

# The Tobacco Leaflet

Division of Tobacco Use Prevention and Control  
Iowa Department of Public Health



December 2009



## JEL rallies teens at the state football tournament

Instead of holding an event in conjunction with the Great American Smokeout (GASO), teens with Just Eliminate Lies (JEL) decided to take their message directly to high school students.

JEL youth gathered at the UNI-Dome in Cedar Falls at the Iowa High School Class 2A and 3A State Football championships this past weekend to show their support and to get teens to "See the Connection" between tobacco use and its effects.

The youth gathered in groups and handed out rally towels to the participating teams according to their teams colors. They also had sandwich boards with "connections" of how tobacco use affects the user and the people around them they care about the most, such as the secondhand smoke from a loved one causing asthma in a child.

"This is the first time in a long while that JEL will not have an official GASO event," said Garin Buttermore, JEL Coordinator. "The youth felt that their time and JEL's money would be better served with this change."



JEL Executive Council members at the football tournament

### Of Special Interest

- The next newsletter should have an exciting announcement about the annual conference!
- Quitline Iowa commercials hit broadcast television across the state on December 21 and run through mid-March.
- All Tobacco Division staff will be taking furloughs, either 5 or 7 days. However, there will be no lay-offs in the division.

### Did you know?

The Tobacco Division is working on a statewide program that would combine retail enforcement of tobacco, alcohol, and lottery sales. Currently, only tobacco enforcement is standardized across the state and coordinated by a single agency.

## Quitline Iowa supports ACS and the 'Smokeout'

Each year, the third Thursday of November is the Great American Smokeout (GASO), a day set aside for smokers to try to quit. However, the American Cancer Society (ACS) issued an unexpected message this year: Do not quit smoking today.

In a press release, ACS stated that "We urge smokers to mark today's 34th Great American Smokeout by making a quit plan and finding out about free resources that help them quit successfully. Research shows that advance planning and preparation greatly increase the likelihood of succeeding."

The Tobacco Division (and Quitline Iowa) supported the event by issuing a statewide press release and giving a handful of interviews.



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# However you spend the holidays, the Tobacco Division staff wishes you safe travels and a happy new year!

## Karla Akers Recognized for Well Workplace Award

On October 1, 2009, Cass County Health System (CCHS) struck gold when they were recognized by WELCOA as having a wellness program worthy of a Gold award designation. Only 59 organizations out of 5,000 Iowa applicants received an Gold, Silver, or Bronze award.

Kara Akers was part of the wellness committee

that crafted and implemented the award-winning program.

A Gold award designation is achieved when an organization has in place wellness initiatives focused on physical

activity, nutrition, stress management, tobacco cessation, and self-care. Moreover, these wellness initiatives must lead to measurable outcomes or results (change in biometrics, reduction in cholesterol, etc.).

Employee participation in

wellness initiatives, Healthy Life Survey, and Needs Analysis Survey is also deemed of utmost importance.

“Over the past year, about a dozen of us have worked really hard on this,” said Akers. “I did a lot on telling employees about our cessation benefit.”

Earlier this year, Akers received an award for Outstanding Individual Leadership at the Iowa Tobacco Control Conference.



Karla Akers at the WELCOA Awards



### News You Can Use

- California is looking for clients from across the country for a new chew-specific quitline. Click [here](#) for more information. (This program has no affiliation with Quitline Iowa)
- TTAC offers two online workshops: Fundamentals of Evaluation and Logic Model Essentials. Deadline for registration is December 31. Click [here](#) for details. If you are funded by the division, talk to your contract manager if you are interested in enrolling (there is a cost).



## Tobacco Division Staff Quick Notes



Rob Semelroth, Jeremy Whitaker, and Don Owens - Participated in the Des Moines marathon. All of them completed either the 13 or 26 mile course.

Bonnie Mapes, Aaron Swanson, Jerilyn Quigley, and Jeremy Whitaker - Are recovering from submitting four different stimulus grants to the CDC over the past few weeks. Two were competitive and two non-competitive. Keep an eye out in

the next newsletter to see how much we were awarded!

**All of us** - Are anticipating an exciting legislative session. The division's top priorities are to keep level funding and remain and independent division at IDPH.

**Birthdays!**: November - Jeremy Whitaker and Rob Semelroth, December - Jerilyn Quigley. All of them are between the ages of 30 -35.