

# Tobacco Use Prevention & Control

Promoting & Protecting the Health of Iowans

Division of Tobacco Use Prevention & Control

Phone: 515-281-6625

[www.idph.state.ia.us/tobacco](http://www.idph.state.ia.us/tobacco)



Since the year 2000, the Division of Tobacco Use Prevention and Control (TUPAC) has been reducing tobacco use, promoting cessation, and reducing exposure to second hand smoke for all Iowans. The ultimate goal of tobacco control in Iowa is to reduce the burden of tobacco-related chronic disease and morbidity, reducing the number one cause of preventable death and reducing emotional, societal, and health care costs from tobacco control.

In 2011, 20.4 % of Iowa adults reported they were current smokers and 55% of those smokers reported making a quit attempt in 2011. In 2010, 84% of Iowa 11<sup>th</sup> grade students reported that they had not smoked at all in the prior 30 days and 5% reported daily smoking.

By reducing initiation and prompting cessation, Iowa has locked in enormous savings over the lifetimes of each person stopped from future smoking. The substantial ongoing improvements in public health from smoking declines are estimated to save Iowa \$3.1 billion in future health care costs and \$400.8 million in future Medicaid costs.

## Did you know?

38.6% of Iowans reporting annual incomes under \$15,000 report smoking while only 9.5% of Iowans with incomes over \$75,000 report smoking. (BRFSS, 2011)

## Why is Tobacco Use Prevention and Control important to promoting and protecting the health of Iowans?

- Tobacco use is the leading preventable cause of death of Iowans. In 2011, approximately 2,800 deaths were identified as directly tobacco related and another 1,600 were identified as probably tobacco related.
- Smoking increases the risk of cancer, asthma, chronic obstructive pulmonary disease, and coronary heart disease.
- Reducing tobacco usage reduces Iowa's burden of chronic disease, improves workforce productivity, and reduces health care costs.

## Which Iowa Public Health Goals are we working to achieve?

Promote healthy behaviors

Protect against environmental hazards

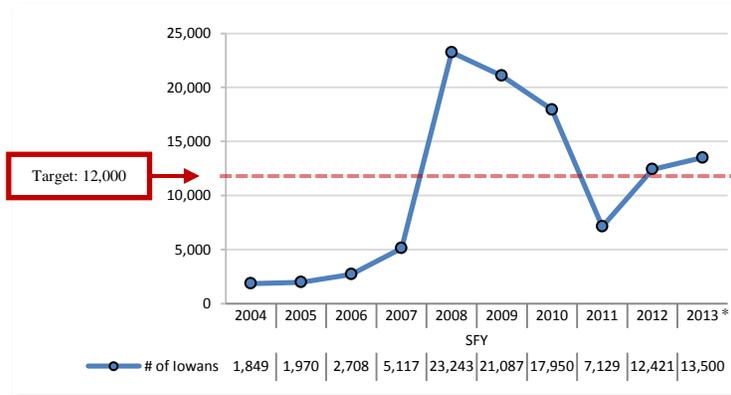
Strengthen the public health infrastructure

## What do we do?

- TUPAC funds forty-three Community Partnerships to engage in tobacco prevention and control activities at the local level covering 95 counties. For more information, go to [www.idph.state.ia.us/tobacco](http://www.idph.state.ia.us/tobacco).
- Promote prevention and cessation through social media and targeted interventions.
- Provide resources, education, and information about the Iowa Smokefree Air Act at [www.IowaSmokefreeAir.gov](http://www.IowaSmokefreeAir.gov) and 1-888-944-2247.
- Partner with private and public organizations to support health initiatives such as Blue Zones and the Healthiest State Initiative.
- Support [Quitline Iowa](http://QuitlineIowa.org) (1-800-784-8669), which provides free, effective counseling to help Iowans quit using tobacco.
- Collaborate with other state agencies to enforce laws prohibiting tobacco sales to minors.
- Provide training and education to health care providers to promote cessation with their clients.
- Monitor trends in smoking and tobacco use prevalence and conduct evaluation of activities.

## How do we measure our progress?

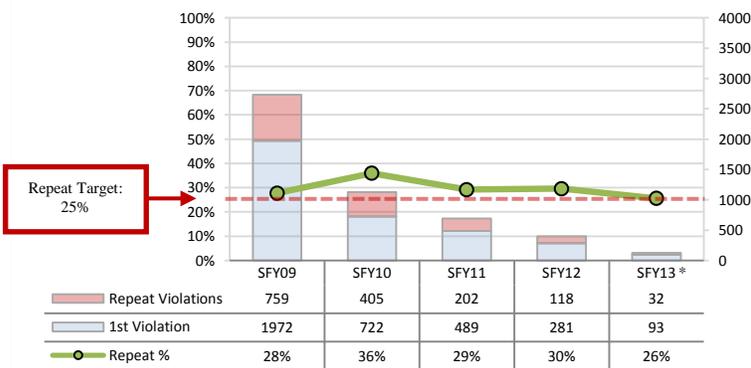
### 1 Number of lowans Utilizing Quitline Services



Data Source: Quitline contractor.  
\*2013, projected number of lowans served.

**How are we doing?** After declines in Quitline usage due to the discontinuation of free nicotine replacement therapy (NRT), more tobacco using lowans are accessing Quitline services in the last two years. From 2011 to 2012, Quitline experienced a 74% increase in the number of tobacco users that enrolled in cessation services.

### 2 Percentage of Smoke-Free Air Act Complaint Repeat Violations



Data Source: Smoke-Free Air Act (SFAA) Reporting Data  
\*2013 data through December 2012

**How are we doing?** In recent years, through technical assistance and education, we have reduced the number of repeat (2nd, 3rd, and subsequent) violations of the SFAA. In fiscal year 2009, 39% of SFAA complaints were for violations that had already been documented with a potential violation letter. So far in fiscal year 2012, 34% of founded violations had already been documented with a potential violation letter. Reducing the number of subsequent violations demonstrates enhanced compliance with the law and reduction in risk from secondhand smoke for lowans.

## What can lowans do to help?

1. Be a strong role model: Be tobacco free. We can help.
2. Promote Quitline Iowa to loved ones, friends, coworkers, or any lowan who wants to quit using tobacco. Encourage them to call 1-800-QUIT-NOW (1-800-784-8669).
3. Healthcare professionals should counsel patients who smoke or chew tobacco about the dangers and, if they are ready to quit, refer them to Quitline Iowa.
4. Young lowans can participate in I-STEP (Iowa Students for Tobacco Education and Prevention).
5. Help to ensure compliance with the Smoke Free Air Act by going to [www.iowaSmokefreeAir.gov](http://www.iowaSmokefreeAir.gov) or 1-888-944-2247 for information and resources about potential violations of the law.

## Expenditures

General fund, federal funds, & intra state receipts\*: K01-0219/ 0221/ 0223/0225; 0153-0224/9342/AR14/AR16.

	State Fiscal Year 2011 Actual	State Fiscal Year 2012 Actual	State Fiscal Year 2013 Estimate
State funds	\$6,221,618	\$3,253,830	\$3,648,361
Federal funds	\$2,721,241	\$2,472,125	\$1,364,620
Other funds*	\$240,000	\$280,000	\$280,000
<b>Total funds</b>	<b>\$9,182,860</b>	<b>\$6,005,955</b>	<b>\$5,292,981</b>
FTEs	12.35	7.74	12.90

**Note:** Funding information is intended to provide an overview of funding related to the program area. It does not include all federal and state requirements and/or restrictions for the use of funds. Contact the program area for more detailed budget information.

Iowa Department of Public Health ♦ Division of Tobacco Use Prevention & Control

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Quitline Iowa – Phone: 1-800-QUIT NOW (784-8669) ♦ [www.quitlineiowa.org](http://www.quitlineiowa.org)