

# 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

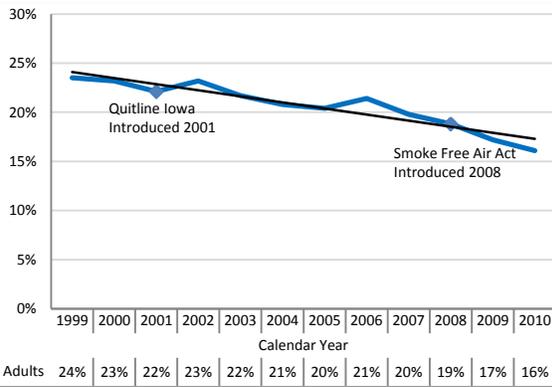
Strengthen the public health infrastructure

## 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?

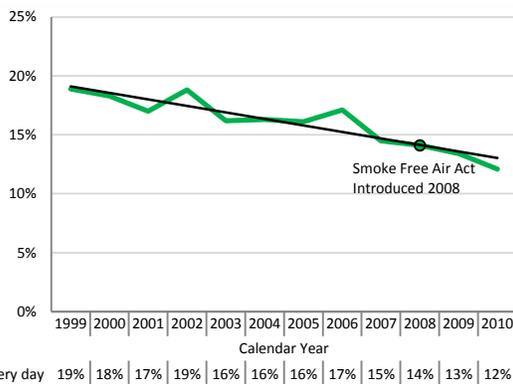
### 1 Percentage of current adult smokers in Iowa.



Data Source: Behavioral Risk Factor Surveillance System (BRFSS). Data Are available annually.

**How are we doing?** The number of Iowans currently smoking continues to drop. In 1999, about 24% of adult Iowans were current smokers. In 2010, about 16% were current smokers.

### 2 Percentage of Iowa adults who report smoking every day.



Data Source: Behavioral Risk Factor Surveillance System (BRFSS). Data Are available annually.

**How are we doing?** The percentage of Iowans reporting smoking every day has decreased by 7% since 1999. After the Smoke Free Air act took effect in 2008, the percentage has decreased faster than the trend since 1999.

## What can Iowans 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 Iowan 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 Iowans 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  
 Phone: 515-281-6225 ♦ Fax: 515-281-6475 ♦ [www.idph.state.ia.us/tobacco](http://www.idph.state.ia.us/tobacco)  
 1st Floor, Lucas Building ♦ 321 E. 12th Street ♦ Des Moines, IA 50319-0075

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