

# The Tobacco Leaflet

Division of Tobacco Use Prevention and Control, Iowa Department of Public Health  
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Above: The Tobacco Team with Director Newton and Govern Culver

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## Calendar Events

While there is no announcement on the annual JEL Summit yet, here is what we do know:

- It will be on a Friday - Sunday
- It will be in June
- It will be at a central Iowa college

A formal announcement will be in the next newsletter!

PS - There will not be an adult tobacco conference this year.

## Kick Butts Day Reminder

The Campaign for Tobacco Free Kids would like to remind groups who are doing a Kick Butts Day event (March 24, 2010) to register their event with the campaign at [www.kickbuttsday.org](http://www.kickbuttsday.org).

All JEL chapters are encouraged (and some are required by their grants) to participate in a KBD event. Groups should register any event held on that day, even if it is not labeled as a "Kick Butts" event.

## Tobacco Division Takes Home 'the Dome'

Each year, the Golden Dome Awards recognize Executive Branch teams and individuals that have made significant contributions to state government. They are the highest form of recognition that the state offers for employees. The Tobacco Division was proud to receive two of these awards for their work on the Smokefree Air Act. Below are the two awards:

### 1. Team of the Year—Smokefree Air ACT Team

*In July of 2008, after the short 50 business-day implementation time period, the team was confronted with literally thousands of phone calls, e-mail messages, and other request for information. Additionally, the team was faced with 500+ complaints submitted on potential violations of the Smokefree Air Act awaiting validation. At the end of the fiscal year, the team successfully accomplished fielding 7,554 questions and comments, processed 3,318 complaints, and mailed 1,417 Notice of Potential Violation letters, and arranged for 1,054 educational visits.*

### 2. Excellence Award—Brent Saron

*Brent was confronted with the challenge of managing information gathered from Smokefree Air Act complaints. He looked to other states with similar smokefree laws for wisdom, advice and direction and learned that simple spreadsheets were used along with a paper filing system. Accordingly, Brent conceptualized, facilitated, and implemented an online complaint and compliance check tracking system to accomplish this. After the first year of the Smokefree Air Act, the system manages over 3,000 violations alleged in over 2,100 complaints, spread across over 1,200 business accounts*

# Tobacco Division Receives Stimulus Funds

There are four different stimulus grants related to tobacco control. We walk you through what is happening with each one.

The Tobacco Division recently learned it would be receiving hundreds of thousands of dollars in American Recovery and Reinvestment Act (ARRA) through non-competitive grants. To better understand what money is coming in and where it is going, we will break down both of the grants and what they mean for statewide tobacco control.

## 1. Policy Change

Tobacco, physical activity, and nutrition are to split \$600,000 so each of them can work on one statewide policy change, or about \$200,000 per program.

After numerous internal meetings, meeting with other state agencies, and reaching out to the tobacco advocates, it was decided to advocate for a law that prohibits the use of any tobacco products on school grounds (K-12) starting in the 2011 legislative session.

“With the work that the community partnerships have done working with schools to go voluntarily tobacco free, it was the next step to go after a state law,” said Jerilyn Quigley. “A state law had been discussed previously in the legislature but came to a halt during the tax and local control conversations.”

Community partnerships and the Iowa Tobacco Prevention Alliance will be working with the division to implement this new policy.

Work on the grant will Other major expenses would come if a law were passed include a short media campaign and more signs for school districts.

As part of the same grant application, the IDPH physical activity program is working on a proposal that would reduce screen

time at child care centers and the nutrition program is working toward promoting breastfeeding in hospitals.

## 2. Quitline

Nationally, the goal of additional quitline funding is to have 80,000 additional quitters over the next two years, which translates into about 800 new quitters in Iowa. And we were given \$635,919 to do it.

Some spending requirements of this grant were clearly laid out, with 30 percent having to be used for media and five percent for nicotine replacement therapy. A revamped evaluation of quitline was also required.

“I had an interesting time writing this grant,” said Jeremy Whitaker, cessation coordinator. We could not spend any of the money on existing services, so I got to fulfill a couple of dream projects I had in mind but never thought that I would have money to do.”

Among those projects is the creation of a more robust Quitline Iowa website. This includes offering online registration for services, a more dynamic layout, and eventually, online and text-message support for those trying to quit.

Another major undertaking is a series of mini-grants for medical clinics. Clinics will receive a few thousand dollars to change their electronic medical records to prompt clinicians to screen for tobacco use status and refer patients to Quitline Iowa at every visit.

Other projects include a hospital pilot project for free nicotine replacement therapy, and development of quitline brochures for priority population networks.



## Quitline Iowa Helps 4,935 in January

Quitline Iowa brought in the New Year by offering double the amount of nicotine patches, gum, and lozenges to people who wanted to quit smoking. And Iowans took notice.

“We had almost 5,000 people call Quitline Iowa in January, resulting in our second busiest month ever,” said Jeremy Whitaker, the cessation coordinator at the Tobacco Division. “Our message this year was that smoking has a huge impact not only on your health, but your pocketbook, and that really resonated with people.”

A pack-a-day smoker in Iowa would spend \$1890.70 each year, based on an average price of \$5.18 per pack. And while money is important, most people continue to quit to improve their health. In the 2008 Adult Tobacco Survey, 57 percent of former smokers said they quit for health reasons, while only 12 percent quit because it was too expensive.

“Although the majority of people quit for their health, it would be great if more people decided to quit before they had a health emergency,” said Whitaker. “And those who quit in order to save up for a vacation now may be saving themselves a trip to the hospital later.”

Information about Quitline Iowa services is available at 1-800-QUIT-NOW or online at [www.quitlineiowa.org](http://www.quitlineiowa.org).



Left: Clarinda JEL students in the Sisterhood of the Traveling Red Dress

## IPHA Membership

Now is the time to join the Iowa Public Health Association!

With tight schedules and even tighter budgets, we all need to find ways to maximize the resources available to us. As you take stock of the professional resources available to you, I hope you count the Iowa Public Health Association (IPHA) and the colleagues to which it connects you among your most valuable.

Learn more about the IPHA and upcoming opportunities

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

Note: IDPH funds cannot be used for IPHA dues.

## Random Picture

"I am sending a picture of the JEL teens at GOAL Alternative School here in Knoxville. They are a great bunch of teens whose help with projects earn them points toward graduation." -Marilyn Smith, Marion County



# 'Red Dress' Spreads the Word

By Judy Boye, Outreach Coordinator at Free People from Tobacco

This is the second year for Free People From Tobacco's Sisterhood of the Traveling Red Dress. The purpose is to educate women about the risk factors for heart disease and to promote Quitline Iowa. Smoking is one of those risk factors. Not only is it a risk factor, smoking is the single most preventable risk factor for heart disease. The Red Dress with its sash and display board traveled the towns of Southwest Iowa. The vision was that the dress would travel so it could spread the message. Also, when women see it and learn about the risk factors they will become part of the

"Sisterhood" and tell other women. The display also had Quitline Iowa information.

This year the Sisterhood of the Traveling Red Dress traveled to a different business the first week of February in six towns in Fremont, Montgomery, Page and Taylor Counties. The display was also at nine high school basketball games with students involved in various activities such as handing out materials and taking smoke-free pledges. One high school dance team performed a special dance at the basketball game and others baked heart and dress shaped cookies to give out. The Clarinda JEL group had live Red Dress models handing out information at their High School Basketball game.

## Monroe County JEL Stays Busy

By Autumn Denato, Monroe County Tobacco Program Assistant

JEL from Albia High School participated in the Great American Smoke Out putting white cups in the high school football fence that spelled out ACHS Smoke Free. The group has been involved in other activities such as tying red ribbons on car antennas to remind us all it is important to remain drug and tobacco free, this was done for Red Ribbon Week which was held in October. On Halloween the JEL group handed out bubbles and Dum Dum lollipops with a tobacco fact cards and labels stating "Don't be a dum dum, know the truth about big tobacco." In January, the JEL youth group and Monroe County Tobacco Coalition planned a fifth quarter party after a boys varsity basketball game.



## Eastern Central JEL 'Smokes Out'

Jackson County community members were invited to find out what a cow, a mouse, and a toilet have in common when they visited Geno's Pizza Shop in Preston on November 19 as East Central JEL celebrated the Great American Smoke Out (GASO).

Twelve JEL members and six YEL members dressed in t-shirts (with toxic tobacco ingredients on the back) and costumes (a mouse, a cow, and a toilet... of course!) and traveled

table-to-table to quiz diners with tobacco trivia and ask that they pledge to keep their home and vehicles smoke-free to protect their children.

JEL and YEL members enjoyed delicious pizza. Soft drinks were provided by the owner. We learned a lot of tobacco facts and shared them with Geno's customers and staff ... along with some great JEL prizes (key chains, pencils, pins) and Quitline Iowa information.



Above: JEL youth at Geno's Pizza

## E-Cigarette Debate Rages On

Courts find against FDA, but fight is not over

A federal judge says the Food and Drug Administration (FDA) overstepped its authority in efforts to regulate electronic cigarettes. FDA regulators began halting shipments of electronic cigarettes last year. The FDA said it found cancer-causing ingredients in the products, despite manufacturers' claims that they are safer than tobacco cigarettes. The agency argued that electronic cigarettes, which use a battery-operated vaporizer to produce a nicotine mist, are a combination drug-device, and therefore subject to stricter safety standards than cigarettes. But Judge Richard Leon of Federal District Court agreed with manufacturers that electronic cigarettes are "the functional equivalent of traditional cigarettes."

The headline the New York Times ran about the story is "FDA Can't Regulate Electronic Cigarettes." However, a staff member from the Iowa Attorney General's office thinks that statement might be taking the judge's opinion too far.

"The headline is a little more dramatic than the facts," said Matt Gannon. "What the court ruled as a preliminary matter is that the FDA may not regulate e-cigarettes as a drug or device under the Food, Drug and Cosmetic Act. In reaching its decision, the court determined that e-cigs are a "tobacco product" as defined under the Tobacco Act passed by Congress last year. Accordingly, the FDA may have authority to regulate these products under that law. "

Note: The summary of the story is from the Associated Press; January 14, 2010

## Staff Updates

Jeremy Whitaker: And his wife Rebecca welcomed Cordelia Anna-Lucia to the world on December 19 weighing in at 8 lbs, 2 oz. A terrible picture of his daughter is at right.

Jerilyn Quigley: Will be moving to a home office in Marshalltown in early March. If you work directly with Jerilyn, keep eye out for updated contact information.

Birthdays: The big cheeses at the division celebrate in February with Bonnie Mapes (6th) and Aaron Swanson (19th). Neither one would comment of their age, but one of them is a year away from being 60. March birthdays are Sheri Stursma (4th), Sieglinde Prior (26nd), and Garin Buttermore (31th).

