

The Tobacco Leaflet



DIVISION OF TOBACCO USE PREVENTION AND CONTROL
IOWA DEPARTMENT OF PUBLIC HEALTH

October 2008

'What Town is Next' finds national attention, controversy

Are terrorists taking out paid advertising announcing the tragic end of a small Iowa town? Or is there something far less devious at work?

In the final days of September, the Just Eliminate Lies (JEL) youth tobacco advocacy group started a new campaign to raise awareness of the deaths caused by smoking.

"We selected three towns that had populations similar to number of people killed every day in the United States by tobacco, which is about 1,200," said Garin Buttermore, JEL coordinator.

Buttermore said that this latest campaign was an idea



A screen shot from JEL's newest advertising campaign at www.whattownisnext.com.

thought up by youth and implemented by ZLR IGNITION, the marketing firm that has been producing JEL advertising campaigns for a several years.

The campaign has raised so much attention that it has been covered by media outlets across Iowa and even nationally on CNN and MSNBC.

JEL youth have toxic, but fun, state fair event

With over 60 cancer causing chemicals in secondhand smoke and a couple hundred poisons, members of the Just Eliminate Lies (JEL) executive council and guests traveled to the Iowa State Fair to 'Clean Up' Big Tobacco.

Twenty-five youth gathered one-by-one into a large group in front of the grandstand entrance. They gained the fairgoers' interest with safety green t-shirts, each with different chemical

names and where the chemicals are commonly found, like Benzene; commonly found in gasoline, detergents, and pesticides.

Just when fairgoers were trying to wrap their minds around what was going on, five Hazmat suited individuals, scattered the chemical-represented youth from their area,

only to come out with two signs that read "There are 63 cancer-causing toxins in Big Tobacco's products" and "If Big Tobacco won't clean it up, we will."



IOWA YOUTH TOBACCO SURVEY

This bi-annual survey has already hit schools across the state and will be administered through the end of December by the University of Northern Iowa.

The data is used to determine tobacco use prevalence rates among junior high and high school student in the state.

This year more schools are participating than ever before as the survey goes digital.

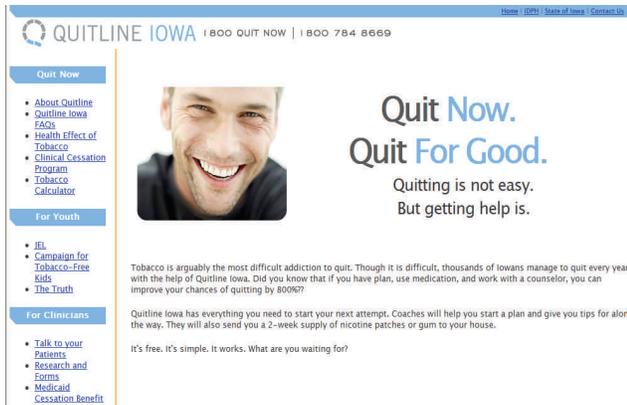
If a school in your area was chosen, be sure to help out anyway you can.

For more information, contact Maggie O'Rourke at 515-281-4526.

Left- Rounding up a deadly chemical

Right - JEL Youth in HAZMAT suits

New Look, More Information at QuitlineIowa.org



The front page of the new Quitline Iowa Web site.

Starting August 14, getting information on Quitline Iowa got a lot easier.

The revamped site aims to appeal to potential quitters by tackling the addiction with a friendly approach.

“The last thing someone wants is a lecture,” said Jeremy Whitaker, tobacco cessation coordinator. “The typical five-year old knows that smoking is bad for them, so we try not to waste a lot of time by laying guilt on the

person coming to us for help.”

The new site has a lot to offer for those working in tobacco prevention. Of particular interest is the area of the site for clinicians, which has everything from downloadable fact sheets to presentations for medical providers.

“I’m sure if people poke around the new site for 10 minutes, they will be surprised by what all is available,” said Whitaker.

OVER 90% OF QUITLINE IOWA AND CLINICAL CESSATION PROGRAM CLIENTS WOULD RECOMMEND THE PROGRAM TO A FRIEND.

Early evaluation data from Quitline and Clinical Cessation

Letting go of a tobacco addiction is not easy. No one knows that more than the University of Northern Iowa Center for Social and Behavior Research (UNI/CSBR).

A published report of three months of data from Quitline Iowa and the Clinical Cessation program through the Iowa Nebraska Primary Care Association (IA/NEPCA)

show promising results.

Quitline Iowa polling showed that three months after their first call, more than 20% of clients had not smoked in the last 30 days. Almost 70% of clients said they smoked less than they had before their first call.

The Clinical Cessation program has shown similar results. While the quit rates were about the same, the

percentage of heavy smokers (30+ cigarettes daily) dropped from 34.8% to 10.8%. Participants were also more likely to wait longer in the morning to have their first cigarette.

Over 90% of Quitline Iowa and Clinical Cessation program clients would recommend the program to a friend who wanted to quit smoking.



Change of Regional CHC’s

Although it was probably invisible to most of you, there was a major shake-up in the Tobacco Division during the first week of September.

With new partnerships starting the new grant cycle, shifts of internal duties, and Brent Saron needing to move to Western Iowa, the

Tobacco Division needed to completely reexamine the partnership map.

Brent Saron and Don Owens started the process by changing regions. Then Jerilyn Quigley reluctantly gave up some of her responsibilities because of an increasingly prominent role in

Redesigning Public Health (<http://www.idph.state.ia.us/rphi>).

What was left was a new map and a new division of internal responsibility. The new map is available online (<http://www.idph.state.ia.us/webmap/default.asp?map=obacco>).



Cass County JEL/YEL at Atlanticfest

By Karla Akers

Atlantic- Since Iowa has become smoke-free in July, the JEL/YEL group in Cass County has been busy helping educate the public about the new law in their own way. The group went to a handful of the local businesses on July 1st and replaced the old ash trays for a vase of flowers with a thank you for healthier cleaner air. With the passing of the new law in Iowa the students wanted to let the businesses know that they appreciate their efforts

in abiding by the new law.

This is just one of the ways that the Atlantic JEL/YEL group has helped Iowa become smoke-free. The JEL/YEL students held a street-marketing event at the town celebration Atlanticfest, where many families attend to eat, watch local entertainment, shop and enjoy a large car show. The students had a pledge wall collecting pledges to remain tobacco free, a “count the cost” activity and gave out camouflage stickers and pencils along with Quitline

Iowa information and quit kits to those who were ready to be tobacco-free.

Other JEL/YEL events for Cass County will include a float in the homecoming parade, which will consist of shoes and signs showing the number of people that die from tobacco related diseases and a CSI (Crime Scene Investigation) event to recruit new members to JEL & YEL chapters.



Cass County JEL/YEL youth at Atlanticfest

Priority Population Networks take shape

Reaching disparate populations is not always easy. Some are close knit communities that do not embrace outreach workers. Some are concealed and hard to reach. And some do not speak the same language as most Iowans.

Due to these problems and effective marketing campaigns of tobacco companies, there are populations in the United

States that have higher smoking rates than the rest of country. The CDC has identified six groups in particular: Low-Income, Native American, Asian-American, African American, Hispanic, and Lesbian, Gay, Bisexual, and Transgender.

Starting July 1, Iowa has some new allies in the effort to reach these communities.

“We have five fantastic

organizations that will work statewide to reach groups that have been difficult for us to reach in the past,” said Sieglinde Prior, CHC and coordinator of Priority Population Networks.

These organizations (see page 4) will spend the first year of their three-year grant conducting planning and assessment activities.

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Smokefree Air Act Update

Iowa has had a smokefree law for three months now, and tobacco division staff have been working to keep up with the complaints, comments, and requests for information from the public.

July 1 to Sept. 19:

Total questions/comments about the SFAA: **4800**
Complaints on potential violations: **1137**

Site visits to establishments that have received valid complaints or NOV letters-
Partnership visits: **112**
Law Enforcement visits: **10**

So far, **213** businesses have been sent their first letter of potential violation, **23** businesses have been sent their second letter of potential violation, and **7** businesses have been sent their third letter of potential

violation.

The administrative rules committee will meet on October 14 to review potential amendments of the rules that are in place to enforce the Smokefree Air Act.

They will take into account the comments submitted by the public online and at public comment meetings.



Priority Population Networks Contact Information

Aberdeen Area Tribal Chairmen's Health Board (AATCHB) – Native American

Priority Population
Network Director: Favian Kennedy
1770 Rand Road Rapid City, SD 57702
Phone: 605-721-1922 extension 112
Fax: 605-721-1932
email: researchone@aatchb.org

Tobacco Coordinator: Manuela Maldonado
1770 Rand Road
Rapid City, SD 57702
Phone: 605-721-1922
Fax: 605-721-1932
email: healtheducator@aatchb.org

Employee & Family Resources – Asian American

Director of Community Services
Monica Wilke-Brown
1446 Martin Luther King Jr. Pkwy
Des Moines, IA 50314
Phone: 515-471-2335
Fax: 515-243-5879
email: mwilke-brown@efr.org

Tobacco Prevention Specialist
Cheng Xiong
1446 Martin Luther King Jr. Pkwy
Des Moines, IA 50314
Phone: 515-471-2314
Fax: 515-243-5879
email: cxiong@efr.org

Employee & Family Resources – Gay/Lesbian/Bisexual/Transgender

Director of Community Services
Monica Wilke-Brown
(see contact information above)

Tobacco Prevention Specialist
Stephanie Baker
1446 Martin Luther King Jr. Pkwy
Des Moines, IA 50314
Phone: 515-471-2311
Fax: 515-243-5879
email: sbaker@efr.org

Proteus, Inc. – Hispanic/Latino

Priority Population Network Coordinator
Juan Cadenillas
Proteus Inc.
3850 Merle Hay Road Suite 500
Des Moines, IA 50310-1322
Phone: 515-271-5306 ext 129
Fax: 515-271-5309
juanc@proteusinc.net

Tobacco Prevention Specialist: Cesar DeLeon
2850 Merle Hay Road
Merle Hay Tower, Suite 500
Des Moines, IA 50310-1322
Fax: 515-271-5309 ext 125
email: CesarD@proteus.net

Urban Dreams – African American

Priority Population Network Director

Zachary Wilson, MSW
1410 6th Avenue
Des Moines, IA 50314
Phone: 515-288-4742
Fax: 515-284-5886
email: Zachary.wilson@urbandreams.org

Tobacco Prevention Specialist: Ritu Gupta
1410 6th Avenue
Des Moines, IA 50314
Phone: 515-288-4742
Fax: 515-284-5886
Email: rithu.gupta@urbandreams.org

Upcoming Regional Meetings

October 21

9:30 – 11:30 Wright County
(Belmond Talbot Library)
2:30 – 4:30 Fayette County
(Fayette Community Library)

October 23

2:30 – 4:30 Warren County
(Indianola Public Library)

October 29

9:30 – 11:30 Pottawattamie County
(Walnut Visitor Center)
3:00 – 5:00 Cherokee County
(Cherokee Regional Medical Center)

October 30

9:30 – 11:30 Johnson County
(Coral Ridge Mall)

NWITFC peddles prevention

The Northwest Iowa Tobacco Free Coalition (NWITFC), comprised of five counties in northwest Iowa, participated in the Register's Annual Great Bike Ride Across Iowa (RAGBRAI). Named "Team Kick Butts," this group of 28 volunteers and JEL members rode across the state promoting tobacco awareness.

The team was able to share many facts about the tobacco companies, their products and practices, as well as IDPH's efforts to prevent tobacco use through programs such as JEL and Quitline Iowa.



"Team Kick Butts" RAGBRAI riders

Tobacco Division Quick Notes



Deb Weiser

Deb Weiser - The Tobacco Division's long-time administrative assistant retired in August. A

farewell party will be held on October 3 at the Lucas Building. A permanent replacement will be hired in October.

Brent Saron - Prepares for his upcoming move to Council Bluffs. He will be working out of a home office in the Southwest Region by the end of the year.

Rob Semelroth - Takes over CDC Chronicle reporting from

Aaron Swanson. He will also pace the 3-hour runners in the Des Moines Marathon on October 19.

Cessation Advisory Committee - Will be working with the American Cancer Society on the Great American Smokeout.

Jeremy Whitaker -

Recently became a first-time homebuyer and is getting married on October 25. He will be on vacation for one entire day after his wedding. What a romantic!



Jeremy Whitaker - Editor-in-Chief.