

**Tobacco Education and Research Oversight Committee (TEROC)  
Meeting Agenda**

**Friday, February 14, 2020  
8:30am – 3:30pm**

**Location**

[UC Davis Continuing and Professional Education](#)

One Capitol Mall  
Sacramento, CA 95814

**Alternate Locations**

Center for Tobacco Control Research and  
Education  
University of California San Francisco  
530 Parnassus Avenue, Suite 366  
San Francisco, CA 94143-1390

SAY San Diego  
Family Resource Center  
4275 El Cajon Blvd., Ste. 101  
Conference Room 7  
San Diego, CA 92105

**To participate via webinar, please register at:  
[Attendee Go-To Training Registration](#)**

<b>Time</b>	<b>Agenda Item</b>	<b>Speaker(s)</b>
8:30 – 8:40	<b>Welcome and Introductions</b>	Michael Ong, Chair
8:40 – 8:45	<b>Review Agenda</b>	Chris Anderson, Facilitator/Writer
8:45 – 9:05	<b>Review Key Takeaways from Dec. 3 TEROC Meeting and General Plan Structure</b> Expected outcomes: <ul style="list-style-type: none"> <li>• Review major input from first meeting on 2021-23 plan</li> <li>• Review and approve proposed overall outline of plan</li> </ul>	Chris Anderson
9:05 – 9:35	<b>Web Version and Dissemination of Plan</b> Expected outcomes: <ul style="list-style-type: none"> <li>• Discuss considerations for developing a fully digital online version of plan</li> <li>• Discuss development of infographics</li> <li>• Review efforts to disseminate 2018-20 TEROC plan and consider new approaches for 2021-23 plan</li> <li>• Form subcommittee to advance development of new dissemination plan</li> </ul>	Chris Anderson, Mayra Miranda
9:35 – 9:50	<b>Environmental Context and Plan Title</b> Expected outcomes: <ul style="list-style-type: none"> <li>• Review and prioritize themes to be addressed in Environmental Context section</li> <li>• Determine plan title based on prioritized themes</li> </ul>	Chris Anderson
9:50 – 10:05	<b>Break</b>	
10:05 – 10:20	<b>Core Values</b> Expected outcome:	Chris Anderson

	<ul style="list-style-type: none"> <li>Review proposed values/principles that inform plan and cut across objectives and strategies</li> </ul>	
10:20 – 10:50	<b>Objective 1: Building Capacity</b> Expected outcome: <ul style="list-style-type: none"> <li>Review and prioritize proposed strategies to build capacity for tobacco control in California</li> </ul>	Chris Anderson, Pat Etem, Claradina Soto
10:50 – 11:20	<b>Objective 2: Disparities</b> Expected outcome: <ul style="list-style-type: none"> <li>Review and prioritize proposed strategies to address tobacco related disparities</li> </ul>	Chris Anderson, Mariaelena Gonzalez, Claradina Soto
11:20 – 11:50	<b>Objective 3: People and Environment</b> Expected outcome: <ul style="list-style-type: none"> <li>Review and prioritize proposed strategies to protect people and the environment</li> </ul>	Chris Anderson, Wendy Max, Mark Starr
11:50 – 12:50	<b>Lunch</b>	
12:50 – 1:20	<b>Objective 4: Youth and Young Adults</b> Expected outcome: <ul style="list-style-type: none"> <li>Review and prioritize proposed strategies targeting young people</li> </ul>	Chris Anderson, Mary Baum, Vicki Bauman
1:20 – 1:50	<b>Objective 5: Cessation</b> Expected outcome: <ul style="list-style-type: none"> <li>Review and prioritize proposed strategies to promote tobacco cessation</li> </ul>	Chris Anderson, Michael Ong
1:50 – 2:00	<b>Break</b>	
2:00 - 2:30	<b>Objective 6: Countering Industry</b> Expected outcome: <ul style="list-style-type: none"> <li>Review and prioritize proposed strategies to counter the tobacco industry</li> </ul>	Primo Castro, Pamela Ling
2:30 – 3:00	<b>Objective 7: Triangulum</b> Expected outcome: <ul style="list-style-type: none"> <li>Review and prioritize proposed strategies to address the triangulum of tobacco, vaping and cannabis</li> </ul>	Chris Anderson, Jim Keddy, Mark Starr
3:00 – 3:15	<b>Next Steps</b>	Chris Anderson
3:15 – 3:30	<b>Public Questions and Comments</b>	Michael Ong
3:30	<b>Adjourn</b>	Michael Ong

Notice to the Public

Agenda items may be taken out of order to accommodate speakers and to maintain quorum. Action may be taken on any item on the agenda.

Scheduled TEROC meetings are announced on the [TEROC Webpage](#).

*For information about this meeting, contact:*

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