

April 2007

## Tobacco tax encourages quitting Number of new smokers to greatly decrease

By Maggie O'Rourke\*

After a five-year effort by anti-tobacco advocates, the health care community, and many legislators to raise the Iowa cigarette tax, Governor Culver signed a \$1 increase into law on March 15. The increase raises Iowa from 42nd to 17th place in the nation in the amount collected on each pack of cigarettes sold in the state.

"An increase in the tobacco tax is a historic accomplishment for the public's health in Iowa," said Iowa Department of Public Health (IDPH) Interim Director, Mary J. Jones, BSEMS, PS. "It will prevent Iowa youth from starting to smoke and save the lives of adult smokers who quit."



*Governor Culver signs the historic tax on cigarettes to reduce the number of new smokers and encourage others to quit.*

### Expected outcomes

The new tax is expected to reduce youth smoking by 19 percent, and encourage an estimated 20,200 Iowa adult smokers to quit. In five years the state will save \$9 million in health care costs from treating smoking-related heart attack and stroke, and \$10.8 million treating smoking-related birth and pregnancy complications.

*(Continued on page 4)*

## New fruits and vegetables campaign delivers simple message

By Lyn Jenkins\*

Most of us know that eating fruits and vegetables is good for us. Now we need to make eating more fruits and vegetables matter.

Building on the success of the 5 A Day fruits and vegetables campaign, the [Produce for Better Health Foundation](#) and the [Centers for Disease](#)

[Control and Prevention](#) have developed "Fruits & Veggies—More Matters."

"This represents a great opportunity to pool resources and inspire action," said Carol Voss, Iowa's Fruit and Vegetable nutrition coordinator at the Iowa Department of Public Health (IDPH). "We have worked hard to

*(Continued on page 5)*



# Iowa's progress toward 2010 cancer goals

By Louise Lex\*

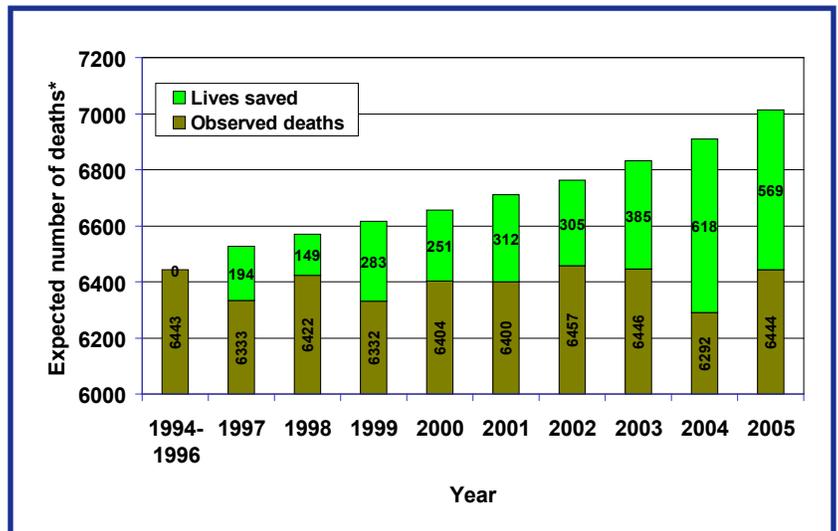
"Are we there yet?" is a question all too familiar to parents on a long trip with small children. For young travelers, reaching the destination just takes too much time.

The same question can be applied to Iowa's health plan. The road to achieving Healthy Iowans 2010 goals has been underway since 2000; it sometimes seems like a long journey.

More than 200 partner organizations work with the Iowa Department of Public Health to craft the state health plan. Central to [Healthy Iowans 2010](#) are sets of defined goals for preventing disease and improving health.

One such set of goals relates to cancer mortality. In the case of cancer prevention and intervention, the effectiveness of initiatives by public health programs and partners can be tracked through the number of lives saved. According to a report submitted by Dr. Charles Lynch, medical director of the [State Health Registry of Iowa](#), home to the Iowa Cancer Registry at the University of Iowa, an estimated 3,066 lives have been saved between 1997 and 2005. Following are excerpts from his report.

- The 2003-2005 prostate cancer mortality rate indicates the Healthy Iowans 2010 goal has already been reached for this cancer.
- Even though the percent improvement for lung cancer was small, the number of lives saved is large because this is the leading cause of cancer mortality.
- Overall, the progress has been widespread across the state with a noticeable racial disparity.
- The most lives saved to date are seen with prostate, colorectal, female breast, and male lung cancers. These are the same cancer



sites that for years have been responsible for over 50 percent of cancer deaths in Iowa.

- The decline in male lung cancer deaths can be attributed to declines in cigarette smoking, thereby reducing the number of new lung cancer cases being diagnosed.
- A recent published report indicates that mammography screening and improved treatments have equally contributed to fewer women dying from breast cancer.

Although Iowa is making progress in reducing lives lost to cancer, Lynch says an estimated 6,400 Iowans will lose their lives to cancer in 2007. "We need to have Iowans alter their lifestyles to reduce the risk of developing cancer, and get their cancer screening tests when they attain eligible ages," Lynch said. "Cancer researchers and providers need to continue to develop more effective cancer treatments and provide these to their patients."

To view the full report, go to [www.public-health.uiowa.edu/shri/pubs/pdf/cancer\\_2007.pdf](http://www.public-health.uiowa.edu/shri/pubs/pdf/cancer_2007.pdf).

\* Louise Lex is the coordinator of Healthy Iowans 2010 at IDPH.



Iowa Department of Public Health

Advancing Health Through the Generations

# Problem gambling ads win awards

By Bob Kerksieck\*

The Iowa Gambling Treatment Program recently received five ADDY awards for its “1-800-BETS-OFF” advertising campaign. Sponsored by Advertising Professionals of Des Moines, the five awards represent the first step in a three-stage national competition conducted by the American Advertising Federation.

The Iowa Gambling Treatment Program is coordinated by the Iowa Department of Public Health (IDPH), and focuses on prevention, education and treatment of problem gambling in Iowa.

“Over the years, we have found that when advertising is more visible across the state, we get more calls at the 1-800-BETS-OFF helpline, and more referrals to problem gambling treatment,” said Mark Vander Linden of the IDPH Office of Gambling Treatment and Prevention. “These ads send a strong message of hope, and point people in the right direction to get help for problem gambling.”

Studies show that problem gambling treatment is effective at reducing job loss, bankruptcies, arrests, family troubles and several other categories of issues.

Each year, the ADDY awards recognize and reward creative excellence in the art of advertising. This year, 437 entries were submitted by applicants from central Iowa. The Iowa Gambling Treatment Program was recognized five times in the public service category. The winning ads were:

Get Help TV Campaign – Gold

Gambling Consumer Education Campaign (Myth/Fact brochure, spending card, slide show, and mini Web site) – Silver

Gambling Consumer Education Myth/Fact Mini Web Site – Silver

Man Get Help TV Ad – Silver

Iowa Department of Public Health

Advancing Health Through the Generations



Get Help Mixed Media Campaign (TV, radio, outdoor and Web banners) – Silver

To see the full list of 2006 ADDY awards, visit [www.adprodsdm.com](http://www.adprodsdm.com) and click on “2006 ADDY Awards Recap.”

\* Bob Kerksieck is a health facilities surveyor at IDPH.

## Tobacco division wins 8 gold ADDYs

The IDPH Division of Tobacco Use Prevention and Control received eight gold ADDY awards this year, bringing the division’s total awards in central Iowa to 105 in the last six years. The ads were:

Quitline Iowa Shopping TV  
 Secondhand Smoke Mixed Media Campaign  
 JEL Web Site  
 See Food TV  
 Lights Out Summit Poster  
 Quitline Iowa Eternal Cigarette TV  
 Secondhand Smoke TV Campaign  
 JEL Recruitment/Can Iowa Teens (Animation or Special Effects Video)



# Tobacco tax followed by increased hotline calls

Continued from page 1

"The tax is about saving lives," said Bonnie Mapes, director of the [Division of Tobacco Use Prevention and Control](#) at IDPH. "We know that increasing the price of tobacco products is one of the most effective interventions to prevent kids from starting to smoke and motivating adults to quit."

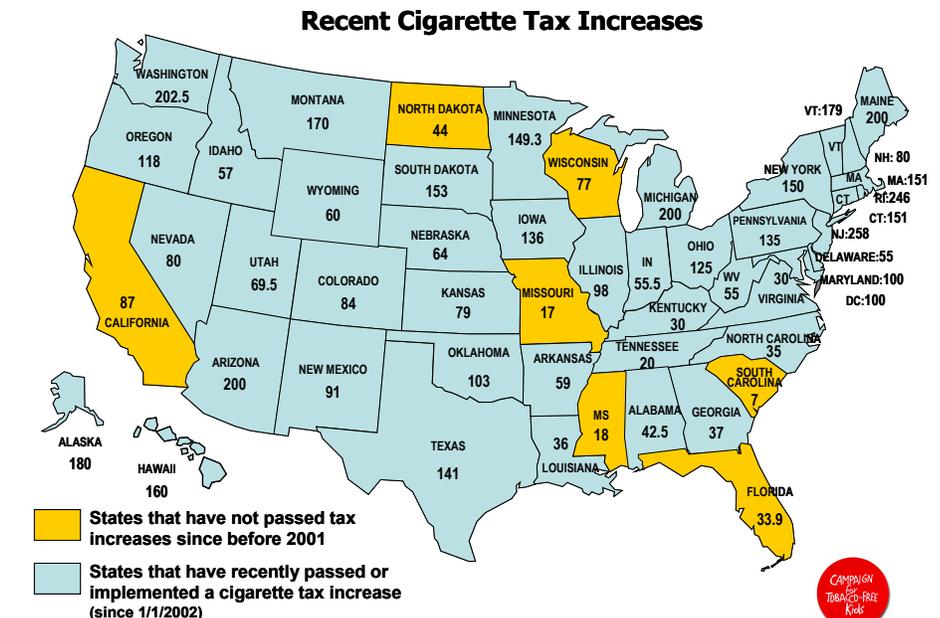
Belinda DeBolt, administrator at Page County Public Health Department, says she is hopeful about the effect of the new tax. "Many smokers have been ready to quit for a long time, but haven't had that one last bit of encouragement," DeBolt said. "The \$1 increase in the tobacco tax will provide many with the nudge they need."

In the weeks following the introduction of the new tax, [Quitline Iowa](#), the state's smoking cessation hotline (1-800-QUIT-NOW), reported the number of calls to their Iowa City center had doubled.

## Long time in coming

As early as 2000, Iowa tobacco prevention advocates began discussing efforts to increase the cigarette tax. In 2002, a formalized effort led by a grassroots organization, the Iowa Health Initiative, had good intentions but failed to convince the Legislature and the public that the focus of the proposal was on improving health. A renewed effort in 2005 also fell short, and last year's proposed \$0.80 tax increase failed to come to vote.

Cathy Callaway, senior representative for state and local campaigns for the [American Cancer Society](#) and newly appointed member of the Iowa Tobacco Use Prevention and Control Commission, commented on the challenges of advocating for this kind of legisla-



tion. "We are up against an industry that each year spends nearly \$192 million in Iowa and \$15 billion nationally to addict our children and keep them addicted as adults," Callaway said. "Iowa has taken a monumental step forward to combat this."

## Momentum keeps going

In addition to recent advocacy activities that helped pass the tobacco tax bill, partners such as the [American Lung Association](#), [American Heart Association](#) and Iowa Tobacco Prevention Alliance have been working hard to keep the momentum going. One important activity that followed the tax increase was Youth Advocacy Day on March 28. On that day, more than 200 of Iowa's young tobacco advocates gathered at the Capitol to thank their legislators for approving the tobacco tax increase and to discuss their support for smoke free laws.

Another encouraging development following the tax increase was release of the latest statistics on adults who currently smoke. According to the [2006 Adult Tobacco Survey](#), Iowa's steady downward trend in smoking is continuing, from 20.3 percent in 2004 to 18 percent in 2006. The survey was funded by IDPH and conducted by the [Center for Social and Behavioral Research](#) at the University of Northern Iowa.

To learn more about Quitline Iowa, visit [www.quitlineiowa.org](http://www.quitlineiowa.org). To read the full Adult Tobacco Survey or its Executive Summary, visit [www.idph.state.ia.us/tobacco](http://www.idph.state.ia.us/tobacco).

*\* Maggie O'Rourke is a community health consultant in the Division of Tobacco Use Prevention and Control*



# Partners help deliver new fruit and vegetables message

Continued from page 1

increase fruit and vegetable consumption in Iowa, and I expect that this new campaign will continue to motivate our partners in this effort.”

Elizabeth Pivonka, president of the Produce for Better Health Foundation, says the campaign was designed to be straightforward in its message. “This new call for a healthier America is attainable and easy for people to understand,” Pivonka said. “The message is intentionally simple: to increase consumption and eat more fruits and veggies at every eating occasion.”

**Iowa Nutrition Network** Coordinator Doris Montgomery commented on the importance of partnerships at this early stage of the campaign. “IDPH and its partners are dedicated to educating Iowans on how to consume more fruits and vegetables, and to making fruits and vegetables affordable and available to all Iowans,” Montgomery said. “Partnerships are crucial if we are to reach the greatest number of Iowans.”

## Current activities in Iowa

One important partner is the **Iowa Farmers Market Nutrition Program**, which provides access to fresh, locally grown fruits and vegetables for **Women, Infants and Children (WIC)** participants and low income older Iowans. The program is currently adding the Fruits & Veggies—More Matters logo and message on WIC checkbook covers. Messages and recipes will also be included in the Farmers Market Directory, published by the

**Iowa Department of Agriculture and Land Stewardship**.

Margaret Long, program administrator of the Iowa Farmers Market Nutrition Program says that vendors will also be offered produce pricing signs with the Fruits & Veggies—More Matters logo. “By using the Fruit & Veggies—More Matters logo and delivering its message through a variety of channels, we hope to remind participants to buy a variety of fresh fruits and vegetables and provide a resource for tips on storage, selection, and preparation,” Long said.

**Hy-Vee** stores in Iowa are using the Fruit & Veggies—More Matters logo in their promotional activities. “Providing samples of new fruits and vegetables encourages families to try new things,” said Hy-Vee Dietitian, Rochelle Gilman. “The nice thing about fruits and vegetables is that they taste so good and require very little preparation.”

## Upcoming activities

In a joint effort involving IDPH, the Iowa Fruit and Vegetable Coalition, the **Iowa Network for Community Agriculture**, the **Greater Des Moines Culinary Association** and HyVee, cooking demonstrations will be held at the **Iowa State Fair** in



August. The demos will allow fairgoers to see and taste how fruits and vegetables can be used in a variety of recipes.

Other partners are learning how to use the Fruits & Veggies—More Matters campaign to reach their target audiences. They include Building and Strengthening Iowa Community Support (BASICS) community contractors, the Iowa Fruit and Vegetable Coalition, State Nutrition Action Plan partners, Iowa Nutrition Network partners, and food service vendors.

To learn more about the Fruits & Veggies—More Matters campaign, including downloadable material for consumers and professionals, visit [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org), [www.cdc.gov/fruitsandveggies](http://www.cdc.gov/fruitsandveggies) and [www.pbhfoundation.org](http://www.pbhfoundation.org).

*\* Lyn Jenkins is an Iowa State University intern working in the Bureau of Nutrition and Health Promotion at IDPH*



Iowa Department of Public Health

Advancing Health Through the Generations

# Barn Raising VI plenary session topics announced

## Julie Gerberding, MD, MPH

In keeping with the conference theme of Celebrating Healthy Communities, Julie Louise Gerberding will keynote the first day of the conference with a presentation titled, "Healthy Communities: An Investment in Our Future." As director of the [Centers for Disease Control and Prevention](#) (CDC), Gerberding heads the nation's leading health protection agency. Dr. Gerberding also is the administrator for the [Agency for Toxic Substances and Disease Registry](#). She joined CDC in 1998 as director of the Division of Healthcare Quality Promotion, where she developed patient safety initiatives and other programs to prevent infections, anti-microbial resistance, and medical errors in health care settings. Dr. Gerberding is an associate clinical professor of medicine at Emory University and an associate professor of medicine at the University of California at San Francisco.



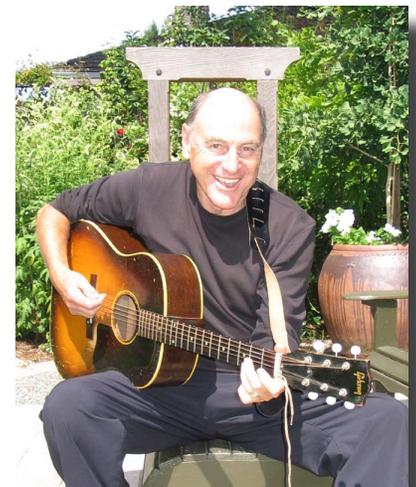
## ADM John Agwunobi, MD, MBA, MPH



John O. Agwunobi, assistant secretary for health (ASH) at the [U.S. Department of Health and Human Services](#) (DHHS) and an admiral in the [U.S. Public Health Service Commissioned Corps](#), will open the second day of the conference. In his presentation, "Vision for the Future," he will discuss health trends, what's in store for public health and private health providers, and how they can be prepared. Dr. Agwunobi is Secretary Michael Leavitt's primary advisor on matters involving the nation's public health. He also oversees the U.S. Public Health Service and its Commissioned Corps. Prior to becoming the ASH, Dr. Agwunobi served as Florida's Secretary of Health and State Health Officer. During his tenure, he led the state's response to the unprecedented four major hurricanes that struck Florida in 2004 and the nation's first-ever intentional anthrax attack. As a pediatrician, Dr. Agwunobi has dedicated himself to working with underserved populations.

## Martin Collis, PhD

Finale conference speaker, Martin Collis, will close the conference with a presentation that informs, entertains, and inspires the audience. In his presentation, "Weight Loss for the Mind," Collis will use music and humor to provide insights into how the body/mind responds to stress and how the relaxation response can restore equilibrium. Besides being an authority on worksite wellness and high-level personal and professional performance, Collis has served as a consultant to the [Cooper Institute](#).



[Institute](#).

**Iowa Department of Public Health**

**Advancing Health Through the Generations**

## EMS memorial to be dedicated in West Des Moines, May 19

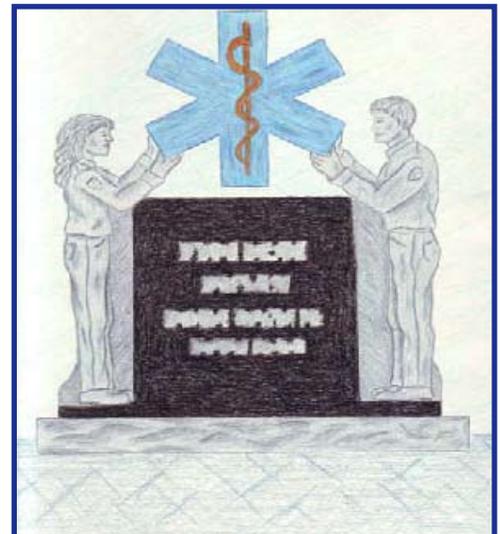
### “Extraordinary People, Extraordinary Service” highlighted during EMS Week

The [Iowa Emergency Medical Services Association](#) will dedicate a new Iowa EMS Memorial at a special ceremony on Saturday, May 19 at 10:00 a.m. This permanent memorial honors providers who have perished in the line of duty, or who have contributed significantly to EMS in Iowa. The ceremony will be held at Safety Building #19, 8055 Mills Civic Parkway in West Des Moines.

The day following the ceremony marks the beginning of National EMS Week. Set for May 20-26 this year, this national observance honors the dedication and spirit of the thousands of frontline health care workers who respond to emergencies on our highways and in our homes. This is the 34<sup>th</sup> year the [American College of Emergency Physicians](#) has spearheaded the week-long celebration to raise community awareness and promote injury and illness prevention.

In Iowa, nearly 13,000 EMS workers respond to an estimated 240,000 calls for assistance annually. Certified first responders, emergency medical technicians and paramedics often partner with local firefighters and law enforcement officers to provide extraordinary service to their communities.

For more information about the dedication ceremony, visit [www.iemsa.net](http://www.iemsa.net). For more information about EMS Week, visit [www.acep.org/webportal/Advocacy/EMS/Week](http://www.acep.org/webportal/Advocacy/EMS/Week).



*A rendering of the proposed Iowa EMS Memorial.*

***Doreen Chamberlain of the IDPH Bureau of Health Care Access transformed herself into the tooth fairy at Kidsfest 2007 in Des Moines last month. With a “magic” toothbrush in hand, she educated kids on the importance of healthy teeth. Thirteen IDPH staff members delivered health messages to children and parents on such topics as nutrition, safety, physical activity and substance abuse prevention.***

***Approximately 12,600 people attended the 3-day annual event, the proceeds of which benefit Children and Families of Iowa.***



# I-CASH Agricultural Occupational Health Training, June 11-15, 2007

Iowa's Center for Agricultural Safety and Health (I-CASH) will host a training program for health care professionals who treat and help prevent occupational illnesses and injuries on the farm. The Agricultural Occupational Health Training will be offered June 11-15, 2007. Nurses, nurse practitioners, physicians, physician assistants, physical therapists and other health care providers are invited to participate. The training program may be taken for three graduate credit hours from the University of Iowa College of Public Health. Continuing education credits for physicians and nurses are also available.

Topics will include agricultural health care delivery, respiratory hazards, agricultural trauma, skin diseases, occupational hearing impairment, behavioral health issues, ergonomics and farming, agricultural toxicology, biological hazards, zoonoses, and other topics. Training sessions will be led by recognized experts in the various topic areas.

Training and certification through the Agricultural Occupational Health Training program is required



UI ❖ ISU ❖ IDPH ❖ IDALS

Iowa's Center for Agricultural Safety and Health

for a health care professional or clinic to become an AgriSafe provider affiliated with the [AgriSafe Network](#).

For more information or to register, contact Kay Mohling at 319-335-4219, or visit the I-CASH Web site at [www.public-health.uiowa.edu/icash](http://www.public-health.uiowa.edu/icash).

## Iowa Department of Public Health

Lucas State Office Building  
321 E. 12th Street  
Des Moines, IA 50319-0075  
Phone: 515-281-7689  
[www.idph.state.ia.us](http://www.idph.state.ia.us)

Please send your suggestions for future articles, comments on this issue and requests regarding our mailing list to Focus Editor Don McCormick at [focus.editor@idph.state.ia.us](mailto:editor@idph.state.ia.us).



Iowa Department of Public Health

Advancing Health Through the Generations