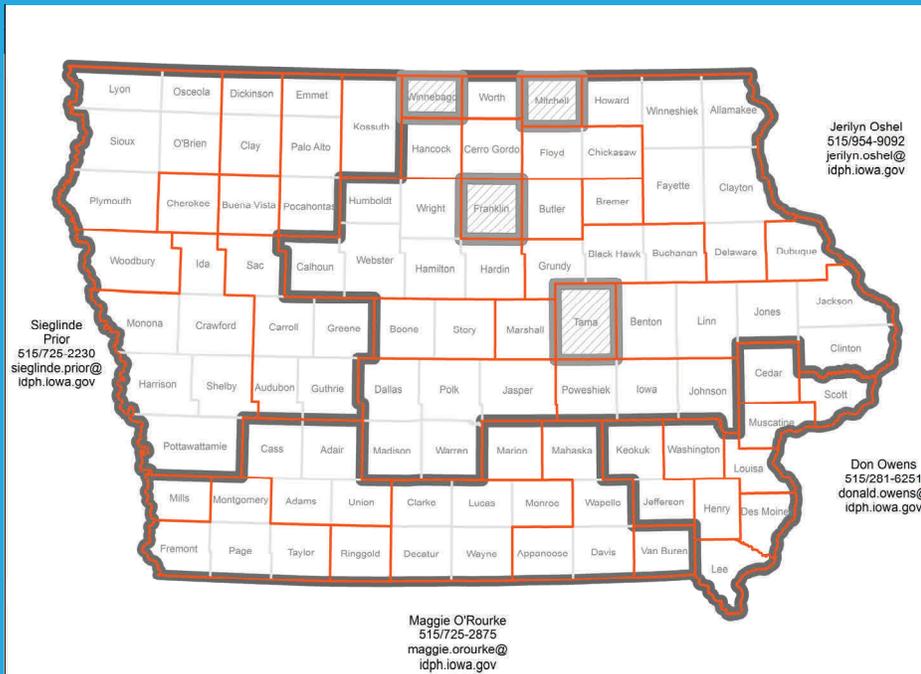


# Iowa Tobacco Control Community Partnerships

## Fiscal Year 2013 Snapshot



**Map of Community Partnership (CP) Areas and their assigned Community Health Consultant (CHC). The CHC's work to ensure that CP's have the necessary tools to reduce secondhand smoke exposure, prevent youth initiation of tobacco usage, and promote cessation in their community.**

### Quick Facts:

Number of Partnerships: 41

Number of Counties: 95

Population Served: 3,012,312

Percentage of Population Served: 98.4%

Fiscal Year 2013 Funding: \$2,132,593

Funding per capita: \$.70

Estimated Adult Smoking Prevalence† 2011:

**20.4%**

Estimated Youth Smoking Prevalence† 2010:

**17.0%**

### Tobacco Related-Disease Burden

Cause of Death/ Hospitalization‡	Age-Adjusted Rate per 100,000
Cancer Deaths	175.1
Heart Disease Deaths	177
Stroke Deaths	41.4
Chronic Lower Respiratory Disease Deaths	47.3
Chronic Lower Respiratory Disease Hospitalizations	175.2
Asthma Hospitalizations	70.6*



±Population served is based on 2011 Population Estimates from the U.S. Census Bureau. † Adult Prevalence estimates are self-reported rates of smoking in adults 18 and over and youth rates are self-reported rates in 11th graders. \*Denotes rates where number of events is less than 20. Should be interpreted with caution and not compared over time. ‡Deaths are vintage 2007-2009 and hospitalizations are 2006-2008.

# Iowa Tobacco Control Community Partnerships

## Activities and Success Stories

Division of  
Tobacco Use  
Prevention and  
Control

Division  
Director:  
Meghan  
O'Brien

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Des Moines,  
Iowa

50319

515-281-6225

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

### Partnership Activities:

- Working with physicians and other health providers to promote Quitline Iowa.
- Engaging youth in the community to develop and deliver prevention messaging to their peers.
  - Educating community members about the harmful effects of tobacco usage.
- Educating school administrators and parents on the benefits of tobacco-free school policies.
  - Working with local housing authorities and multi-unit housing property owners/managers to transition to voluntary smoke-free housing policies.
- Educating local business owners on compliance with the Smokefree Air Act.
- Providing education and assistance to businesses looking to create tobacco-free workplaces and offer cessation services.

**In general, Community Partnerships serve as the definitive resource for individuals and community organizations that want to encourage cessation, reduce secondhand smoke exposure, and reduce initiation.**

The Central Iowa Tobacco-Free Partnership (CITP) has multiple successes in assisting worksites become tobacco-free. In Jasper County, Wesley Life utilized CITP to implement a tobacco-free policy. CITP provided Quitline Iowa resources for the impacted staff.

Dubuque County has reinvigorated their local youth prevention efforts. After the end of the Just Eliminate Lies youth program, a number of high schools had no activities around tobacco prevention. Dubuque County has engaged youth, encouraged them to attend the I-STEP retreats and summit, and with the Worth Fighting For campaign, increased the number of youth doing peer to peer prevention messaging.

Harrison County Public Health partnered with a local food bank to implement a Quitline fax referral program. This partnership reached thousands of high-risk families with encouraging cessation messaging and resources to help them quit.

In the first month, more than 40 individuals contacted Quitline Iowa for assistance in quitting smoking.

In Story County, local community partnership staff worked with St. Cecelia's Catholic School in Ames and after education and discussion, the Archdiocese of Dubuque Catholic Schools adopted a nicotine-free school policy for all their schools. This environmental change impacts 18 counties in Iowa and is a model for comprehensive tobacco control in a school setting.



TOBACCO

QUITLINE IOWA

1 800 QUIT NOW | 1 800 784 8669