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# TUPAC NEWS

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## Director's Note

*By Meghan O'Brien*

Spring is here and with it a renewed sense of purpose and a surge of energy and positivity. As I watch the transition to Spring, I'm reminded what tremendous opportunities and beauty grow out of change. This is true not only in nature but in virtually all areas of life, including tobacco control.

While we face many challenges, including budgetary pressures and an ever changing tobacco product landscape, we are incredibly fortunate to have the amazing public health and tobacco infrastructure to support us in our efforts. It can be difficult to accept change, but with the right foundation and infrastructure, we can be even more successful despite our challenges.

Examples of opportunities coming out of challenges and change at the health department abound. The introduction of web based coaching to Quitline Iowa is a prime example of how budgetary concerns led to an opportunity to sustain services while expanding the reach of the program to a younger demographic. Another challenge we faced was the lack of access to cessation services for Iowa youth. This presented an opportunity to educate legislators and gain bi-partisan support to expand Quitline services to youth between 12 and 17 in the years to come. In my time as Director of the Division of Tobacco Use Prevention and Control, I have continued to be amazed by the opportunities that lay ahead of us and the ability of this dedicated group of tobacco control partners to meet every challenge head on and reduce the toll of tobacco in Iowa. Coming soon, you will each have a Community Partnership Profile highlighting funding and all of your amazing work. Your CHC will let you know when they are completed.

Thank you for all you do to support Iowa's tobacco control efforts- I am proud to be part of your team.

Sincerely,

Meghan O'Brien

## Worth Fighting For

By Garin Buttermore

"I CANNOT BEGIN TO THANK YOU ENOUGH....having this up on the site and kids coming up to me (when I'm out walking, etc. in town telling me they know about WFF and that they don't smoke) is PRICELESS, especially in such a small community like IKM :)"

*Regina Jackson*



**WFF** stands for Worth Fighting For. It is the first youth tobacco prevention campaign the division has launched in nearly 2 years. **WFF** is about empowerment, not being a victim. **WFF** is about tobacco prevention but it's also a message that can apply to other prevention messages and risky behaviors. The **WFF** message was created through collaboration between youth in I-STEP and the Division, to be a message that would work with youth. (We think it will work for adults too but don't tell that to anyone younger than 19). The campaign launched in January, 2013 with a month of videos and social media posts. The goal was to see what worked best to encourage youth to "Like" the WFF page on Facebook ([www.facebook.com/turnyourbackontobacco](http://www.facebook.com/turnyourbackontobacco)). **Conclusion:** The campaign is growing in popularity. We found t-shirts are unifying and raise awareness of the campaign. (See the number of schools who sent us pictures of their students wearing our WFF shirts). Facebook posts were the most common way that people reached the webpage where our videos were shown. QR codes did not do as well with getting people to the webpage as we expected. This is probably due to a couple of changes we made to the poster QR code and the difficulty of scanning a QR code from a shirt sleeve. We also tried a very limited paid promotion of the page on Facebook. We found that posing a picture of students wearing our WFF shirts at a school was much more effective at getting "likes" than paying for ads.

**FB "Likes" on January 3: 7**

FB "Likes" on January 31: **110**

FB "Likes" February 15: **169**

### **Videos:**

**282** total visits to our webpage (where videos are). Most common way of going to page was from posters and Facebook, fewest from t-shirts  
Smart phones and computers used most often to access this webpage.

### **Bit.ly**

123 hits came from our Facebook bit.ly / 27 from Twitter / 38 from Generic bit.ly

**Paid \$5** to promote a post: reached 1,226 people

8 post likes, 1 page like.



## Web Coaching through Quitline Iowa

By Jerilyn Oshel

“Web Coach” is an interactive online program that provides each participant with a personalized experience. The Web Coach focuses on four essential practices to enable smokers to quit for life:

- Quit at your own pace
- Conquer your urges to smoke
- Correct use of medications so they really work
- Don't just quit; become a non-smoker

Each of these practice areas will include articles, videos, e-lessons and interactive worksheets to help participants successfully quit tobacco. Progress toward that goal includes a spending calculator, to help a participant compare the cost of tobacco vs. the cost of medication; a tobacco usage tracker, which allows a participant to track when and where they smoke to identify patterns and triggers; and discussion forums and online groups for more personalized social support. After quitting, participants can track how long they've been tobacco-free and see how much money they've saved and time that has been added back to their daily life since quitting tobacco.

The screenshot shows the 'Full Enrollment' page on the Quitline Iowa website. The page has a header with the logo and navigation links: 'Enroll Now', 'About the Program', and 'Common Questions'. The main content area is titled 'Full Enrollment' and includes a welcome message: 'Welcome! To begin the full enrollment process, simply complete the form below.' There are three required fields: 'Select Your Employer', 'Select Your Health Plan', and 'Your Postal Code'. Each field has a dropdown menu with '...Select one...' and a small arrow icon. Below the fields, there is a link: 'If you live or work outside the United States or Canada, Click here to call.' At the bottom of the form, there are two buttons: 'Submit Form' (in green) and 'Clear Form' (in grey). On the left side of the form, there is a sidebar with a 'Have a Question?' section and a 'Chat or Speak with a live Enrollment Specialist' button.

We're excited to be able to offer this new tool to lowans who've made the decision to quit using tobacco," said IDPH Tobacco Use Prevention and Control Division Director Meghan O'Brien. "The data tell us the majority of smokers know they should quit and want to. Our objective is to offer tobacco users every possible tool they need to achieve their goals." In 2011, approximately 2,800 Iowa deaths were directly attributable to tobacco use. Another 1,600 deaths were identified as likely being due to tobacco use. Estimated annual health care costs in Iowa directly related to tobacco use now total \$1 billion.

Web Coach link:

<https://www.quitnow.net/iowa/ProgramLookup/>




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*By Julie Florian*

Southwest Iowa Renewable Energy (SIRE) is an ethanol manufacturer in Pottawattamie County. Due to legal changes in the animal feed business and working with 100% ethanol, the company decided to implement a smoke-free campus. The company has a lot of truck traffic at the plant and it felt the need to have the complete campus smoke-free. Though its goal was to have a tobacco-free campus, it was decided to make the change through a two-step process.

SIRE responded to a flyer put out by Harrison County Home and Public Health promoting tobacco-free workplaces. Brent Saron and Julie Florian met with the manager, human resources personnel, and safety manager on promoting and enforcing a smoke-free policy at the plant; their wellness plan including incentives to offer their employees to quit and referrals to Quitline Iowa; examples of smoke-free and tobacco-free policy; and signage.

The policy was implemented March 1<sup>st</sup> of this year, with a 30 day notice to employees. The policy includes contracted truck drivers and states that no smoking is allowed in any vehicle owned or leased while on the property. In addition, all employees, interns, visitors, contract workers, volunteers or any person coming on the grounds or to the facility must comply with the policy.



## Announcements

**New Prevalence Data:****BRFSS 2011 Adult Tobacco Data**

Iowans reporting being a current smoker:	20.4%
Current smokers reporting quit attempt in the past 12 months:	58.8%
Iowans reporting being a former smoker:	25%
Iowans reporting never having smoked:	54.6%

*\*2012 BRFSS data to be released soon. Stay tuned.*

**Iowa Youth Survey 2012 Youth Tobacco Data**

All youth (6 <sup>th</sup> , 8 <sup>th</sup> , 11 <sup>th</sup> ) current use:	12%
All youth ever use:	7%
Current 11 <sup>th</sup> grade students reporting tobacco usage:	17%
Current 8 <sup>th</sup> grade students reporting tobacco usage:	4%
Current 6 <sup>th</sup> grade students reporting tobacco usage:	1%

Current Community Partnership contractors should be aware that the items listed under Article XIV - Costs Requiring Pre-Approval (FY13 RFA) need **written approval from your Community Health Consultant prior to purchase**. Though contractors may have had Action Plans and Budgets approved at the beginning of FY13 contract year, prior written approval of items is required before purchase. If you have questions about what needs approval, contact your CHC.

**Smokefree Air Act** - Along with the valid complaints we receive for violations of the Iowa Smoke Free Air Act (SFAA), we also get complaints that are unfounded. We only started tracking these complaints in FY13 (July 1, 2013), so our data is limited at this time. Here are some of the more common unfounded complaints:

- smoke infiltrating an apartment from another apartment- an apartment is considered a private residence & not regulated by the SFAA;
- smoking outside of a private business or residence- generally speaking, smoking outside is not regulated by the SFAA except in specific areas;
- smelling smoke- smelling smoke in a vehicle or business where smoking is prohibited is not sufficient grounds to file a complaint of the SFAA;
- filing a complaint for another person- the person witnessing a violation of the SFAA has to be the one to file the complaint.

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