

Tobacco Use Prevention & Control

Phone: 515-281-6225
www.idph.state.ia.us/TUPAC/

Promoting & Protecting the Health of Iowans



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 use.

In 2012, 18.1% of Iowa adults reported they were current smokers and 57.7% of those smokers reported making a quit attempt in the past year. In 2012, 11% of Iowa 11th grade students reported that they had smoked cigarettes in the prior 30 days and 8% 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? 35% of Iowans with annual incomes under \$20,000 report smoking while only 10% of Iowans with incomes over \$75,000 report smoking. (BRFSS, 2012)

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?

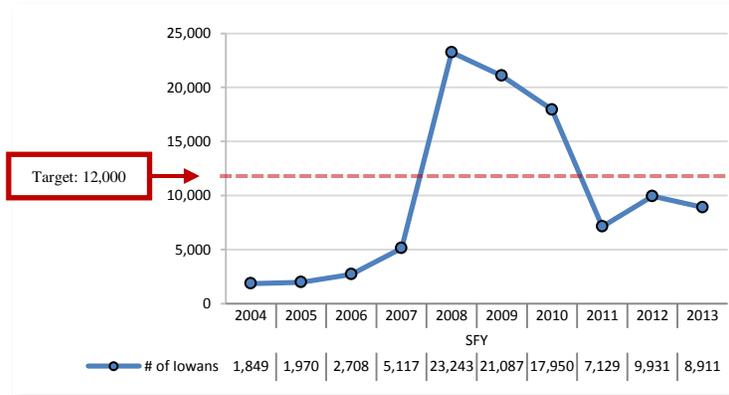
- Promote healthy behaviors
- Protect against environmental hazards
- Strengthen the public health infrastructure

What do we do?

- TUPAC funds forty-one Community Partnerships to engage in tobacco prevention and control activities at the local level covering 96 counties. For more information, go to www.idph.state.ia.us/TUPAC/.
- 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 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-QUITNOW (1-800-784-8669), which provides free, effective coaching 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?

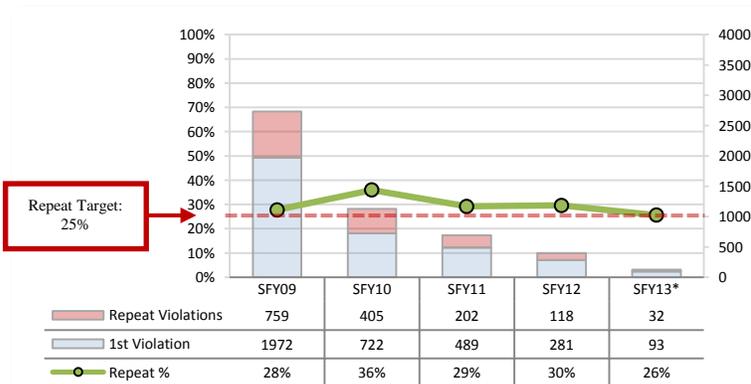
1 Number of Iowans Using Quitline Services



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

How are we doing? After declines in Quitline use in FY2009, FY2010, and FY2011 due to the discontinuation of free nicotine replacement therapy (NRT), more tobacco using Iowans are accessing Quitline Iowa services. The gains in FY2012 held relatively steady in FY2013. With the ability to offer NRT again, we expect FY2014 numbers to increase.

2 Percentage of Smoke-Free Air Act Complaint Repeat Violations



Data Source: Smoke-Free Air Act (SFAA) Reporting Data. *SFY13 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, 28% of SFAA complaints were for violations that had already been documented with a potential violation letter. For SFY13 data, through December 2012, 26% 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 Iowans.

What can Iowans do to help?

1. Be a strong role model: Be tobacco free.
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 ask patients if they use tobacco products, advise them to quit and 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 or 1-888-944-2247 for information and resources regarding the law.

Expenditures

General fund, federal funds, & intra state receipts*: K01-0203/0219/0221/ 0223/0225/0231/0233; 0153-0224/9342/AR14/AR16.

	State Fiscal Year 2012 Actual	State Fiscal Year 2013 Actual	State Fiscal Year 2014 Estimate
State funds	\$3,253,830	\$3,468,542	\$5,148,361
Federal funds	\$2,472,125	\$1,317,931	\$952,242
Other funds*	\$280,000	\$280,000	\$280,000
Total funds	\$6,005,955	\$5,066,474	\$6,380,603
FTEs	7.74	7.11	13.40

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 Youth Tobacco Prevention

From July 2013–October 2013, I-STEP registered 387 members in 7th–12th grade. All I-STEP activities, messaging and educational strategies are created by the I-STEP Youth Executive Council, comprised of 20 youth members from all areas of the state. Currently there are four young Iowans on the Tobacco Use Prevention and Control Commission, 2 in high school and 2 in college; they represent the I-STEP program. I-STEP believes our lives and bodies are Worth Fighting For, and promote this message statewide.

Follow us on social media:

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www.youtube.com/iowaSTEP

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

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