



# The Tobacco Leaflet

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

February 2009

## Iowa experiences dramatic drop in smoking rate

Take a moment to absorb this number: there are 79,000 fewer smokers in Iowa than there were two years ago. To put that in perspective, that number is larger than the population of West Des Moines, Waterloo, or Iowa City.

The initial results from the 2008 Adult Tobacco Survey (ATS) are nothing shy of staggering. The prevalence of adult smoking fell 22.2 percent in the past two years, from 18 percent of all adults to 14 percent.

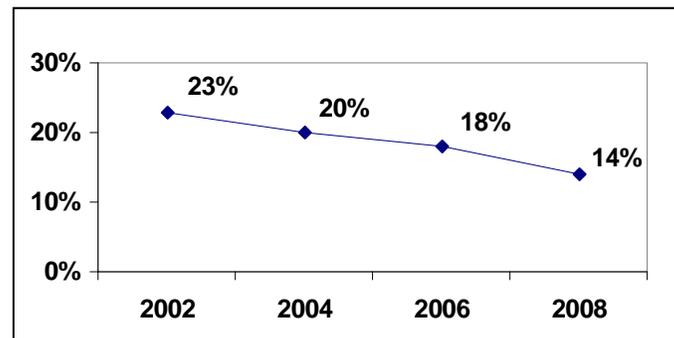
"This appears to be one of the biggest drops any state has experienced in a year period," said Bonnie Mapes, Tobacco Division Director. "This survey was conducted

before the Smokefree Air Act went into effect, so we should continued, gradual reduction in adult smoking prevalence over time."

Data from the Centers for Disease Control and Prevention shows other large recent declines in smoking rates were in Minnesota

(17.5 percent and Pennsylvania (12 percent) between 2005-2007. No other states saw declines of greater than 10 percent during the same period.

A press release was sent statewide on December 31. [Read the full press release.](#)



Prevalence of current cigarette use among adult Iowans (Adult Tobacco Surveys 2002-2008).

## PRELIMINARY ATS DATA

- 48% of current smokers had stopped smoking for one day or longer because they were trying to quit smoking during the past 12 months (an estimated 155,000 adult Iowans).
- 84% of current smokers said they would like to quit smoking (an estimated 259,000 adult Iowans).
- 52% of current smokers said they had heard of Quitline Iowa.
- 70% of current smokers who visited the doctor were advised not to smoke.

The final report will be available in mid to late February.

## Red Dress travels through Cass County

"Sisterhood of the Traveling Red Dress" display will travel Cass County during February to promote 'Go Red for Women' month. The display will raise awareness of women and heart disease.

"I have linked up with Cass County Memorial Hospital 'Care for Yourself' program to promote tips regarding having a healthy heart," said Karla Akers. "My tobacco

facts are on a necklace."

The dress will make 10 stops throughout Cass County over the next month, including a restaurant, manufacturing facility, high school, pharmacy, and a radio station.

Numerous organizations came together to make the project happen. East Union High School JEL loaned the dress (from the high school

theater department), a nutritionist and cardiac rehab from the hospital provided the healthy food basket and a work-out bag, and the Wise Woman program at the Iowa Department of Public Health provided the hat.

"I'm glad I have a great coalition to help out, since we have dresses traveling through Adair, Adams, and Union counties this month too," said Akers.



Red Dress at Cass County Memorial Hospital



## Iowa receives a mixed report card from national ALA

In the annual State of Tobacco Control report card from the American Lung Association (ALA), Iowa proved to be all

over the board. Grades ranged from an 'A' for our smoke-free air law to 'F' for cessation coverage and program spending.

Each category is broken

down into criteria that can be easily compared between states. For examples Iowa, like 40 other states and the District of Columbia, received an 'F' for funding their state programs at less than half the CDC

recommended level. Iowa funds the program at \$11.2 million out of a \$36.7 million recommendation.

The recent Smokefree Air Act earned the state an 'A' and recognition from the ALA for protecting workers from secondhand smoke.

The cigarette tax of \$1.36 a pack earned Iowa a 'C'. Iowa has the 18th highest tax, earning the state a middling grade. The previous tax of \$.36 per pack would have earned the state an 'F'.

Cessation coverage earned Iowa a bottom grade as well. Iowa was dinged for not having all FDA-approved medications available through Medicaid, as well as

limits on the available medications. The state was also marked down for not having cessation coverage for state employees and not having a legislative mandate for private insurance carriers to cover nicotine dependence treatment.

"We have a long way to go when it comes to cessation insurance coverage, but the report fails to acknowledge that we have one of the most used quitlines in the nation and a great program that provides medication through community health centers," said Jeremy Whitaker, Cessation Coordinator.

The full report is available at [stateoftobaccocontrol.org](http://stateoftobaccocontrol.org)

REPORT CARD	
STATE OF TOBACCO CONTROL 2008 IOWA	
Grades:	
Tobacco Prevention & Control Spending	F
Smokefree Air	A
Cigarette Tax	C
Cessation Coverage	F

## Smoking among the mentally ill

By Dan Ramsey

In the United States, there is a population of people who use tobacco at 2-3 times the rate of the general population. Fifty to 80 percent of this population uses tobacco and suffers tobacco related death and disease at a rate far higher than the general population. Over 44 percent of all tobacco products sold in the United States is sold to this population. And they live in every town in Iowa.

Have you guessed who this population is? It is those who suffer from mental illness. Approximately 7 percent of Iowans suffer from some form of mental illness and people with mental illness use tobacco at a higher rate, are less likely to succeed in cessation attempts,

already struggle with stigma and may have less drive or desire to quit.

It is known that nicotine enhances concentration, information processing and learning and can also have a positive effect on mood. This may be part of the reason why it may be harder for people with mental illness to quit. Another reason is that there are few tobacco control programs that specifically target mentally ill patients for cessation or intervention.

There is new evidence that shows that those with mental illness want to quit and are successful at quitting. Yet some providers think that people with mental illness are unable to quit or they will prioritize taking care of

symptomatic problems over offering preventive care like cessation. Yet those with mental health issues are far more likely to die from tobacco use than from suicide.

Telephone quit lines are effective at helping those with mental illness, and offering education to providers on fax referral and 2 A's and R will help those with mental illness get the help they need. The idea that 'smoking is the least of their problems' has been shown to an outdated view on treating a patient with tobacco dependence. Research has been done in the last 10 years showing that mental health patients want to quit, and many have tried to quit, and many more want to quit.





**News in Brief**

Warning Labels

Knoxville JEL teens turned plain t-shirts into walking billboards – letting students know that in a dozen languages that ‘SMOKING KILLS.’

“My presentation theme this year to high school students is “warning labels” – warning labels being noticeable, relevant & memorable are the key words for the presentations,” said Marilyn Smith with the Marion County community partnership.

Bender in Southwest Iowa

Over 3,000 people listened to Rick Bender in Page, Montgomery, and Taylor counties on October 22-24. Bender did nine presentations in local high schools. Organized by JEL youth and Free People from Tobacco, the local partnership, the events had 35 sponsors, from schools to local banks.

Quitline Adds Lozenges

During the month of January, Quitline Iowa added

lozenges to options of free nicotine replacement therapy (NRT). Nicotine patches and gum continue to be available to Iowans free of charge.

“This is another tool to empower those wanting to quit to do so on their own terms,” said Jeremy Whitaker, cessation coordinator.

During the month of January, four-weeks of NRT, including lozenges, were available. Starting February 1, it goes back to a two week supply.



Student in Knoxville makes a Warning Label t-shirt.

**New approach to Youth Advocacy Day**

Due to budget constraints this year, the decision was made not to hold Youth Advocacy Day (YAD) at the state Capital.

Instead, the JEL Executive Council will work with the Iowa Tobacco Prevention Alliance to hold a series of mini-trainings to help prepare the youth for meeting with their elected officials.

JEL youth will then speak to their legislators in their own districts during Saturday forums typically held by the legislators.

“That does not mean JEL youth won’t be meeting with legislators to advocate for continued support for JEL and youth tobacco use prevention,” said Garin Buttermore, JEL Coordinator. “Instead, youth will meet with

their senator or representative in their hometown to help reinforce the importance of funding a comprehensive tobacco program.”

Typically, it costs around \$5,000 to bring in close to 300 youth to Des Moines for the day.

“YOUTH WILL BE MEETING WITH THEIR SENATOR OR REPRESENTATIVE IN THEIR HOMETOWN...”

**Smokefree Air Act - Enforcement Update**

The Iowa Attorney General’s Office (AG) in partnership with the Tobacco Division, have taken enforcement measures against businesses for Smokefree Air Act (SFAA) violations.

In late December, the AG sent settlement letters to six businesses. In the letter, the AG asked the business to reply within 20 days by either paying a civil penalty of \$100 or indicating that the business wishes to contest the matter. Three businesses

have settled and paid \$100 fines to the state. One business was sold and is under new ownership. Accordingly, the AG dismissed the violation. Two businesses have yet to respond to the AG letter.

The Alcoholic Beverages Division (ABD) has taken similar action. An Administrative Law Judge (ALJ) proposed license sanctions on two liquor licensees for violating liquor code by not enforcing the

SFAA.

The ALJ proposed to suspend the liquor licenses for Otis Campbell’s in Des Moines County for 30 days, and Fro’s in Muscatine County for 21 days. The ABD Administrator can review the ALJ’s proposal and affirm, reverse, or modify the ALJ proposed sanctions.

Hearing complaints have been filed on twenty-two other liquor licensees for Smokefree Air Act violations.



Above: The new vehicle sign available on the Smokefree Air Act Web site (not to scale).

## Spotlight on Research (and other happenings)

### Secondhand smoke causes fertility problems study

Women exposed to secondhand smoke during childhood and early adulthood may have more trouble getting pregnant and may be more likely to have miscarriages than women with no smoke exposure. [Read the full article](#)

### More good news on teen smoking: Rates at or near record lows

Teen cigarette use has continued to decline, according to this year's Monitoring the Future (MTF) Survey, a school-based

national survey of 46,348 eighth, tenth, and twelfth graders. [Read the full article](#)

### Does tobacco industry marketing excessively impact lesbian, gay and bisexual communities?

Studies of tobacco industry documents have found that tobacco marketing has specifically targeted lesbian, gay, and bisexual (LGB) populations in the past. [Read](#)



[the full article](#)

### Quit Smoking Apps on the iPhone

A quick search for smoking cessation applications in the App Store reveals that none of the apps available to iPhone users link to programs and services that are considered to be evidence based. [Read the full article](#)

### Light Cigarette Lawsuit Allowed by US Supreme Court

On December 15, the

U.S. Supreme Court ruled 5-4 that the Federal Cigarette Labeling and Advertising Act does not shield cigarette makers from lawsuits that accuse them of deceiving consumers by describing cigarettes as "light" or "low tar." [Read the full article](#)

### Web Sites Worth Exploring:

Bring Everyone Along  
[www.tcln.org/bea](http://www.tcln.org/bea)

My Last Dip  
[www.mylastdip.com](http://www.mylastdip.com)

Kick Butts Day  
[www.kickbuttsday.org](http://www.kickbuttsday.org)

## New tool available to help explain Public Health Modernization

"Understanding Public Health Modernization can be difficult," said Jerilyn Quigley, the Tobacco Division's Modernization representative. "The project has a really wide scope: What should every lowan reasonably expect from public health."

With that thought in mind, the Increase Knowledge Committee realized they needed to educate other public health professionals about the Modernization project's vision for public health in Iowa. The team considered a variety of media, including fact sheets, frequently asked questions, and a variety of online tools. All of those things are important, but something was missing - the human connection!

So the Increase Knowledge Committee team came up with a PowerPoint

presentation; but this is not just any old slide show. Available through the Redesigning Public Health in Iowa Web site, this presentation was developed to serve as the backdrop to the most important part of the



education process - a discussion about why it is important for all lowans, no matter where they live, to know what they can reasonably expect from public health.

"Everyone who works in the field of public health should

take a look at the presentation," said Quigley.

To download the PowerPoint file, visit [www.idph.state.ia.us/mphi](http://www.idph.state.ia.us/mphi) and click on Tools. For questions on how to use this presentation, please contact Jerilyn Quigley at 515-242-6282.

"The project has a really wide scope: What should every lowan reasonably expect from public health."

### Tobacco Division Quick Notes



Joann Muldoon

Joann Muldoon - transfers from Health Statistics to take over duties as the Tobacco Division epidemiologist (half-time). Her time will be split with the diabetes program.

Live Healthy Iowa - has taken over the division. Ten of the staff will be tracking their physical activity minutes for

the next 100 days. It is not too late for your office to sign up tool! To learn more about the program, visit the Live Healthy Iowa Web site at: [www.livehealthyiowa.org](http://www.livehealthyiowa.org)

Partnership Conference Call - will on February 24 from 1:00 - 3:00 PM. Topics include the upcoming RFA, FY2010 budget and the Smokefree Air Act.