

Iowa's Youth Tobacco Prevention Program

I-STEP (Iowa Students for Tobacco Education and Prevention) was created in 2011 by Iowa students to empower the youth of Iowa who have been affected by tobacco use. I-STEP members, youth from middle schools and high schools all over Iowa, have participated in community events such as the Great American Smokeout, Through with Chew Week and Kick Butts Day. The group strives to be a youth-led organization dedicated to magnifying youth voices with a tobacco prevention message.

How Youth Can Get Involved

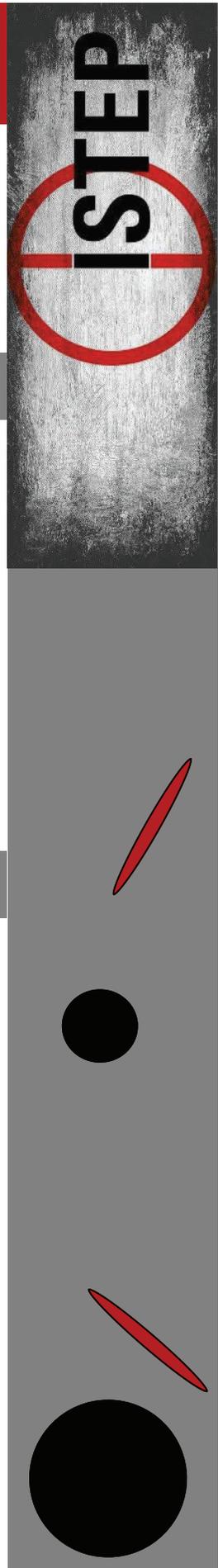
1. They can join an existing "I-STEP Chapter" at their school or in their community. There are new Chapters being formed all the time and joining an existing group is a great way to get involved right away.
2. Youth can also start their own Chapter if one doesn't exist locally. To start a Chapter a youth will need a couple of friends and an adult coordinator. From there they can start making a difference in reducing the burden of tobacco use in their community. Information on starting a chapter is on our website: <http://www.idph.state.ia.us/tupac/PartnersYouthPrevention.aspx>
3. Youth can bring tobacco prevention to a group they are currently involved with. Groups like SADD, student councils, scouting groups, faith based groups, FFA and 4H, are all easy choices for working on a tobacco control message.

Activities/Happenings

Kick Butts Day: March 20, 2013 was Kick Butts Day all across the nation. Students in Iowa joined thousands of other youth in taking action against the toll of tobacco use. In Dubuque County youth at Beckman High School celebrated by creating a photo tobacco free pledge wall at the school and posting the photos on Facebook.

Youth Summit: Plans are currently underway for Iowa's 14th annual youth tobacco summit. This year's summit theme is "The Choice is Yours" and is scheduled for June 12th at the FFA Enrichment Center in Ankeny. Youth attending the summit will participate in a candlelight vigil signifying the impact of tobacco on their lives as well as many educational and planning sessions. The summit is also when new youth leadership is chosen by their peers. Voting determines a group president and up to three members of the Tobacco Use Prevention and Control Commission.

"Worth Fighting For": The campaign focuses on a positive and empowering message, with youth sharing their reasons for not using tobacco with their peers. This is I-STEP's first campaign to primarily use social media sources to engage and educate Iowa's youth- Facebook, YouTube and mobile QR code aps are used to bring youth together. Information about the campaign can be found at www.facebook.com/turnyourbackontobacco.



Division of
Tobacco
Use
Prevention
and Control

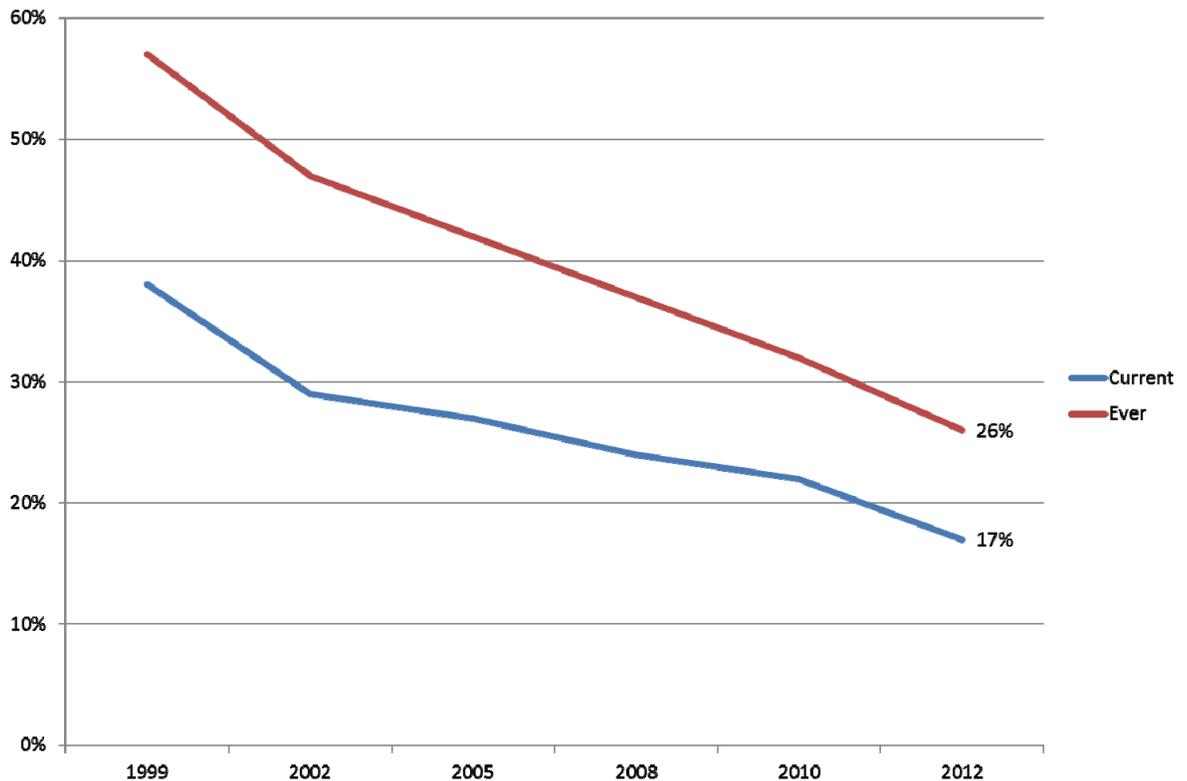
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Self Reported Tobacco Usage-11th Graders



Source: Iowa Youth Survey, <http://www.iowayouthsurvey.iowa.gov/>

Iowa's youth tobacco prevention program is outlined in Chapter 142 of the Code of Iowa. Here is an excerpt:

“It is also the intent of the general assembly that the comprehensive tobacco use prevention and control initiative will foster a social and legal climate in which tobacco use becomes undesirable and unacceptable, in which role models and those who influence youth promote healthy social norms and demonstrate behavior that counteracts the glamorization of tobacco use, and in which tobacco becomes less accessible to youth. The intent of the general assembly shall be accomplished by engaging all who are affected by the use of tobacco in the state, including smokers and nonsmokers, youth, and adults.”

