

# Tobacco Leaflet

## Coalition Members Honored by Governor

By Megan Tiernan and Bobbie Jo Sheridan

Lori Mein and Leah Heideman will be honored for volunteerism by Gov. Chet Culver during a special ceremony held July 27, 2009 in Des Moines, Iowa.

Lori Mein was selected for the Joseph W. Cullen Award for Outstanding Contributions to Chronic Disease Prevention and Control by The Central Iowa Tobacco-free Partnership (CITP) for her involvement in the CITP Coalition. Lori is the Chair of this coalition. Lori has worked diligently with the coalition to reduce death and disease caused by tobacco use and secondhand smoke in Central Iowa. She takes pride in being the lead volunteer and jump-starting events such as 2007's Great American Smoke-Out, which brought attention to tobacco-free businesses in the community.

Lori's commitment to the mission of the Central Iowa Tobacco-free Partnership does not stop with her programmatic volunteerism. As an advanced-practice registered nurse for Mercy QuickCare, Lori uses her interaction with the community to educate patients on the deadly effects of tobacco and the positive effects of smoking cessation. She facilitates presentations to college medical audiences on tobacco use and the options in treating tobacco addiction.

Leah Heidemann was selected for the Individual Governor's Volunteer Award by the Central Iowa Tobacco-free Partnership and Prevention Concepts for being the

Carlisle Just Eliminate Lies and Students against Destructive Decisions sponsor. Leah is a great leader and role model for the students at Carlisle High School. She has been a sponsor for around four years and has helped on a variety of different activities. Leah helped the students create the Café Cough street market event, the Crime Scene event, and has also played a key role in passing the Local Control Resolution in Carlisle. She works hard and always tries to help create educational, fun activities for the students to do. Leah plays a major role in the success of this organization. Due to her outstanding leadership, and enthusiasm this group has been able to thrive and grow into one of the largest, most influential student groups at Carlisle High School.

The Governor's Volunteer Award program is coordinated by the Iowa Commission on Volunteer Service and the Governor's Office. For more information, visit [www.volunteeriowa.org](http://www.volunteeriowa.org) or call 515-725-3094.



Leah Heidemann (left)  
and Lori Mein (right)



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### On the Horizon

- The Mayo Clinic Nicotine Dependence Center will be holding provider trainings in September and October in several locations. Details to come!

## Iowa Tobacco Control Conference 2009: What You Missed

This June saw adults and youth get together to talk about tobacco for the first time. So what did you miss if you did not make it to Grinnell this year?

- A monkey's brain was walked through the crowd, courtesy of Keynote Speaker Victor DeNoble. He also showed us that being a whistleblower against the tobacco companies takes a well-developed sense of humor in addition to a PhD.
- Linda Hancock taught us that tobacco companies have a lot of new products on the horizon and that multiple choice questions can be fun.
- Always dress in layers, as old college lectures halls may not have state-of-the-art heating and cooling systems.
- JEL youth bring a lot of energy to the conference, but they do not make the lunch line any shorter.
- Chaperones learned that college dorm rooms have not changed much over the years.
- When the biggest complaints are the lack of available sodas and slightly uncomfortable chairs, it means that if you couldn't make it you missed a great conference!

## Award Winners Named at Tobacco Conference

Each year, the tobacco advocates throughout the state are recognized for their contributions. This year the staff decided to pare down the awards to just two: Street Marketing Event and Outstanding Individual Leadership. These awards were chosen by a panel comprised of six individuals—two division staff and four external individuals with knowledge and experience in tobacco prevention and control.

And without further ado, your Iowa Tobacco Control Conference award winners:

### **2008-09 Street Marketing Event of the Year**

Winner: WD JEL (West Delaware High School JEL)

Armed with sandwich boards, white masks and t-shirts that stated "Every ten seconds big tobacco makes another person disappear," the West Delaware JEL group held a successful street marketing event that raised community awareness.

The WD JEL group made quite a scene in downtown Manchester for the Great American Smokeout. They primed the public by appearing on a local radio station to talk about their JEL group, the Great American Smokeout, the dangers of secondhand smoke, and pique interest in their event. They also cupped a fence at their school and staffed a lunch table display to remind their peers and the community of the day.

On the day of the event, despite the freezing wind, the group fielded questions from youth and adults as they passed by. They increased the impact of their message with a photo and press release in the local newspaper.

This was a perfectly executed event. They looked at all of their options and came up with what they thought would best raise awareness. They planned the timing of events and secured volunteers and permission. They engaged local media. At their next meeting they debriefed and got started on planning what they wanted to do next!

### **2008- 2009 Outstanding Individual Leadership of the Year**

Winner: Karla Akers, Cass County Memorial Hospital

As a person who exemplifies innovative and creative thinking, Karla Akers has effectively unified a four county region. Through her leadership, our communities have a vehicle to better the health of our communities and further the goals of tobacco prevention and control.

In January 2006, Karla initiated a preliminary meeting with representatives of three counties to determine interest in forming a tobacco coalition. At that meeting she brought people together from the public, youth, educational and health related organizations. The meeting blossomed into a board of seven members covering the three counties of Cass, Adair and Adams. Through Karla's leadership, a mission statement, action plan and grant application were developed. Although there is a coalition board of seven members and now four counties (Adair, Adams, Cass & Union), the reality is that Karla has done the bulk of the work. She continually motivates, inspires, and organizes our coalition and is very worthy of this award.



## FDA Takes Control of Tobacco Products

On June 22, President Obama signed historic legislation granting authority over tobacco products to the U.S. Food and Drug Administration.

Some of the key elements of this legislation include:

- **New Center for Tobacco Products:** FDA will create a new Center for Tobacco Products to oversee the science-based regulation of tobacco products in the United States.
- **Banning Candy-Flavored Cigarettes:** By October 2009, cigarettes will be prohibited from having candy, fruit, and spice flavors as their characterizing flavors.
- **Full Disclosure of Ingredients and Additives:** By January 2010, tobacco manufacturers and importers will submit information to FDA in their possession about ingredients and additives in tobacco products, a description of the nicotine content and delivery, and the health consequences of tobacco products.
- **Stopping Youth-Focused Marketing:** By April 2010, FDA will issue the agency's 1996 regulation aimed at reducing young people's access to

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*It's a law that will reduce the number of American children who pick up a cigarette and become adult smokers. And most importantly, it is a law that will save American lives and make Americans healthier. -President Barack Obama*

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### FDA Regulation at the Local Level

It remains to be seen how FDA regulation will affect local policy. However, it appears that state and local governments will have the ability to limit or restrict sampling beyond the FDA regulations.

Also, state and local governments will have the ability to limit the time, place, and manner of tobacco advertisements (but not content).

Keep an eye out for more information in future newsletters.

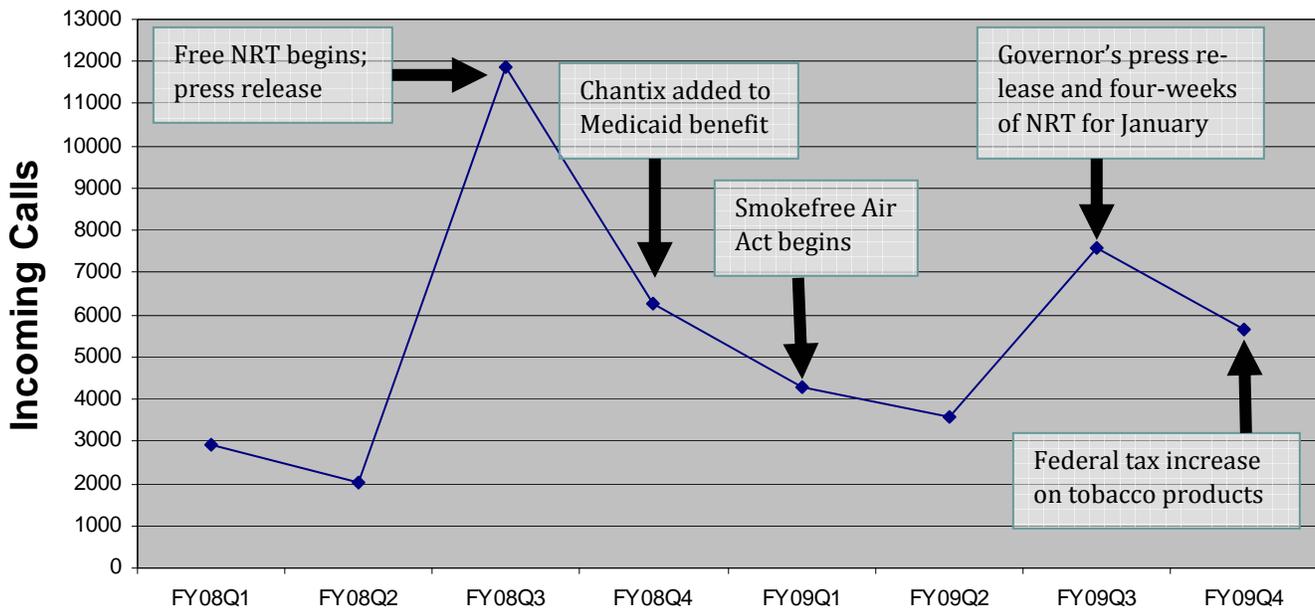
tobacco products and curbing the appeal of tobacco to the young. When the regulation becomes effective, a number of measures will take effect, including:

- Tobacco manufacturers may no longer sponsor sporting, athletic, and entertainment events using tobacco product brand names and logos;
- Tobacco manufacturers may no longer sell or give away clothing or other items which bear the brand name or logo of a tobacco product; and
- Tobacco manufacturers will no longer be able to distribute free samples of cigarettes, and free samples of smokeless tobacco will be allowed only in adult-only facilities.
- **Prohibiting Other Marketing Measures Misleading Consumers:** By July 2010, tobacco manufacturers may no longer use the terms "light," "low," and "mild" on tobacco products.
- **New Warning Labels:** By July 2011, warning labels for cigarettes and smokeless tobacco products will be revised and strengthened. Warnings will comprise the top 50 percent of the front and rear panels of the package. FDA will issue regulations requiring graphics on labels depicting the health risks of smoking.

The Family Smoking Prevention and Tobacco Control Act of 2009 also provides FDA with regulatory authority to regulate marketing and promotion of tobacco products and set performance standards for tobacco products to protect the public health. All expenses for the FDA regulatory activities will be funded directly by the tobacco industry.

Visit <http://www.fda.gov/NewsEvents/PublicHealthFocus/ucm168412.htm> for more information.

## Quitline Iowa Incoming Call Volume



Quitline Iowa call volume by quarter, fiscal years 2008-2009

### Quitline Finishes Another Strong Year

Fifty-nine thousand three hundred and twenty eight. That is more than twice the population of Fort Dodge—five thousand more people than the population of West Des Moines.

That's how many people have called during the first eight years of Quitline Iowa. And 75 percent of those calls happened during the past two years!

Calls were down about 10 percent in Fiscal Year 2009, but that did not catch many in the tobacco community by surprise. The previous year greatly exceeded estimates, and with a dwindling pool of adult smokers, a decrease in calls was expected.

However, a federal tobacco tax that took effect in April gave the call line an unexpected surge. That made the first week of April the second busiest week of the year, behind only the week of New Year's. Even a price hike could not beat out the power of the annual resolution to quit smoking.

Even with the dip in calls, Quitline Iowa remains one of the most utilized telephone quitlines in the country with 6 percent of Iowa smokers having used the program. Over half of adult smokers are aware of the program, so call volume should remain high even though no new taxes are on the horizon.

But one wild card remains for next year: The role FDA regulation will play in spurring quit attempts.

### Quitline Evaluation Update

The Tobacco Division contracts with the Center for Social and Behavioral Research at the University of Northern Iowa to evaluate Quitline Iowa. Since April 2008, the center has called 8,264 clients and completed 3,512 interviews with Quitline Iowa clients.

So what did they find out? Quitline Iowa works. And people like it.

The overall quit rate for Quitline Iowa clients at 3, 6, and 12 months is about **20%**. That is four times more effective than quitting cold turkey!

Also, **more than 90%** of Quitline Iowa callers would recommend it to a friend who wanted to quit.

Quitline Iowa Call History (fiscal year)	
2002	1,934
2003	1,428
2004	1,849
2005	1,970
2006	2,708
2007	5,117
2008	23,243
2009	21,079

## Behind the Numbers of the Smokefree Air Act

You read the articles in the newspaper and see the statistics, but who is doing the work behind the Smokefree Air Act? It takes staff from many different agencies to pull it off.

Three different lawyers from the Attorney General's Office coordinate with the division to interpret the law, defend IDPH from lawsuits, and prosecute violators.

Alcoholic Beverages Division has seven staff involved, including four inspectors.

The Tobacco Division contracts with a staff member of the Iowa Tobacco Prevention Alliance to validate complaints and do a limited number of site visits.

The Department of Inspections and Appeals (DIA) submits complaints about restaurants and IDPH informs DIA about restaurants that may be violating code by smoking in food preparation areas.

IDPH Tobacco Division has one full time staff member working on answering phone and Website inquiries, sending out potential notices of violation, and coordinating site visits. Three other staff, including the division director, give a significant amount of time to addressing enforcement and education issues. In addition, the cessation coordinator does a few site visits, and regional coordinators keep the local agencies up to date with what is happening in their communities.

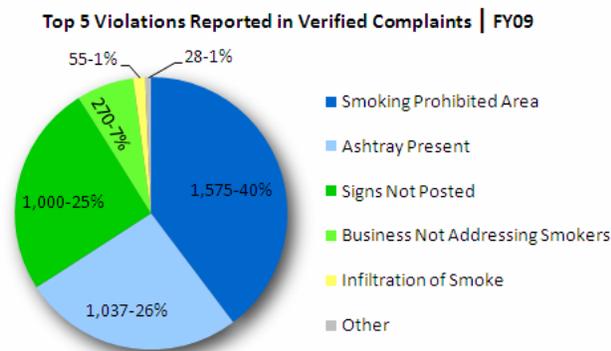
## One Year of Smoke-free Iowa

It's been over a year since the Smokefree Air Act took effect, and it is already hard to remember what life in Iowa was like before the law took effect. The reason for that? Most businesses have decided to follow the law.

Compliance with Iowa's Smokefree Air Act is high among businesses during the law's first year. According to preliminary numbers, only about 1 percent of Iowa's more than 82,000 businesses subject to the Act have received a Notice of Potential Violation from IDPH since the law went into effect July 1, 2008. Notices are generated following a valid complaint from the public or inspector visit.

The high level of compliance even got the attention of the state's highest elected official.

"As Governor, I am committed to protecting the health of all Iowans," said Governor Culver. "The high level of compliance with the Smokefree Air Act means that we as a state are well on our way to achieving that goal. In addition, it demonstrates that the vast majority of employers in Iowa are abiding by this law, helping us create a brighter, healthier future for our state."



Since July 1 last year, Notices of Potential Violation have been sent to 1,015 businesses with employees. Preliminary numbers indicate the top four business types for which a first Notice of Potential Viola-

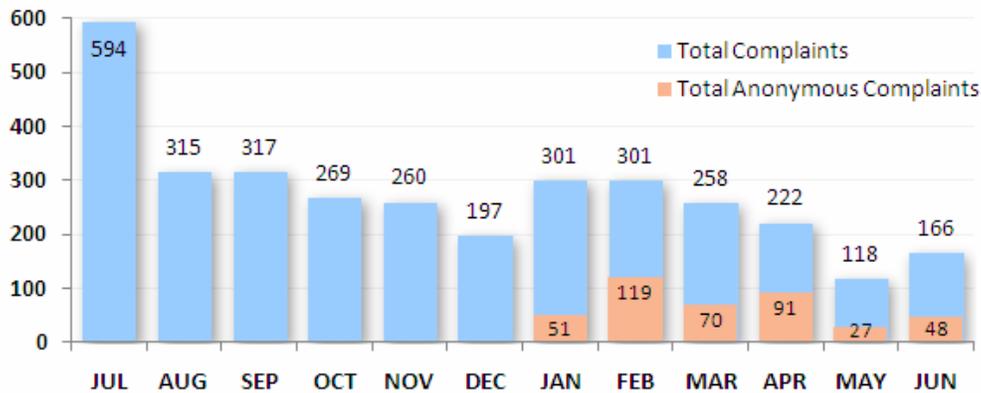
tion has been issued are: bars and restaurants (53 percent); retail stores and service-based businesses (20 percent); private and member clubs (3 percent); government (3 percent); hotels and motels (2 percent). The remaining 19 percent of employers who have received a violation notice represent a wide variety of Iowa businesses.

"I am happy to say that our enforcement efforts have been very effective during this first year of the Iowa Smokefree Air Act," said IDPH Director Tom Newton. "The Notice of Potential Violation is primarily a tool for educating employers about what they need to do to come into compliance with the law. Of businesses who receive a first notice, 79 percent do not receive a second notice."

Prior to the Iowa Smokefree Air Act, non-smokers who were exposed to second-hand smoke at work increased their risk of heart disease by 25 to 30 percent, while their risk of developing lung cancer was 20 to 30 percent higher. The law protects employees in more than 99 percent of Iowa's businesses, making it one of the most comprehensive in the nation.

For more information about the law or to report a violation, visit [www.iowasmokefreeair.gov](http://www.iowasmokefreeair.gov). A detailed report on the first year of the Smokefree Air Act will also be posted on the Web site in early August.

**Total Number of Complaints Submitted to IDPH | FY09**

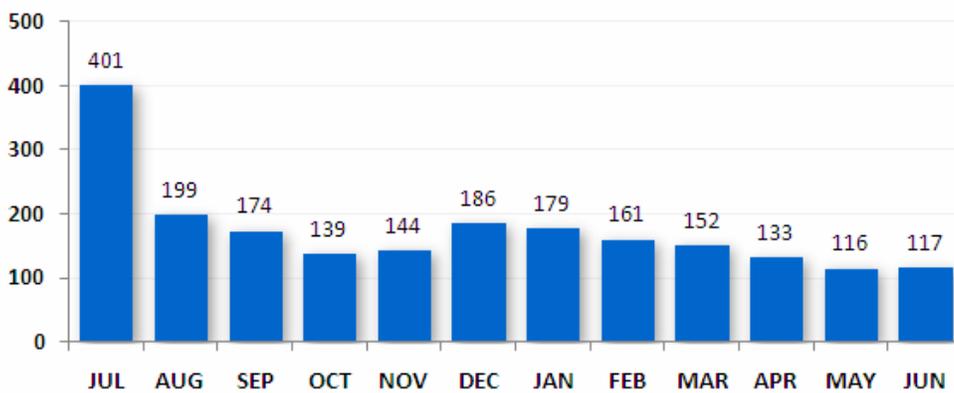


The information displayed in the chart above shows the total complaints submitted to IDPH prior to the verification process. As expected, IDPH received many complaints in the month immediately after the law become effective. Likewise, IDPH experienced a spike in submitted complaints during the winter months. IDPH, by rule, began accepting anonymous complaints in January.



*I am happy to say that our enforcement efforts have been very effective during this first year of the Iowa Smokefree Air Act. - IDPH Director Tom Newton*

**Total Number of Verified Complaints Submitted to IDPH | FY09**



After IDPH determines the complaint contains a potential violation, the complaint is then identified as a verified complaint. This chart displays the total of verified complaints or complaints containing potential violations of the law. Generally in FY09, about 66% of the total complaints submitted to IDPH contain potential violations of the law.

## Other Partnership News

**Dubuque County:** Dupaco Credit Union with locations in Dubuque, Delaware, and Linn County are offering free Chantix and bupropion to employees and their spouses through the end of the year. This also includes those who are not on their health plan. Dupaco will be housing a Freedom From Smoking group at one of their locations.



**Audubon County:** JEL youth set up at the Relay for Life event in Audubon City Park. The event raised \$18,000 for the American Cancer Society and JEL interacted with hundreds of participants.

## Page County Fights Spit at the Rodeo

By Judy Boye

On July 28 coalition members from Free People From Tobacco and a local JEL chapter took the "Support the Sport, Not the Spit" message to the Sidney Rodeo Parade.

U.S. Smokeless Tobacco has been a big sponsor of the Sidney Rodeo.

JEL and coalition members decorated a go-cart with a "Support the Sport, Not the Spit" sign. The vehicle also had banners from JEL and Free People From Tobacco attached to it. Some JEL and coalition members walked with signs that had anti-tobacco messages. They gave out brochures about spit tobacco along with suckers.

"I like your message," said one parade organizer

The week before, Free People From Tobacco had a booth at the Lenox Rodeo Family Fun Night.



*JEL Youth at the Sidney Rodeo Parade*

## JEL now at "the Well"

In July JEL became a permanent fixture at the Wells-Fargo Arena in Des Moines, referred to many as "the Well." Their large banner ad will be at every event for the rest of the year.



## Staff Updates

**Sieglinde Prior** started working out of her home office in Ames July 1. Her email is the same, but her office phone is now 515-233-5388.

**All the staff** is pleased that the first JEL Summit/Adult Tobacco Conference went off with a minimum of problems and was well-received by both adults and youth. Thanks to all who helped plan it (especially Aaron Swanson, who led the effort).

**Bonnie Mapes** is still excited about her new car. Normally this is not newsworthy, but it is her first new car—ever.

**Sheri Sturmsma** moved out of the country and into downtown Pella. Now the drive is only 45 minutes each way to work!

**Jeremy Whitaker** celebrates one year of putting out the newsletter...and hopes you like the new look.



## FDA Analysis of E-Cigarettes (Summary)

- FDA conducted a preliminary analysis on some samples of electronic cigarettes and components from two leading brands. Due to the variability among products, this analysis should not be used to draw conclusions about what substances are or are not present in particular electronic cigarettes or brands of electronic cigarettes.
- FDA's Center for Drug Evaluation, Office of Compliance purchased two samples of electronic cigarettes and components from two leading brands. These samples included 18 of the various flavored, nicotine, and no-nicotine cartridges offered for use with these products. These cartridges were obtained in order to test some of the ingredients contained in them and inhaled by users of electronic cigarettes.
- FDA's Center for Drug Evaluation, Division of Pharmaceutical Analysis (DPA) analyzed the cartridges from these electronic cigarettes for nicotine content and for the presence of other tobacco constituents, some of which are known to be harmful to humans, including those that are potentially carcinogenic or mutagenic.
- DPA's analysis of the electronic cigarette samples showed that the product *contained detectable levels of known carcinogens and toxic chemicals to which users could potentially be exposed.*
- *DPA's testing also suggested that quality control processes used to manufacture these products are inconsistent or non-existent.*
- Specifically, DPA's analysis of the electronic cigarette cartridges from the two leading brands revealed the following:
  - Diethylene glycol was detected in one cartridge at approximately 1%. *Diethylene glycol, an ingredient used in antifreeze, is toxic to humans.*
  - Certain tobacco-specific nitrosamines which are *human carcinogens* were detected in half of the samples tested.
  - Tobacco-specific impurities suspected of being harmful to humans—*anabasine, myosmine, and  $\beta$ -nicotyrine*—were detected in a majority of the samples tested.
  - The electronic cigarette cartridges that were labeled as containing no nicotine had low levels of nicotine present in all cartridges tested, except one.
  - Three different electronic cigarette cartridges with the same label were tested and each cartridge emitted a markedly different amount of nicotine with each puff. The nicotine levels per puff ranged from 26.8 to 43.2 mcg nicotine/100 mL puff.
  - One high-nicotine cartridge delivered twice as much nicotine to users when the vapor from that electronic cigarette brand was inhaled than was delivered by a sample of the nicotine inhalation product approved by FDA for use as a smoking cessation aid.

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The *Tobacco Leaflet* is the newsletter of the Division of Tobacco Use Prevention and Control at the Iowa Department of Public Health. Unless noted, all articles are written by division staff.

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