



# The Tobacco Leaflet

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

April 2009

## Federal tobacco tax starts April 1

“Our new Constitution is now established, and has an appearance that promises permanency; but in this world nothing can be said to be certain, except death and taxes.” -Benjamin Franklin, 1789

Although it is a commonly used quote, it is hard to imagine that Franklin could have imagined a tax that could curb the leading cause of preventable death in this country.

Starting in April, federal taxes increased on all tobacco products. The most visible increase will be on cigarettes, which will increase \$.62 cents per pack. In Iowa, that drives the price of an average pack of

cigarettes over \$5.00, with \$2.37 of it being state and federal taxes.

“A 10% price increase usually drops demand by about 7% among youth and 4% among adults,” said Bonnie Mapes, director of the Tobacco Division. “As a result of this federal increase, fewer youth will buy cigarettes and more

adults will decide to quit.”

Quitline Iowa saw a 20% increase in calls shortly after tobacco companies raised their prices in mid-March to compensate for the tax.

The additional tax revenue will go to support children’s health insurance programs, such as *hawk-i* in Iowa.



## NOTABLE CALENDAR EVENTS

- April 7-8: Iowa Public Health Conference (Ames)
- April 7-8: Governor’s Conference on Substance Abuse (Des Moines)
- End of April: Registration begins for JEL Summit and ITCC
- May 8: Deadline for submitting award nominations for the Tobacco Conference
- May 13: Deadline for submitting request for booths for Tobacco Conference
- June 16-17: Iowa Tobacco Conference (Grinnell)
- June 16-18: JEL Summit (Grinnell)

## Modernization the focus of Public Health Week

The theme for National Public Health Week (NPHW) in Iowa this year is “Public Health Modernization as a Foundation for a Healthy Iowa.” Public health partners across Iowa are encouraged to help raise awareness about how public health promotes and protects the health of Iowans. By educating the people you serve about how public health touches their lives every day, you will enable

them to participate in the important discussion now taking place regarding the [Public Health Modernization Initiative](#).

A new [Web page](#) is now available to help you prepare for the April 6-12 NPHW observance. Among the resources you will find there is the “What is public health?” series of handouts. Designed as fun and informative multiple-choice

quizzes, each pertains to one of the five service standards outlined in the [Iowa Public Health Standards](#). Also on the new site are event ideas and tips, a sample media advisory, a news release template, a table tent featuring the top 10 public health advancements of the last century, and more. Visit [www.idph.state.ia.us/adper/nphw.asp](http://www.idph.state.ia.us/adper/nphw.asp) today to start planning your event!



National Public Health Week  
April 6-12, 2009



## 440 students 'die' at basketball game



Students participating in the 'Game On' street marketing event

By Jan Carlson

Cherokee Regional Medical Center conducted our "Game On" street marketing event in two local high schools this February. We gave out 110 stickers to people as they came in the door and at half time

brought them down on the floor. Each represented 4 people who die in Iowa each year of secondhand smoke. Our student speaker told a few tobacco facts and we had all the people fall to the floor.

We also had a table out in the hallway, as well as

posters of health effects, and a quiz. The event made the front page of the local newspaper.

We held this event at Washington High School in Cherokee February 3 and Marcus-Meriden-Cleghorn School in Marcus February 10.

## Central Iowa says 'Thank You'

By Kerry Wise



Signing the giant Canvas at the 801 Grand Power Climb.

Following passage of the Smokefree Air Act, the Central Iowa Tobacco-free Partnership wanted to create an opportunity for area supporters of the new law to say "thank you" to Central Iowa legislators.

Last summer, staff and an intern created a large thank you note on canvas for Central Iowa legislators. "We love Smoke-

free Iowa" is painted on the canvas. At community events, we display the canvas and ask community members to show the legislators how thankful and supportive of the law they are by signing their name.

This canvas has been on display in a variety of places throughout Polk, Dallas, Madison, and Warren counties. It's been to local health fairs, schools and colleges, community

events and local athletic gyms. The sign has been signed by participants of activities and events hosted in the Des Moines area by the American Lung Association, Café Iowa, the American Heart Association and the American Cancer Society.

If you have an event in Polk, Dallas, Madison, and Warren county and would like the thank you canvas to be there, contact Kerry Wise at [kwise@lungia.org](mailto:kwise@lungia.org).

## JEL (and Quitline) media cleans up at the 'Addys'

The American Advertising Federation of Des Moines honors Central Iowa's best creative work each year at the local ADDY Awards competition. Over 500 entries are judged each year.

"This is the most awards we have won for Tobacco since 2003.

This is the fourth year in a row that we have won Best of Class in Public Service, and the sixth time overall since the JEL campaign launched in 2001," said Jason Boucher, account executive at ZLRIgnition.

ZLRIgnition handles the marketing of Tobacco Division programs, including Quitline Iowa and Just Eliminate Lies (JEL).

The Best of Class for the *What Town is Next* campaign includes the collective elements of television, radio, billboards and Web site for the campaign.

### 2008 AWARDS

What Town is Next Campaign – Best of Class, Public Service

### Gold Addys

- What Town is Next Campaign
- What Town is Next Web site
- Town Billboard Campaign
- Gowrie TV
- What Town is Next TV Campaign
- Chew Ring Poster

### Silver Addys

- Arnold Park TV
- Springville TV
- "News Today" Radio
- Back to our Roots Summit Notebook
- Quitline Iowa Logo



A collection of the awards earned at this year's Addys



## YAD hits Western Iowa

By Adrienne Geer

Three leadership students from Kirn Jr. High School spoke with Representative Foristall as part of this year's retooled Youth Advocacy Day (YAD).

The students talked about their activities during the recent Tobacco Education Month, the negative health

effects of tobacco use, and how youth smoking has drastically decreased since JEL has been in existence in Iowa.

The students talked about how if JEL were to be cut youth smoking could increase.

They expressed that if cuts were necessary that JEL could run on minimal funds and they

could cut the advertising, we could still educate youth. It was thought that we could educate youth on a minimal budget with street marketing events.

Rep. Foristall appeared interested by the idea and said he would take it back to the legislature with him.



## National Experts featured at Tobacco Control Conference

The Annual Iowa Tobacco Control Conference will be held June 16-17 at Grinnell College. The theme for the conference this year will be "After the Smoke Clears: Facing the Next Challenges in Tobacco Control."

An impressive lineup of speakers has been planned. Brick Lancaster, Chief of the Program Services Branch, Office on Smoking and Health at CDC will offer his perspectives on tobacco control initiatives at both the

federal level and in Iowa and provide recommendations for future directions. Linda Hancock, PhD, of Virginia Commonwealth University will present "Tobacco Mutations on the Horizon" - those tobacco products we may not be as familiar with but need to be aware of. Finally, Victor DeNoble, PhD, will provide insight to the inner-working of the tobacco industry as a former scientist and researcher for Phillip Morris.

Registration will be online at [www.trainingresources.org](http://www.trainingresources.org) around the end of April.

Contact information for awards packets and booths is in the adjacent sidebar. Booths will be on June 17 only. There are two award categories this year: Outstanding Individual in Tobacco Control; and Best Street Marketing Event. Deadline for booths is May 13; award nominations are due by May 8.

### Booth Information:

Sieglinde Prior  
[sprior@idph.state.ia.us](mailto:sprior@idph.state.ia.us)  
515-281-4768  
Must be a non-profit or government agency.

### Award Information:

Jerilyn Quigley  
[jquigley@idph.state.ia.us](mailto:jquigley@idph.state.ia.us)  
515-242-6282  
Award nominations for Outstanding Individual in Tobacco Control and Best Street Marketing Event.

## Smokefree Air Act - Enforcement Update

The raw numbers from July 1, 2008 until March 22, 2009:

- 6,775 questions and comments have been submitted
- 2,614 complaints have been received
- 570 partnership site visits have occurred
- 215 law enforcement site visits have occurred
- 749 businesses have been sent a first notice of potential violation

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

The AG sent settlement letters to eleven businesses. Five businesses have settled and paid \$100 fines to the state. Violations have been dismissed or deferred for three businesses. Two businesses have been referred to the county attorney for prosecution,

and one business is pending.

Meanwhile, the AG has also filed administrative hearing complaints with the Alcoholic Beverages Division on 38 liquor licensees for liquor code violations for illegal activity on the premises (SFAA violations). One liquor licensee has elected to sign a settlement agreement to accept a 7-day liquor license suspension and pay a \$1,000 civil penalty.



## Spotlight on Research (and other happenings)

**Smoking Presentation Trends in U.S. Movies 1991-2008.** This February 2009 report from the Center for Tobacco Control Research and Education surveyed a sample of films released to U.S. theaters to trace smoking-related issues in the films. [View the abstract](#)

**Tobacco Sponsors Youth Study**  
Numerous states have identified that the National 4-H program is participating in a study on “The Positive Development of Youth” which is sponsored by Philip Morris. [Read the full report](#)

**Mature Adults Gravitate to**

**Vibrant, Single-Image Ads.** According to this February 2009 *Marketing Vox* article, mature consumers prefer single-image advertisements over ads with multi-image collages and gravitate to images that show products and lifestyles. [Read the article](#)

**Tobacco Targets Women and Girls.** Several tobacco control organizations released a



report, *Deadly in Pink*, on the latest wave of tobacco marketing to women and girls. [View the report](#)

**Cigarette Brand Preference among Middle and High School Smokers.** An article in the February 13, 2009 *Morbidity and Mortality*

*Weekly Report* reports that the 3 most heavily advertised brands continue to be the

preferred brand of cigarettes smoked by youth. [View the report](#)

**South Dakota Goes Smokefree**

Another Iowa neighbor has gone smokefree! On March 19, South Dakota Gov. Mike Rounds on Thursday signed a law banning smoking from nearly all indoor public places, including bars, video lottery casinos, and gambling halls in Deadwood. [Read the article](#)

**On the Web**

[www.talktoyourpatients.org](http://www.talktoyourpatients.org)

[www.thetruth.com](http://www.thetruth.com)

## Tobacco and Public Health Modernization: Connecting the Dots

Tobacco control partners in Iowa may have heard about our state's recent efforts to [modernize its public health system](#). But what does this have to do with tobacco? A lot, according to Iowa Department of Public Health (IDPH) Director Tom Newton.

“As partners in public health, tobacco control advocates hold themselves to a high standard of excellence,” Newton said. “Unfortunately, those standards and many others in public health have yet to be formalized. For example, while tobacco control services may be taking place in a particular Iowa community, we have no way to ensure that a basic level of those same services is available to Iowans in the neighboring county. This has to change.”

The example Newton cites comes directly from the [Iowa Public Health Standards](#),

developed as a part of the Redesigning Public Health in Iowa initiative. The purpose of the standards is to describe the basic services and infrastructure that all Iowans can reasonably expect from local and state public health. Work on the standards began in 2004 and now forms the backbone of the current [Modernizing Public Health in Iowa](#)



**Iowa Public Health Modernization**

initiative.

The Iowa legislature is currently considering adopting standards for public health through legislation called the [Public Health Modernization Act](#).

For tobacco control advocates, this legislation means that the people they serve will have access to the

same public health services no matter where they live in Iowa. In a broader sense, passage of the Modernization Act will benefit Iowans in ways that are already being recognized by more than 20 other states. Like Iowa's Modernization initiative, their goal is voluntary accreditation of public health agencies.

As public health agencies in our state become accredited, Iowans will begin to see a number of benefits. These include increased and improved public health service delivery accompanied by a system of quality improvement and accountability. Modernization also means increased capacity for public health to

respond to disease outbreaks, natural disasters, and other events that threaten the health of Iowans. This effort will create a nimble system that can respond to public health threats as well as provide the basic population-based services Iowans have come to expect.

IDPH is requesting state funding as well as seeking funding from other entities in order to support pilot projects related to Modernization efforts, create efficiencies in public health, and help address gaps in infrastructure. For more information about Modernizing Public Health in Iowa, including FAQs, fact sheets, information about projects in other states, and more, visit [www.idph.state.ia.us/mphi](http://www.idph.state.ia.us/mphi). You may also contact Joy Harris at 515-281-3377 or [JHarris@idph.state.ia.us](mailto:JHarris@idph.state.ia.us).