p>
<p>Dr. Camenga at her desk</p>	<p><b>EMILY VOICEOVER (TO BE RECORDED)</b> Dr. (Ca-min-gay) explained that this "feeling bad" is called withdrawal. It's caused by your body wanting - "or craving" - the nicotine you used to get from cigarettes or other tobacco products. And that makes it hard to stop.</p>
<p>Dr. Camenga</p>	<p>370_0194 - 01:01:45apx SO WHAT NICOTINE REPLACEMENT THERAPY DOES, IT HELPS YOUR BRAIN FEEL BETTER WHILE YOU'RE QUITTING SMOKING BY MAKING IT POSSIBLE FOR YOU NOT TO FEEL SO MANY CRAVINGS AND THOSE WITHDRAWAL SYMPTOMS. 01:01:50</p>
<p>FDA Exterior</p>	<p><b>EMILY VOICEOVER (TO BE RECORDED)</b> But it's important to know that the government has only approved Nicotine Replacement Therapy for those 18 and older.</p>
<p>INTERVIEW WITH MITCH ZELLER (ALREADY RECORDED) SUPER: <b>Mitch Zeller Food and Drug Administration</b></p>	<p>MVI_0303 / MVI_0302 00:00:20APX SO IF YOU'RE A TEEN TOBACCO USER, CIGARETTES, SMOKELESS TOBACCO AND YOU WANT HELP QUITTING, IF YOU'RE INTERESTED IN QUITTING, SPEAK TO YOUR DOCTOR FIRST AND WORK WITH YOUR DOCTOR TO FIGURE OUT AN APPROACH TO HELP YOU APPROACH POSSIBLY USING SOME MEDICATIONS SAFELY. 00:00:37</p>

<p>EMILY OC (TO BE RECORDED)</p>	<p>EMILY OC (TO BE RECORDED) IF YOU WANT MORE INFORMATION... YOU CAN CALL 1 800 QUIT NOW. FOR TEEN/KIDS NEWS, I'M EMILY.</p>
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## CT TOBACCO: SECOND HAND SMOKE

TKN LOGO WITH WORDS ON SCREEN: <b>Connecticut Tobacco and Health Trust Fund</b>	<b>REPORTER VO (TO BE RECORDED)</b> This report is brought to you by a grant from the Connecticut Tobacco and Health Trust Fund...
MUSIC ANIMATION <b>Tobacco: Just Not Cool!</b>	MUSIC ANIMATION.
Reporter OC (TO BE RECORDED)	<b>REPORTER ON CAMERA (TO BE RECORDED)</b> SMOKING IS NOT ONLY DANGEROUS TO THE PERSON WHO IS PUFFING ON THE CIGARETTE, CIGAR OR PIPE. EVEN NON-SMOKERS NEED TO BEWARE OF WHAT'S CALLED "SECONDHAND SMOKE."
INTERVIEW WITH TEEN: Callie, 10 <sup>th</sup> grade, white female (ALREADY RECORDED)	0218 / 01:59:32 I THINK SECONDHAND SMOKE IS WHEN YOU'RE AROUND PEOPLE THAT ARE SMOKING AND YOU ARE KIND OF TAKING IT IN BECAUSE THE SMOKE AND FUMES ARE ALL AROUND YOU. 01:59:44
Reporter OC (TO BE RECORDED)	<b>REPORTER ON CAMERA (TO BE RECORDED)</b> THAT'S CORRECT. JUST TO BE CLEAR...THERE ARE TWO TYPES OF TOBACCO SMOKE...
INTERVIEW WITH DR. CARROLL (ALREADY RECORDED) SUPER: <b>Chris Carroll, MD Pediatrician, Connecticut Children's Medical Center</b>	C0014 / 01:23:46 FIRST HAND SMOKE IS THE EFFECT OF THE CIGARETTE THAT YOU ARE SMOKING. SECOND HAND SMOKE IS THE EFFECT OF SOMEONE ELSE'S CIGARETTE.
Smoke wafting in the air	<b>REPORTER VOICEOVER (TO BE RECORDED)</b> Just like first hand smoke, second hand smoke can be deadly...
INTERVIEW WITH TEEN: Christina (ALREADY RECORDED)	0216 / 01:55:35apx IT KILLS PEOPLE, LIKE A LOT OF PEOPLE EVERY YEAR. IT'S LIKE HARMFUL TO BREATHE IN LIKE IF YOU'RE AROUND SMOKING A LOT.
INTERVIEW WITH Dr. Carroll (ALREADY RECORDED)	C0015 / 01:24:59 CIGARETTE SMOKE CONTAINS MORE THAN 250 CHEMICALS THAT ARE TOXIC AND POTENTIALLY POISONOUS TO YOU AND THAT IS STUFF THAT YOU ARE GETTING INTO YOUR BODY EITHER THROUGH FIRST HAND OR SECOND HAND SMOKING.

<p>INTERVIEW WITH DR. CAMENGA (ALREADY RECORDED)</p> <p>SUPER:  <b>Deepa Camenga</b>  <b>Pediatrician</b>  <b>Yale New Haven Hospital</b></p>	<p>0198 - 01:21:42</p> <p>THE DANGERS OF SECONDHAND SMOKE ARE REAL. YOU CAN HAVE HEALTH PROBLEMS FROM SECONDHAND SMOKE JUST FROM BEING AROUND YOUR FRIENDS WHO SMOKE, BEING IN THE CAR WITH PEOPLE WHO SMOKE, BEING ANYWHERE AND BEING EXPOSED TO SMOKE.</p>
<p>INTERVIEW WITH TEEN: Susie (ALREADY RECORDED)</p>	<p>0221 / 02:07:31apx</p> <p>LIKE IF ONE OF YOUR PARENTS IS SMOKING IN A ROOM AND LIKE YOU GET LIKE THE SMOKE IN LIKE YOUR, LIKE IT CAN GO TO YOUR LUNGS TOO. 02:07:43</p>
<p>SUPER:  <u>CT MIDDLE SCHOOL STUDENTS</u>      In the past week...      42% have been in a room with someone who was smoking</p>	<p>REPORTER VOICEOVER (TO BE RECORDED)</p> <p>In fact, in the past week, almost half of Connecticut's middle school students – 42 per cent – have been in a room with someone who was smoking.</p>
<p>SUPER:  <u>CT HIGH SCHOOL STUDENTS</u>      In the past week...      21% have been in a car with someone who was smoking</p>	<p>Also in the past week, more than 20 percent of Connecticut's high school students who don't smoke have been in a car with someone smoking.</p>
<p>Reporter OC (TO BE RECORDED)</p>	<p>REPORTER ON CAMERA (TO BE RECORDED)</p> <p>SO BE SMART – AVOID BEING AROUND PEOPLE WHO SMOKE. AFTER ALL, YOU DON'T WANT YOUR OWN FUTURE TO...GO UP IN SMOKE. FOR TEEN/KIDS NEWS, I'M (name).</p>

## CT TOBACCO: Smoking &amp; Asthma

TKN LOGO WITH WORDS ON SCREEN: <b>Connecticut Tobacco and Health Trust Fund</b>	<b>REPORTER VO (TO BE RECORDED)</b> This report is brought to you by a grant from the Connecticut Tobacco and Health Trust Fund...
MUSIC ANIMATION <b>Tobacco: Just Not Cool!</b>	MUSIC ANIMATION
PHOTOS: -Clinton -Eminem & Pink -Rodman -Alba	<b>REPORTER VO (TO BE RECORDED)</b> President Bill Clinton...singers Eminem and Pink...basketball player Dennis Rodman...and Actress Jessica Alba - what do they all have in common?
INTERVIEWS WITH TEENS	(Teens guessing - incorrectly)
Reprise photos	<b>REPORTER VO (TO BE RECORDED)</b> Actually, they all have asthma.
INTERVIEW WITH DR. CAMENGA (ALREADY RECORDED) SUPER: <b>Deepa Camenga Pediatrician Yale New Haven Hospital</b>	0196 - 01:05:45 ASTHMA'S A LUNG DISEASE WHICH CAUSES THE AIRWAYS, WHICH ARE THE BREATHING TUBES IN YOUR LUNGS TO BECOME INFLAMED. AND WHEN THEY'RE INFLAMED THEY BECOME SMALL AND IT BECOMES HARDER FOR AIR TO GET TO YOUR LUNGS.
ON SCREEN GRAPHIC: <b>Asthma Attack</b>	<b>REPORTER VO (TO BE RECORDED)</b> That's called an "asthma attack"...and it's not pleasant.
INTERVIEW WITH DR. CAMENGA (ALREADY RECORDED)	0196 - 01:05:58apx PEOPLE WHO HAVE ASTHMA THEREFORE EXPERIENCE SYMPTOMS LIKE WHEEZING. THAT'S THE SOUND OF AIR HAVING TROUBLE GETTING INTO YOUR LUNGS. THEY FEEL SHORT OF BREATH LIKE IT'S HARD TO BREATHE AND THEY CAN EVEN FEEL SOME CHEST PAIN.
REPORTER ON CAMERA (TO BE RECORDED)	<b>REPORTER OC (TO BE RECORDED)</b> SO, WHAT'S THE CONNECTION BETWEEN ASTHMA AND SMOKING?

<p>INTERVIEW WITH DR. CARROLL (ALREADY RECORDED) SUPER: <b>Chris Carroll, MD</b> <b>Pediatrician</b> <b>Connecticut Children's Medical Ctr</b></p>	<p>- C0006 - 01:08:48 IF YOU WERE TO SMOKE WHEN YOU HAVE ASTHMA THAT'S EVEN WORSE, IT CAN DEFINITELY TRIGGER AN ATTACK.</p>
<p>Dr. Carroll</p>	<p><b>REPORTER VO (TO BE RECORDED)</b> In fact, Dr. Carroll says it can be deadly...</p>
<p>INTERVIEW WITH DR. CARROLL (ALREADY RECORDED)</p>	<p>C0007 / 01:11:07apx IF YOU HAVE ASTHMA AND YOU SMOKE, YOU SHOULD QUIT AS SOON AS POSSIBLE. YOU ARE TAKING YOUR LIFE INTO YOUR HANDS - SMOKING - IF YOU HAVE ASTHMA.</p>
<p>REPORTER ON CAMERA (TO BE RECORDED)</p>	<p><b>REPORTER OC (TO BE RECORDED)</b> <b>BUT HERE'S SOMETHING ELSE YOU NEED TO KNOW.</b></p>
<p>INTERVIEW WITH DR. CAMENGA (ALREADY RECORDED)</p>	<p>0197 - 01:09:00 EVEN IF YOU DON'T HAVE ASTHMA AND YOU'RE NOT A SMOKER, IF YOU'RE AROUND A LOT OF SECONDHAND SMOKE, MEANING YOU'RE BREATHING OTHER PEOPLE'S SMOKE, CIGARETTE SMOKE, THAT INCREASES YOUR CHANCE OF DEVELOPING ASTHMA IN THE FUTURE AND HAVING ASTHMA ATTACKS TOO.</p>
<p>Unidentifiable teens smoking</p>	<p><b>REPORTER VO (TO BE RECORDED)</b> Clearly, smoking is bad for everyone. But it's <u>especially</u> bad if you have asthma.</p> <p>And even if you don't - just being around those who smoke could trigger an asthma attack.</p>
<p>REPORTER ON CAMERA (TO BE RECORDED)</p>	<p><b>REPORTER OC (TO BE RECORDED)</b> <b>THE BOTTOM LINE IS SIMPLE: WHEN IT COMES TO BEING ABLE TO BREATHE - SMOKE, IS NO JOKE.</b></p>



CT TOBACCO: SOW – SHOULD SMOKING BE BANNED IN OUTSIDE AREAS?

TKN LOGO WITH WORDS ON SCREEN: Connecticut Tobacco and Health Trust Fund	REPORTER VO This report is brought to you by a grant from the Connecticut Tobacco and Health Trust Fund...
MUSIC ANIMATION Tobacco: Just Not Cool!	MUSIC ANIMATION
Reporter OC (TO BE RECORDED)	REPORTER OC (TO BE RECORDED) MANY TOWNS AND CITIES HAVE LAWS PREVENTING PEOPLE FROM SMOKING IN PUBLIC PLACES THAT ARE INSIDE BUILDINGS AND RESTAURANTS. BUT WHAT ABOUT PUBLIC PLACES THAT ARE OUTSIDE, LIKE PARKS? WE ASKED SOME TEENS IN CONNECTICUT WHAT THEY THOUGHT...
INTERVIEW WITH TEEN: Jack (ALREADY RECORDED)	0420 / 00:03:02 I THINK THAT SMOKING SHOULD BE BANNED IN CONNECTICUT STATE PARK AND PUBLIC PLACES BECAUSE IT CAN BE DANGEROUS FOR OTHER PEOPLE THAT ARE IN THE PARKS. 03:14
INTERVIEW WITH TEEN: Claire (ALREADY RECORDED)	0415 / 00:03:21apx I FEEL LIKE THERE'S A LOT OF KIDS OUT THERE AND FAMILIES THAT COULD JUST BE GOING TO GO OUT AND ENJOY THE SCENERY AND HAVE A NICE DAY AND THEY DON'T WANT TO HAVE TO HAVE THAT HEALTH RISK OF SECONDHAND SMOKE OR HAVE TO DEAL WITH THAT KIND OF A NUISANCE. AND IF IT'S SOMETHING YOU DO, YOU SHOULD KIND OF KEEP IT TO YOURSELF BECAUSE IT'S NOT SOMETHING THE PUBLIC WANTS. 03:37
INTERVIEW WITH TEEN: Patrick (ALREADY RECORDED)	0429 / 00:00:11 I THINK IT SHOULD BE ILLEGAL TO SMOKE IN PUBLIC PLACES LIKE PARKS BECAUSE IT'S REALLY BAD FOR THE AIR AND LIKE SURROUNDING ANIMALS BECAUSE IT JUST REALLY FOGS UP THE AIR, I GUESS, WITH SMOKE, BAD SMELLS.

INTERVIEW WITH TEEN BOY (ALREADY RECORDED)	0434 / 00:00:18 I DO THINK THAT BANNING ALL SMOKING IN PUBLIC PARKS AND PUBLIC AREAS IS A GOOD IDEA BECAUSE YOU KNOW THERE ARE ALWAYS PEOPLE AROUND SMOKERS WHO DON'T REALLY WANT TO BE A PART OF IT, ESPECIALLY WALKING AROUND THE CITY. LAST TIME I WAS ACTUALLY IN THE CITY AND IT FEELS LIKE YOU KNOW EVERY CORNER ON EVERY SIDEWALK THERE'S, YOU CAN SMELL IT AND YOU ALMOST FEEL LIKE AT THE END OF THE DAY YOU'VE ALMOST SMOKED A CIGARETTE. IT'S PRETTY GROSS. 00:40
Reporter OC (TO BE RECORDED).	<b>REPORTER OC (TO BE RECORDED)</b> <b>SOME OF THE TEENS WE SPOKE WITH MADE THE POINT THAT SMOKING IN PUBLIC PLACES MIGHT MAKE KIDS WHO ARE YOUNGER THINK SMOKING IS COOL...</b>
INTERVIEW WITH TEEN: Henry (ALREADY RECORDED)	0049 / 00:00:25 I THINK BANNING IT WOULD BE A GREAT IDEA BECAUSE IT SHOWS VERY BAD EXAMPLES FOR KIDS WHEN THEY SEE OTHER PEOPLE SMOKING...
INTERVIEW WITH TEEN: Ellie (ALREADY RECORDED)	406 / 00:04:58apx YOU DON'T WANT TO HAVE THE LITTLE KIDS SEEING THAT AND MAYBE THINK THAT IT'S OKAY. 05:05
INTERVIEW WITH TEEN: Henry (ALREADY RECORDED)	0049 / 00:00:29apx ... BUT IT'S REALLY NOT. 00:32
Reporter OC (TO BE RECORDED)	<b>REPORTER OC (TO BE RECORDED)</b> <b>THEN THERE'S THE TRASH THAT SMOKERS LEAVE BEHIND...</b>
INTERVIEW WITH TEEN: Boy (ALREADY RECORDED)	1 0444 / 00:02:25 apx AND LIKE YOU CAN ALSO JUST LIKE DESTROY THE ENVIRONMENT AROUND YOU AND MAKE IT KINDA LIKE NASTY PLACE...
INTERVIEW WITH TEEN: Harry (ALREADY RECORDED)	0438 / 00:00:38apx AND THE CIGARETTES ARE LITTERED AROUND THE PARK. 00:40

INTERVIEW WITH TEEN: Carter (ALREADY RECORDED)	0442 / 00:01:10 YEAH, I THINK LITTERING IS DEFINITELY ONE OF THE REASONS BECAUSE IT'S -- YOU LOOK ON THE GROUND EVERYWHERE -- AND IT'S JUST LIKE CIGARETTES ALL OVER THE GROUND WHEREVER YOU WALK
INTERVIEW WITH TEEN: Boy (ALREADY RECORDED)	1 0444 / 00:02:30apx ... CAUSE SMOKERS USUALLY JUST LIKE THROW THEM, THEY DON'T, THEY DON'T CARE LIKE THROWING THEM IN THE TRASH. THEY JUST PUT THEM ON THE GROUND AND STOMP ON EM.
INTERVIEW WITH TEEN (ALREADY RECORDED)	0442 / 00:01:20apx AND THAT'S NOT WHAT A PARK IS FOR, IT'S SUPPOSED TO BE SOMETHING WHERE, SOMEWHERE YOU CAN GO AND LIKE PLAY AND HANG OUT WITH PEOPLE AND THAT'S THAT JUST SORT OF RUINS IT. 01:27
INTERVIEW WITH TEEN: Boy (ALREADY RECORDED)	1 0444 / 00:02:38apx YOU DON'T WANT THAT IN YOUR PARK. 00:02:40
Reporter OC (TO BE RECORDED)	<b>REPORTER OC (TO BE RECORDED) BUT HERE'S WHAT MAY BE THE BEST REASON OF ALL FOR NOT ALLOWING SMOKING IN OUTDOOR PLACES LIKE PARKS...</b>
INTERVIEW WITH TEEN: Boy (ALREADY RECORDED)	0444 / 00:02:48apx ... IT WOULD ENCOURAGE PEOPLE TO STOP SMOKING IF YOU COULDN'T DO IT IN SOME PLACES. . 02:50
INTERVIEW WITH TEEN: Caucasian female, brown hair (ALREADY RECORDED)	7842 / 01:42:17 YEAH BECAUSE IT'D LIMIT WHERE YOU COULD DO IT SO IT MIGHT LIKE TAKE DOWN THE AMOUNT OF PEOPLE THAT SMOKE. IN PUBLIC AND IN GENERAL. 01:42:29
INTERVIEW WITH TEEN: Blonde, Caucasian, female (ALREADY RECORDED)	7845 / 01:46:37 I THINK THAT'S A REALLY GOOD IDEA BECAUSE IT MIGHT HELP PEOPLE STOP SMOKING AND IT ALSO STOPS SECONDHAND SMOKING AS WELL. 01:46:45

<p>Reporter OC (TO BE RECORDED)</p>	<p><b>REPORTER OC (TO BE RECORDED) IF YOU'RE LOOKING FOR A SERVICE PROJECT - HERE'S A SUGGESTION. ORGANIZE YOUR SCHOOL, CLUB OR COMMUNITY TO TAKE A STAND ON THIS ISSUE. YOU CAN CONVINCED LOCAL OFFICIALS TO BAN SMOKING IN PARKS AND OTHER OUTDOOR PUBLIC PLACES. AND THAT'LL CLEAR THE AIR FOR ALL OF US.</b></p>
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**DRAFT**

Tobacco and Health Trust Fund Board Meeting

Friday, February 20, 2015

1:00 p.m.

Legislative Office Building

Room 1A

Hartford, Connecticut

**Members Present:** Anne Foley-Chair, Diane Becker, Patricia Checko, Elaine O’Keefe, Ellen Dornelas, Kelly Leppard, Ken Ferrucci, Cheryl Resha, Suchitra Krishnan-Sarin, Geralyn Laut, Katharine Lewis, and Fatmata Williams for Robert Zavoski.

**Members Absent:** Larry Deutsch, Robert Leighton, Joel Rudikoff, Michael Rell and Lisa Hammersley.

Welcome	The Chair, Anne Foley, convened the meeting at 1:10 p.m. Members introduced themselves.
Approval of November 21, 2014 Meeting Minutes	Suchitra Krishnan-Sarin moved approval of the November 21, 2014 meeting minutes. The motion was seconded by Patricia Checko. The minutes were approved unanimously on a voice vote.
Teen Kids News (TKN) a) View Program Segments	<p>The Chair introduced Marilou Yacoub from TKN. Marilou Yacoub provided an overview of TKN and showed members two videos CT: Tobacco Overview (already aired) and How to Help Your Boy/Girlfriend Quit.</p> <p>After a brief discussion, members recommended that future program segments include more diversity to better reflect the demographic make-up of those individuals with the highest prevalence of smoking, such as minority populations.</p>

b) Discuss and Approve Program Scripts

- What is Nicotine?
- Tar Wars
- Why E-cigarettes Get and F
- Nicotine Replacement Therapy
- Second Hand Smoke
- Could Smoking Be Banned Outdoors in CT?

Elaine O'Keefe will provide a list of organizations to assist TKN in this effort.

Board members reviewed TKN program scripts, including the video on How to Help your Boy/Girlfriend Quit. After a detailed discussion, Patricia Checko moved approval of the program scripts with the following changes:

What is Nicotine? Remove the statement "If you were to try your first cigarette when you're 14 you're much, much more likely to get addicted to cigarettes than if you wanted and tried your first cigarette as an adult".

Add VAPE Pens to the statement " And that means all kinds of cigarettes and tobacco products...even many e-cigarettes or VAPE Pens contain nicotine".

Tar Wars. Delete the statement that "Connecticut ranks 5<sup>th</sup> in the nation for smoking" with current smoking and tobacco use rates in Connecticut.

Why E-Cigarettes Get An F? Replace the word Vaporizer with VAPE Pens. Add VAPE Pens to the statement "By the way, if you already smoke, changing to E-cigarettes or taking VAPE Pens is not the best way to quit".

Nicotine Replacement Therapy. TKN will provide source for data on teens who smoke.

Second Hand Smoke. TKN will provide source for smoking data related to Connecticut middle and high school

	<p>students who have been in places with someone smoking.</p> <p>Should Smoking Be Banned in Outside Areas? No recommended changes to this program script.</p> <p>Patricia Checko will provide a list of towns with laws preventing people from smoking in outside area.</p> <p>Other. Tag QuitLine information on all appropriate program segments.</p> <p>The motion was seconded by Fatmata Williams and approved unanimously on a voice vote.</p>
Update on 2015 Board Disbursement	<p>Barbara Walsh, DPH updated members on the status of the board's 2015 disbursements. Highlights include:</p> <p>Infrastructure, Administration and Management-\$175,000. DPH will amend the current contract with Connecticut Cancer Partnership (American Cancer Society) to add administrative and technical assistance dedicated to the tobacco trust funded programs.</p> <p>Request for Proposal (RFP). DPH is in the process of drafting the RFP. One RFP will be issued with multiple program intervention components (State and Community, Mass-Reach Health Communication, Cessation and Evaluation).</p> <p>DPH asked for volunteers to review the draft RFP and/or serve on the Evaluation Committee. All members present at the meeting, with the exception of the Chair,</p>

	<p>agreed to assist in one capacity or the other.</p>
Next Steps	<p>The Chair gave a brief overview of the Governor's FY 2016-17 Budget Proposal as it relates to the Tobacco and Health Trust Fund. She stated that the Governor's Proposed Budget makes about \$600 million in expenditure reductions to address current services budget gaps and raises about \$600 million in revenue. She noted that the budget transfers \$12 million in FY16 and FY17 from the Tobacco and Health Trust Fund to the General Fund. She also noted there is about \$4 million in unobligated trust funds that may be used for future board disbursement recommendations.</p> <p>Board members requested an update on the Biorepository Project administered by UConn Health Center and information about the legislative proposal for the Tobacco and Health Trust Fund after FY17</p> <p>Board members will hold a public hearing in June 2015. Members asked to change the scope of the public hearing to focus on tobacco needs and issues rather than specific programs.</p> <p>The meeting was adjourned at 3:05 p.m.</p>