

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

**Tuesday, June 6, 2017**  
**8:30am - 3:30pm**

**Main Location**  
Residence Inn  
1121 15<sup>th</sup> Street  
Sacramento, CA 95814  
TEL: (916) 443-0500; FAX: (916) 443-0600  
www.marriott.com/sacdt

**Alternate Location**  
University of Southern California  
2001 N Soto Street  
3rd floor, Room 303  
Los Angeles, CA 90032

<b>Time</b>	<b>Agenda Item</b>	<b>Speaker(s)</b>
8:30-8:40am	<b>Welcome and Introductions</b>	Michael Ong, TEROC Chair
8:40-8:45am	<b>Agenda Review</b>  Meeting outcomes: 1. Confirm target audience 2. Confirm structure of the Master Plan 3. Confirm key policy areas for the Master Plan based on structure discussion 4. Select Master Plan title	Lynn Baskett
8:45-9:30am	<b>Master Plan <u>Primary</u> Target Audience</b>  <i>Discussion question: Who are the primary target users of the Master Plan and how can it best communicate TEROC's message and optimize its utility?</i>  Expected Outcome: Confirm primary target audience to adjust tone and style of Master Plan	Lynn Baskett
9:30-10:15am	<b>Format of the Master Plan for a New Environment</b>  <i>Discussion question: Given the new environment with additional resources and the opportunity to be bold and innovative in our policy recommendations, what is the best format for the Master Plan?</i>  Expected Outcome: Confirm structure of the Master Plan	Michael Ong, TEROC Chair
10:15-10:30am	<b>Break</b>	
10:30-11:30am	<b>Continue Discussion of Master Plan Format</b>	Michael Ong, TEROC Chair

<b>Time</b>	<b>Agenda Item</b>	<b>Speaker(s)</b>
11:30-12:00pm	<p><b>Top Themes for the Master Plan</b></p> <p><i>Discussion question: Given the general format discussion, what are the top policy areas the Master Plan should address?</i></p> <p>Expected Outcome: Confirm key policy areas for the Master Plan based on format discussion</p>	Lynn Baskett
12:00-1:00pm	<b>Lunch</b>	
1:00-2:15pm	<b>Continue Discussion of Top Themes</b>	Lynn Baskett
2:15-2:30pm	<b>Break</b>	
2:30-3:15pm	<p><b>Master Plan Title</b></p> <p><i>Discussion question: Given the format and theme discussion, which of the recommended titles best conveys TEROC's message?</i></p> <p>Expected Outcome: Select Master Plan title</p>	Lynn Baskett Michael Ong, TEROC Chair
3:15-3:25pm	<b>Next Steps</b>	Lynn Basket
3:25-3:30pm	<b>Public Questions and Comments</b>	Michael Ong, TEROC Chair
3:30pm	<b>Adjourn</b>	Michael Ong, TEROC Chair

Scheduled TEROC meetings are announced on the TEROC Webpage at:  
<https://archive.cdph.ca.gov/programs/tobacco/Pages/TEROCMeetingInformation.aspx>

*For information about this meeting, contact:*  
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