



The Tobacco Quarterly

The Newsletter of the Division of Tobacco Use Prevention and Control

Smokefree Air (Act) Blows Across Iowa

Secondhand smoke takes the lives of about 500 nonsmoking Iowans every year. Or at least, it used to.

On April 15, Governor Chet Culver signed the Smokefree Air Act into law. It took effect on July 1 and the changes have been startling. So have the reactions of Iowans.



In the first 12 days of law taking effect, 256 complaints had been received through both the toll free number and the Web site. By that same time, almost 1800 questions and comments had been addressed. The work is not done yet...dozens of calls and complaints

continue to pour in daily.

In the Tobacco Division, every member of the staff pitched in to help in some way with the extra workload. The division also brought on a full time administrative staff member (see page 3) and brought in someone from a local temp agency.

The division would like to thank the American Lung Association for their lobbying efforts and providing 77,000 signs for businesses statewide. And to the rest of you, who work daily to make this law the new way of doing business in Iowa.

Upcoming Events:

- August 20-22: Smokefree Air Act Public Comment Period (ICN)
- September 4: Community Partnership Conference Call
- September 24: Cessation Advisory Committee Call
- September 26: Tobacco Commission Meeting

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Rediscovering 'Roots' at JEL Summit

They came from across the state. And they came to become youth tobacco advocates (and maybe have a little fun).

Two hundred twenty teens from every corner of the state came to the Just Eliminate Lies (JEL) Annual Summit at Simpson College in Indianola from June 17-19. This year's theme was *Back To Our Roots*.

"This theme was created by the youth to show they were interested in taking a step back to evaluate their goals and the direction as an

organization," said JEL Coordinator Garin Buttermore.

The youth attended workshops, listened to speakers, and even found time for a carnival.

The summit culminated with the teens presenting a 10-foot tall Thank You card to state representatives Staci Appel and Janet Peterson.





Quitline Call History

Fiscal Year	Call Volume
2001	N/A
2002	1,934
2003	1,428
2004	1,849
2005	1,970
2006	2,708
2007	5,117
2008	23,243

Quitline Iowa Ends Historical Year

Statistics are like bikinis. What they reveal is suggestive, but what they conceal is vital. -Aaron Levenstein

No one knew how many calls were going to be generated when Iowa started giving away two weeks of free nicotine patches or gum to any Iowan who picked up the phone. No one imagined there would be this much interest.

Since January 1, Quitline Iowa has helped 18,280 people on the path to give up

tobacco. Along the way, 10,092 received free nicotine replacement treatment (NRT).

Another 3,449 were referred to Quitline Iowa by their Medicaid provider. The addition of Chantix as a benefit in February caused over 1,000 clients Medicaid clients to sign up in a single month.

At the end of fiscal year, 23,243 clients had been served by quitline. That is over 5% of the estimated 400,000 smokers in Iowa.



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Frequently Asked Questions - Health Care Provider Outreach



What is the purpose of this program?

To ensure that tobacco users in Iowa have access to affordable, effective cessation treatment by helping the state's health care providers make sustainable improvements to the way they address tobacco dependence in their practices.

What are some examples of activities they carry out?

Providing training and technical assistance to health care providers regarding evidence-based best practices, Quitline Iowa services and proactive provider fax referral, cessation assistance available to Medicaid members, and implementation of tobacco use identification and tracking systems.

Who is running this program?

The Iowa Tobacco Research Center under the leadership of Dr. Mary Aquilino, Director, and Esther Baker, Deputy Director.

As a partnership, what can I do to help out?

First of all, let your Regional Outreach Specialist (ROS) know if you are going to do any work with health care providers. Secondly, give them a helping hand when they contact you. Finally, let your ROS know if there are any requests for trainings from providers in your area.

What are the ROS's qualifications?

The four ROS's were selected from an applicant pool of ~100 people and all have tobacco cessation and/or health education experience. There may be some familiar names among the group (see left).

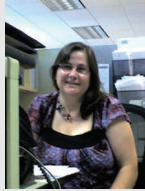




Tobacco Division Staff Updates - Who's New?

December 2007 - Jackie Ellis

Jackie is a long-term contract employee working as the division's administrative assistant. The Division wishes Deb Weiser a fond farewell and best of luck in her future endeavors!



January 2008 - Cole Johnson

Cole is a new Program Planner working with JEL and is based in Ames. He graduated from Nebraska (Lincoln) and previously worked at Youth Shelter and Services.



May 2008 - Dena DeStigter

Dena was the IDPH summer intern and will have completed her internship by the time this is published. Her future plans include working for Community and Family Resources and possibly grad school. Thanks for your help!



January 2008 - Jeremy Whitaker

Jeremy is in the newly created position of the cessation coordinator. He received his MPH from the University of Iowa and was previously an infectious disease educator in Redding, CA.



February 2008 - Brent Saron

Brent is the CHC for the Southeast Region and lead on the Smokefree Air Act. He previously worked at the Alcoholic Beverages Division in tobacco retailer enforcement and will receive his MPA from Iowa State this fall.



June 2008 - Mona Ubaldo

Mona is a new Administrative Assistant for the division, transferring from Radiological Health at IDPH. She will be working almost entirely on Smokefree Air Act complaints and follow-up.



Dr. Gene Lutz, Director



UNI/CSBR – Tobacco Control and Prevention Surveillance and Evaluation

The Tobacco Division contracts with the University of Northern Iowa Center for Social and Behavioral Research (UNI—CSBR) to conduct a variety of research activities.

The most recent addition to their contract is the evaluation of Quitline Iowa and the new low-income cessation program implemented through the Iowa/Nebraska Primary Care Association (IA/NEPCA). Disa Cornish was brought on to create these evaluations from scratch.

"It's important to evaluate these programs," said Cornish. "Evaluation allows us to see program outcomes, what parts of the programs are successful, and why. The first few months were certainly a learning process as the programs—and the evaluation—were finding their stride." The evaluation uses multiple methods of data collection

to reflect how complex the programs are. "I'm excited to be part of the Tobacco Division's cessation efforts."

"CSBR has worked with the Tobacco Division to conduct the Adult Tobacco Survey (ATS), the Iowa Youth Tobacco Survey (IYTS), and the annual Tobacco Progress Report," said Gene Lutz, Director of University of Northern Iowa Center for Social and Behavioral research (UNI/CSBR). "We also work on instrument development, data analysis, data synthesis, and reporting. We work with the Tobacco Division to get a better understanding of tobacco use in Iowa."

Gene and his staff call thousands of adult Iowans as part of the ATS. For the IYTS, they work with middle and high schools statewide to get administer both paper and web-based versions of the survey. The youth survey is going into the field this coming fall semester.



Disa Cornish, MPH

(Thanks to Gene and Disa for their contributions to this article.)





A Few Questions with the Iowa Nebraska Primary Care Association (IA/NEPCA)

What does your program do?

The tobacco cessation program for low-income users helps patients at Community Health Centers quit using tobacco by providing counseling and pharmacotherapy for up to 12 weeks (or 24 weeks in limited circumstances).

Who can enroll?

Any lowan over the age of 18 who is not insured through Medicaid, who is covered by Medicare, or who has private insurance that covers tobacco cessation services, is eligible for the program.

Where can people go to get your services?

People can receive our services at Community Health Centers located throughout Iowa:

Davenport, Fort Dodge, West Burlington, Keokuk, Hamilton, Columbus Junction, Lamoni, Leon, Council Bluffs, Dubuque, Waterloo, Clarksville, Des Moines, Marshalltown, Ottumwa, Richland, Sioux City, Storm Lake...and soon in Cedar Rapids.

How many people have you helped so far?

This program has been growing since it was first made available to Community Health Center patients in February 2008. June has been our best month yet with 221 new enrollees. With marketing and outreach strategies being implemented in the coming months, we hope that number continues to grow.

(Thanks to Kate Burgener at IA/NEPCA for her answers!)

Applause and Accolades



- Everyone (you know who you are) for your advocacy efforts around the Smokefree Air Act and Tobacco Division budget
- Matt Gannon and Heather Adams in the Attorney General's Office for their help in writing the administrative rules
- Gary Streit for becoming the new Chair of the Tobacco Commission
- Ro Foege for his years of service to the people of Iowa on the Tobacco Commission and the legislature
- Rob Semelroth for first place in the coed team division of the Des Moines triathlon
- Cole Johnson for getting married!



The Kid Can't Lose...

CJ Peterson (above with IDPH Director Tom Newton) was named National Youth Advocate of the Year by the Campaign for Tobacco Free Kids. At the recent summit, he was named the new JEL President.

Congratulations (twice)!!!

Spotlight on Research

Cigarette Use Among High School Students — United States, 1991–2007

Analyses found that prevalence of current cigarette use among high school students remained unchanged from 2003 to 2007 following an increase from 27.5% in 1991 to 36.4% in 1997, and subsequently, a decline to 21.9% in 2003. The national health objective for 2010, calling for reducing current cigarette use among high school students to 16% or less, can only be achieved if the declines observed during 1997–2003 resume.

Full article: <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5725a3.htm>

New Tobacco Cessation Guidelines for Medical Providers

An updated clinical practice guideline released by the U.S. Public Health Service has identified new counseling and medication treatments that are effective for helping people quit smoking.

Treating Tobacco Use and Dependence: 2008 Update was developed by a 24-member, private-sector panel of leading national tobacco treatment experts that reviewed more than 8,700 research articles published between 1975 and 2007.

Guidelines can be downloaded at: <http://www.surgeongeneral.gov/tobacco>



The Tobacco Quarterly is the newsletter of the Division of Tobacco Use Prevention and Control. Unless noted, all articles are written by division staff.

If you have comments or suggestions, send them to Jeremy Whitaker at 515-281-4517 or jwhitake@idph.state.ia.us

