

# The Tobacco Leaflet



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

June 2009

## Just Eliminate Lies Targets the Rodeo

JEL has gone country.

On May 8-9, JEL was at the Professional Bull Riders (PBR) event in Des Moines. While last year they were outside the venue having their own rodeo, this time-around they were inside Wells Fargo Arena.

"We were excited to be inside this year since Copenhagen is the major sponsor of the PBR," said Garin Buttermore, JEL coordinator.

Inside the event, JEL had a booth where they gave away mystery samples in chew tins. But instead of chew, each person got a message about a disease caused by tobacco chewing.

"Unlike the tobacco companies, we wanted to be up-

front about what they were really getting when they used chew," said Buttermore.

Keeping in the country spirit, JEL is also sponsor of the Iowa High School Rodeo Association (IHSRA). JEL has already been at five events this season.

JEL has traveled statewide to IHSRA events with the "Bullbot." Challengers take a chance to see if they can rope the Bullbot while JEL volunteers hand out tobacco facts. Contestants get t-shirts as well as information on JEL and the effects of tobacco.

"The rodeo sponsorship let us reach another group of youth that might not normally get the JEL message," said Buttermore. "With Big Tobacco trying to push more



High school student tries to lasso the Bullbot

youth towards smokeless products, it is especially important to reach out to rural teens and let them know what they're up to."

JEL will be at the IHSRA finals in Fort Madison on June 19th.

Kansas) Awards.

Last month, the Des Moines Public Relations Society of

America awarded the campaign with the Merit Award in Integrated Communications Campaign.

Which begs the question, what award is Next?

## JEL Campaign Takes Top Honor

*What Town is Next?* won the top honor in the Mixed Media for Public Service category, taking home a Gold Addy.

That makes 12 local, regional, and national awards the NEXT campaign has taken home so far.

Industry professionals consider a Gold Addy from the American Advertising Fed-

eration the highest award in the industry. This year, there were 100 gold awards and 175 silver awards out of 1,600 finalists. Over 60,000 advertising campaigns are submitted each year.

The campaign made it to the nationals by winning a Gold Addy for Public Service at the American Advertising Federation District Nine (Iowa, Nebraska, Missouri,

## BIG NEWS

### IN TASTY BITE-SIZED MORSELS

- Today (June 9) is the last day to register for the conference, so get a move on!!! Go online to [www.trainingresources.org](http://www.trainingresources.org) and look on the June calendar. This conference is free to anyone who would like to learn more about tobacco control.
- Quitline Iowa now has a number for out-of-state and Vonage phone lines: 1-877-471-2107. All others should continue to use 1-800-QUIT-NOW.
- Wisconsin has passed a smoke-free law that will take effect July 1, 2010. Congratulations neighbor! Every state bordering Iowa now has a smokefree law, except Missouri.
- Nebraska's smoke-free law went into effect on June 1.
- The Tobacco Division will be bringing in Mayo Clinic for a series of provider trainings this year.



For more information, visit the Web site at [www.whattownisnext.com](http://www.whattownisnext.com)



## The Federal Tobacco Tax Increase and Iowa

On April 1, 2009, the largest federal cigarette excise tax increase in history went into effect, bringing the combined federal and average state excise tax for cigarettes to \$2.21 per pack. The federal excise tax increased from 24 cents per pack in 1995 to \$1.01 per pack in 2009, and the average state excise tax increased from 32.7 cents per pack to \$1.20 per pack during the same period. These increases represent a 321% increase in the federal excise tax and a 267% increase in the average state excise tax since 1995.

What does this mean for Iowa?

Iowa now has the 19th highest state tax at \$1.36. Add the federal tax, and that makes \$2.37 per pack in tax. That now

means most brands of cigarettes cost more than \$5.00. Most one-pack-per-day smokers will pay nearly \$2,000 each year to continue their addiction.

The major tobacco companies raised the price \$.71 to account for the tax, which is more than 10% price increase. Iowa has 329,000 adult smokers, so there should be more than 13,160 fewer adult smokers in the state as a result of the April tax increase.

Historically, a 10% increase in price results in a 4% decrease in adult smoking and a 7% decrease in youth smoking.

But if you are in tobacco control, your work is not done yet.

Although tax increases are an evidence-based policy intervention that will reduce

smoking prevalence independently, tax increases are more effective and have greater public health impact when combined with other evidence-based components of comprehensive tobacco control programs.

Cessation services are and continue to be in great demand. Calls to Quitline Iowa surged by nearly 300 percent the week of the federal tax increase and almost 20,000 people have called during this fiscal year so far. Fifty-two percent of adults smokers are aware of Quitline Iowa.

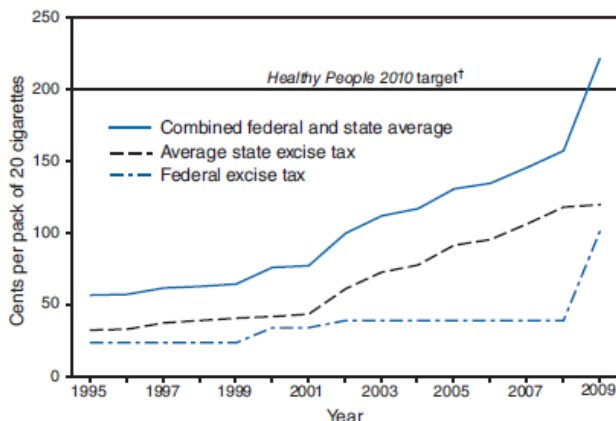
The federal tax will be used to fund an expansion of the State Children's Health Insurance Program (S-CHIP), known in Iowa as *hawk-i*. Health care expenses due to smoking already cost Iowans an estimated \$1 billion per year.



**Table 1:** Average tobacco tax per pack from 1995—2009. In 2009, the average tax passed \$2.00 per pack, meeting the Healthy People 2010 goal. **Table 2:** Quitline Iowa calls during calendar year 2009. The circled area shows the number of new clients increased from 465 to 1062 during the week the federal tobacco tax increase took place.

**Table 1**

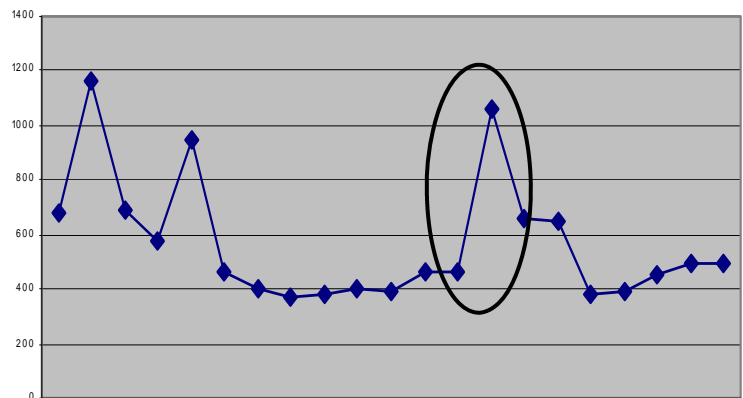
**FIGURE 1. State and federal cigarette excise taxes, by year — United States,\* December 31, 1995, to April 1, 2009**



\* District of Columbia is included among results for states.

† Objective 27-21a: to increase the combined federal and average state cigarette excise tax to at least \$2 per pack.

**Table 2**



**Quitline Iowa  
Calls by Week: January - May 2009**



## Audubon County Youth Kicks Butts

By Jill Christensen

Members of the Audubon High School chapter of JEL gathered Wednesday, March 25, to take part in National Kick Butts Day.

The event, created by The Campaign for Tobacco Free Kids, is a day in which young people nationwide try to raise awareness about the dangers of tobacco.

The JEL kids and their advisor, Sue Hawkins, spent a few hours in downtown Audubon picking up cigarette butts. After just two hours on the job, the group had collected enough discarded cigarette butts to fill a five-gallon bucket.

The activity not only helped clean up the downtown area, members of the group said it also showed them just how "gross and addictive" the habit can be.

Hawkins said, "Several of the

kids said they picked up cigarettes that had only had one or two puffs taken off of them. That shows that people need that nicotine so bad that even if they only have time for that one puff, they'll take it." She added, "We had coffee cans full of butts and headed straight to the store to buy something with a lid on it, the smell was horrible."

Amanda Burgin, a member of the Audubon chapter of JEL said she joined because both of her parents smoke, "And I hate it, it's really unhealthy."

Courtney Hallett said, "We try to do a lot of activities to raise awareness. We've done the gas mask babies activity, we put anti-smoking stickers on the popcorn bags in the concession stand, we brought an anti-smoking banner to the high school for people to sign, and we did the CSI chalk lines at a football game. We laid down and

did chalk outlines showing how many people die each day from smoking related diseases. It was fun."

Last year the group recognized Kick Butts Day by picking up cigarette butts at the Audubon County Fairgrounds, their move to downtown was in hopes of getting more recognition.

Burgin said, "By coming downtown we hoped to get more people involved and raise more awareness. Even with smoking bans, people will do anything for a smoke. You see people huddled up outside a building in a snow storm just to have that smoke, it's crazy."

Audubon's JEL chapter has more than 25 members working towards raising awareness of the dangers of smoking, Hallett said, "We have a lot of fun and it's educational. This year we have a more successful group with a lot more people



Above: Aaron Roberts shows off the bucket of cigarette butts the JEL group picked up during Kick Butts Day.

involved and taking initiative."

The Audubon JEL Chapter received a grant to help fund their various projects and continues to plan more activities to help their cause.

**(Article reprinted and edited with the permission of the Audubon Advocate Journal)**

## Smokefree Air Act - Enforcement Update

**Totals from July 1, 2008 through May 25, 2009**

Total questions/comments about the SFAA: **7,289**

- Phone: **4,686**
- Contact us: **2,603**

Complaints on potential violations: **3,045**

- Helpline: **1,021**
- Online form: **1,667**
- Anonymous (both online & phone since 1/7/09): **357**

Site visits to establishments that have received valid

complaints or NOV letters:

- Partnership visits: **766**
- Law Enforcement visits: **275**

Of those we have been able to verify through follow-up with the complainant, **934** businesses have been sent their first letter of potential violation, **193** businesses have been sent their second letter of potential violation, **70** businesses have been sent their third letter of potential violation, and **25** businesses have been sent their fourth

letter of potential violation, **13** business has been sent their fifth letter of potential violation; **6** businesses have been sent their sixth letter of potential violation; and **2** businesses have been sent their seventh letter of potential violation.

Alcoholic Beverages Division and the Attorney General's Office have taken action against **71** different bars/restaurants for liquor code violations related to the SFAA. **Forty-nine** of those cases are still pending.





## Research Corner

### Kids More Apt to Smoke If Mom Did While pregnant

Smoking while pregnant "biologically primes" the unborn child to become a regular smoker as a teen and young adult.

[Read the article](#)

### Newly Pregnant Smokers Have a 15-week

Window to Quit Pregnant women who quit smoking before the 15th week of pregnancy reduce their risk



of premature birth and having small babies. [Read the article](#)

### Not Enough Smokers Find Quit Support at the Doctor's Office

A national survey reveals that smokers may be overlooking critical opportunities

to talk to their medical providers about smoking – and, more important, about quitting. [Read the article](#)

## Blast from the past (1953)

**NOW...10 Months Scientific Evidence For Chesterfield**

**MUCH MILDER CHESTERFIELD IS BEST FOR YOU**

At left: Arthur Godfrey, popular entertainer and smoker who later died of lung cancer, touts Chesterfield cigarettes as safe and "best for me."

## Building an Iowa Tribal Tobacco Coalition

### Tobacco Abuse Prevention, Empowering the Voice of the Native People

By Candice Brings Plenty

Tobacco has been incorporated into the history and cultures of the Native American Tribes since the beginning of their origin. Every tribe has their creation stories along with how the tobacco plays an important role in their spirituality and traditions. These stories explained how tobacco was sacred and had its proper intent and teachings of its use. When used properly tobacco was portrayed as an offering of a spiritual nature and for healing ailments. However, when used improperly or abused tobacco would cause harm.

American Indians and Alaska Natives have higher rates of smoking than any other race or ethnicity in the nation. According to the Centers for Disease Control and Prevention, smoking prevalence is higher among

American Indian/ Alaska Native men (32.4%) than women (29.0%). In comparison, American Indians/Alaska Natives (36.4%) lead the nation statistically followed by Caucasians (21.4%), African Americans (19.8%), and Hispanics/Latinos (13.3%) while Asians (9.6%) have the lowest smoking prevalence.

The Indian Health Service alone is spending \$200 million per year treating smoke related illnesses. Commercial tobacco abuse is devastating Indian Country by being the main cause of 2 out of 5 deaths. It is a well documented cause of death, disability, the common cause of lung cancer and the single most preventable cause of premature death.

The Iowa Department of Public Health, Division of Tobacco Use Prevention and Control has assembled these priority populations to perform a community assessment to indicate where

the needs of education and prevention should be implemented.

The community assessment will be constructed by an advisory coalition. They will be involved in all aspects of strategic planning, development and implementation. The coalition is recruiting Native American community members and anyone working or interested in the Native American population to join the coalition. The coalition is currently organizing in the urban Sioux City area and on the Meskawki Nation Settlement. The goal is to empower the community members to use their voices, decide their focus and move forward.

The Native American coalition invites you to take part in addressing the use of commercial tobacco among the Native American communities, health consequences and economic impact. For more information please call 866-203-1039.

## Staff Updates

- After more than 18 months, Jackie Ellis's contract with the division comes to an end June 30. Jackie has done great work, especially with helping with the enforcement of the Smoke-free Air Act and she will be missed. Best of luck, Jackie!!
- Garin Buttermore and Rob Semelroth ran the Dam-to-Dam 20K on May 30.
- A belated congratulations to Disa Cornish at UNI/CSBR, who gave birth to a healthy son Eli on February 23 (her first).
- Jeremy Whitaker is expecting his first child in early December with his wife Rebecca. Once he works through the fear, he will be very excited about this.

