

# Iowa 2007 Tobacco Control Progress Report

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For  
Iowa Department of Public Health  
Division of Tobacco Use Prevention and Control

*TUPC Mission Statement*

*To establish a comprehensive partnership among state government, local communities, and the people of Iowa to foster a social and legal climate in which tobacco use becomes undesirable and unacceptable.*

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## **PART 1**

### **PURPOSE & METHODOLOGY**

The Center for Social and Behavioral Research (CSBR) was contracted by the Iowa Department of Public Health to evaluate the progress toward meeting the Tobacco Use Prevention and Control Program's goals. Data from nearly 50 sources were reviewed in producing the 2007 Iowa Tobacco Progress Report (see Appendix for the list). These surveys often varied in their sampling designs, data collection methodologies, wording of specific questionnaire items, population groups, and sample sizes. Because methodologies and questions differ among the surveys, their findings should not always be directly compared. The Adult Tobacco Survey (ATS) and the Behavioral Risk Factors Surveillance System (BRFSS) serve as the primary longitudinal data sources for information about tobacco use and tobacco-related attitudes among adult Iowans. The Iowa Youth Tobacco Survey (IYTS) and the Iowa Youth Survey (IYS) serve as the primary longitudinal data sources for information about tobacco use and tobacco-related attitudes among youth in Iowa.

The scope of the present document is limited to providing a summary of key survey results and non-survey data rather than attempting to provide an exhaustive summary of already published or archived results. Therefore, readers are encouraged to consult the primary reports and public data sets (when available) for these data sources whenever there is an interest in examining more specific details than are reported here. The primary sources should also be consulted when citing percentages and when an authoritative source is needed for publication or dissemination.

The four key goals of the Iowa Tobacco Use Prevention and Control Program are to:

- (1) prevent the initiation and establishment of tobacco use in nonsmokers, especially among children and young people,
- (2) reduce the number of users of tobacco products,
- (3) eliminate exposure to second-hand tobacco smoke, and
- (4) identify and eliminate the disparities related to tobacco use and its effects among different population groups.

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## PART 2 GOALS & PROGRESS

### Goal 1

#### **Prevent the initiation and establishment of tobacco use in nonsmokers, especially among children and young people**

- ✚ Middle school students are less likely to have tried smoking cigarettes (even one or two puffs) in 2006 than in 2000. Since 2000, the trend of a decline in the percentage of students who have tried cigarettes has continued among middle school students (IYTS). In 2006, only 17% of middle school students reported that they had ever smoked cigarettes as compared to 39% in 2000. However, high school student use was essentially unchanged from 2004 to 2006 with about 48% of high school students reporting that they have ever smoked even one or two puffs of a cigarette (IYTS).
- ✚ In the past several years, there has been a substantial decrease in the percentage of students, especially high school students, who ever smoked a whole cigarette. Only 9% of middle school students in 2006 compared to 19% in 2001/2002 (IYTS) and 37% of high school students in 2006 compared to 54% in 2000 said they had smoked a whole cigarette (IYTS).
- ✚ From 2000 through 2004, the prevalence of current cigarette use among high school students was declining, but this trend did not continue into 2006 (IYTS). In 2006, current cigarette use among high school students was 22% as compared to 18% in 2004 and 26% in 2001/2002 (IYTS). The rate among middle school students was 5% in 2001/2002 and 4% in 2006 (IYTS).
- ✚ Awareness of the JEL (“Just Eliminate Lies”) campaign is decreasing. In recent years, awareness of the anti-tobacco advertising campaign called ‘JEL’ has declined among both middle and high school students. Among high school students, 85% had heard of JEL in 2004, but two years later 73% had heard of JEL (IYTS). The decrease in awareness of JEL was even more dramatic among middle school students as it decreased from 54% in 2004 to 37% in 2006 (IYTS).
- ✚ Student perceptions of the effectiveness of JEL’s anti-tobacco message are decreasing. In 2006, only 14% of middle school and 18% of high school students said the JEL campaign did “very well” at getting the anti-tobacco message to young people (IYTS). Among middle school students, the percentage who said they view the tobacco industry more negatively as a result of JEL has decreased from 50% in 2001/2002 to 26% in 2006 (IYTS).
- ✚ Most students said they would not use or wear something endorsing tobacco companies. Based on the 2006 IYTS, 83% of middle school students and 66% of high school students said they were not likely to use or wear something (e.g., cap, t-shirt) endorsing a tobacco company.

## Goal 1 (Continued)

### **Prevent the initiation and establishment of tobacco use in nonsmokers, especially among children and young people**

- ✚ In sum, the awareness of the JEL media campaign has declined dramatically, especially among middle school students. In the past 5 years, there also has been a substantial decrease of the proportion of middle school students who say they view the tobacco industry negatively because of JEL. Despite this, there has been a noticeable decrease in the percentage of middle school students who have tried smoking cigarettes from 39% in 2000 to 17% in 2006.

**Goal 1 Conclusion: The Iowa Tobacco Use Prevention and Control Program is making progress toward meeting Goal 1 of preventing the initiation and establishment of tobacco use in nonsmokers, especially among children and young people.**

## Goal 2

### **Reduce the number of users of tobacco products**

- ✚ There is survey evidence that current cigarette use among adult Iowans is decreasing. The results of the Adult Tobacco Survey (ATS) suggest that current cigarette use among adult Iowans has declined from 23% in 2002 to 18% in 2006. The results of the Behavioral Risk Factor Surveillance System (BRFSS) place the percentage of adult current cigarette smokers at 23% in 2002 and 21% in 2006. In recent years, the prevalence of current cigarette use among adults in Iowa has been approximately the same as the rate for all adults nationally (BRFSS).
- ✚ Since 2000, the use of tobacco products other than cigarettes by adults has been relatively stable with very low prevalence rates of 5% or less. In 2006, approximately 3% of adult Iowans used chewing tobacco or snuff, 4% smoked cigars, and less than 1% smoked tobacco using pipes (ATS).
- ✚ About 60% of adult Iowans said they often saw things on TV, heard things on the radio, or saw billboards with anti-smoking messages and about one-half had heard or seen something about JEL. When adult Iowans were asked specifically about the youth-oriented JEL “Just Eliminate Lies” anti-tobacco advertising campaign, 52% said they had heard or seen at least something about this campaign (2006 ATS).
- ✚ An increasing number of adults who smoke are being advised by their doctors to quit. In 2006, nearly two-thirds (64%) of current cigarette users who had seen a doctor, nurse, or other health care provider during the past 12 months said they were advised not to smoke as compared to 53% who were given such advice in 2004 (ATS).

## Goal 2 (Continued)

### **Reduce the number of users of tobacco products**

- ✦ **Most adult cigarette smokers want to quit.** In 2006, three out of four (77%) current smokers said they would like to quit smoking (ATS). The percentage of current cigarette smokers who have quit smoking for a day or more during the past year has remained relatively stable since 2001 (BRFSS). About 50% of adult Iowans who currently smoke cigarettes said they successfully stopped smoking for a brief time (i.e., one day or longer) during the past 12 months, but they now have restarted smoking (2006 BRFSS).
- ✦ **The number of callers to Quitline Iowa nearly doubled from the 2006 to 2007 fiscal years.** Specifically, the number of callers increased from 2,707 in 2006 to 5,127 in 2007. About two-thirds of the callers were females over 18 years old. The number of callers who enrolled in the counseling program increased from 1,965 in 2006 to 3,014 in 2007.
- ✦ **In sum, there is survey evidence that current cigarette use among adult Iowans is decreasing.** Adult Iowans say they often see or hear anti-smoking messages on TV, radio, or billboards. The number of those who smoke cigarettes and are advised by their doctor or nurse or other health care provider to stop smoking is increasing. The call volume at Quitline Iowa nearly doubled during the most recent one year period and there was a marked increase in the number of callers enrolled in the counseling program.

**Goal 2 Conclusion: The Iowa Tobacco Use Prevention and Control Program is making progress toward meeting Goal 2 of reducing the number of users of tobacco products.**

## Goal 3

### **Eliminate exposure to second-hand tobacco smoke**

- ✦ **Most adult Iowans support policies that do not allow smoking anywhere in indoor work areas and indoor dining areas of restaurants, but these types of smoking policies are not generally supported for bars and cocktail lounges.** In 2006, the percentages of adult Iowans who supported smoking policies prohibiting smoking anywhere indoors was 81% in the workplace, 65% in restaurants, and 32% in bars and cocktail lounges (ATS).
- ✦ **Generally, owners and managers of bars are resistant to the idea of not allowing smoking anywhere inside bars.** In a 2007 survey of owners and managers of bars and grills, only 6% supported such a policy (Food Serving Businesses Survey, FSBS).
- ✦ **Most adults do not allow smoking anywhere inside their homes or cars.** In 2006, smoking was not allowed in 77% of adult Iowans' homes nor in 67% of adult Iowans' family cars (ATS).
- ✦ **Current cigarette smokers are increasingly less likely to allow smoking inside their homes.** The percentage of current smokers who do not allow smoking anywhere inside their homes has been steadily increasing from 27% in 2002 to 35% in 2004 and to 50% in 2006 (ATS).

### **Goal 3 (Continued)**

#### **Eliminate exposure to second-hand tobacco smoke**

- ✚ In sum, there continues to be strong public support for limiting exposure to second-hand smoke in indoor dining areas of restaurants and at workplaces; however, most adult Iowans do not support policies which do not allow smoking anywhere in bars and cocktail lounges. This public sentiment shows some evidence of changing with about one-third in 2006 as compared to about one-fourth in 2004 saying they supported such policies. In 2006, most adult Iowans have set personal rules prohibiting smoking in their homes (77%) and family cars (67%). Also, about one-half of current cigarette smokers said they do not allow smoking anywhere in their homes. The data reviewed in this report suggest that (a) Iowans are exposed to less second-hand tobacco smoke now than in the past, (b) Iowans' attitudes are continuing to become more favorable toward policies which restrict or prohibit smoking in places where others could be exposed to second-hand smoke, and (c) the attitudes and practices of those who currently smoke cigarettes are increasingly becoming more consistent with the public health message of reducing exposure of people to second-hand smoke.

**Goal 3 Conclusion: The Iowa Tobacco Use Prevention and Control Program is making progress toward meeting Goal 3 of eliminating exposure to second-hand tobacco smoke.**

### **Goal 4**

#### **Identify and eliminate disparities related to tobacco use among different population groups**

- ✚ Because of the racial and ethnic composition of Iowa, most of the survey sources measuring tobacco use in Iowa do not have a sufficient number of respondents who are non-white for these sources to be used as the basis for reaching conclusions about progress towards eliminating health disparities among ethnic or racial groups in Iowa. Presently, Iowa's population is about 93% white (US Census, 2006), so it is often cost prohibitive to oversample non-white respondents in sufficient numbers to make subgroup comparisons. There are other population subgroups which are also relevant to discussions of health disparities. People in households at or below the poverty level and people with disabilities are likely to be included in the 2008 ATS.
- ✚ Efforts to gain more information about progress toward eliminating health disparities could include introducing minority strata into standard surveys, conducting special studies focused on minority groups, focusing on demographic subgroups not based on race/ethnicity, and implementing and assessing community-level interventions. It is beyond the scope of this report to address the strengths and limitations of these and other possible solutions.

**Goal 4 Conclusion: The Iowa Tobacco Use Prevention and Control Program may be making progress toward meeting Goal 4 of identifying and eliminating disparities related to tobacco use among different population groups; however, the data sources reviewed in this report do not allow us to confidently reach a conclusion on progress toward this goal.**

## PART 3 FINDINGS FROM SURVEYS OF ADULT IOWANS

### Tobacco Use and Adult Iowans

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**Current Cigarette Use.** The results of the ATS suggest that current cigarette use among adult Iowans has declined from 23% in 2002 to 18% in 2006. The results of the BRFSS place the percentage of adult current cigarette smokers at 23% in 2002 and 21% in 2006. In recent years, the prevalence of current cigarette use among adults in Iowa has been approximately the same as the rate for all adults nationally (BRFSS).

**Cigarette Initiation.** Among those who have ever smoked cigarettes, about one-half (54% in 2004 and 52% in 2006) said they started smoking when they were under 18 years old (ATS).

**Cigarette Cessation Attempts.** In 2006, three out of four (77%) current smokers said they would like to quit smoking (ATS). About 50% of adult Iowans who currently smoke cigarettes said they successfully stopped smoking for a brief time, but they now have restarted smoking (2006 BRFSS).

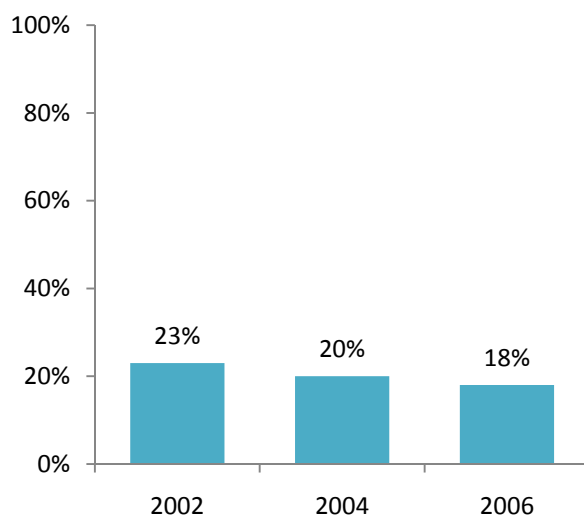
**Use of Other Tobacco Products.** In 2006, approximately 3% of adult Iowans used chewing tobacco or snuff, 4% smoked cigars, and less than 1% smoked tobacco using pipes (ATS).

**Support for Workplace Smoking Policies.** In the 2006 ATS, 81% of all adult Iowans expressed agreement with a policy where smoking would not be allowed in any indoor work areas. A policy prohibiting smoking in indoor work areas was supported by 49% of current cigarette smokers in 2004 and by 54% in 2006 (ATS).

## Current Cigarette Use

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*The results of the ATS suggest that current cigarette use among adult Iowans has declined from 23% in 2002 to 20% in 2004 and to 18% in 2006. Between 2004 and 2006, there were about 50,000 fewer adult current cigarette users in Iowa (ATS). The results of the BRFSS place the percentage of adult current cigarette smokers at 23% in 2002 and 21% in 2004 and 2006.*

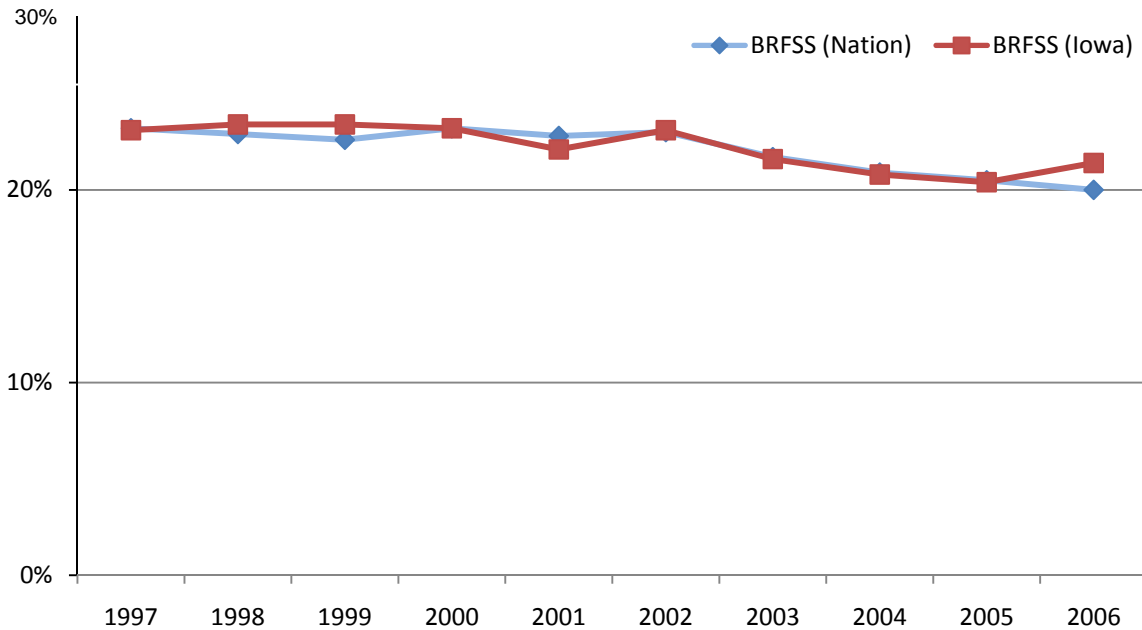


**Figure 1.** Prevalence of current cigarette use (ATS).

<b>Additional Data Sources</b>			
<b><i>Adult Current Cigarette Use</i></b>			
<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
2002	22%	AHS	Smoked in Past 30 Days
1997	23%	BRFSS	Smoked in Past 30 Days
1998	23%	BRFSS	Smoked in Past 30 Days
1999	23%	BRFSS	Smoked in Past 30 Days
2000	23%	BRFSS	Smoked in Past 30 Days
2001	22%	BRFSS	Smoked in Past 30 Days
2002	23%	BRFSS	Smoked in Past 30 Days
2003	22%	BRFSS	Smoked in Past 30 Days
2004	21%	BRFSS	Smoked in Past 30 Days
2005	20%	BRFSS	Smoked in Past 30 Days
2006	21%	BRFSS	Smoked in Past 30 Days

## Iowa Versus National Rates

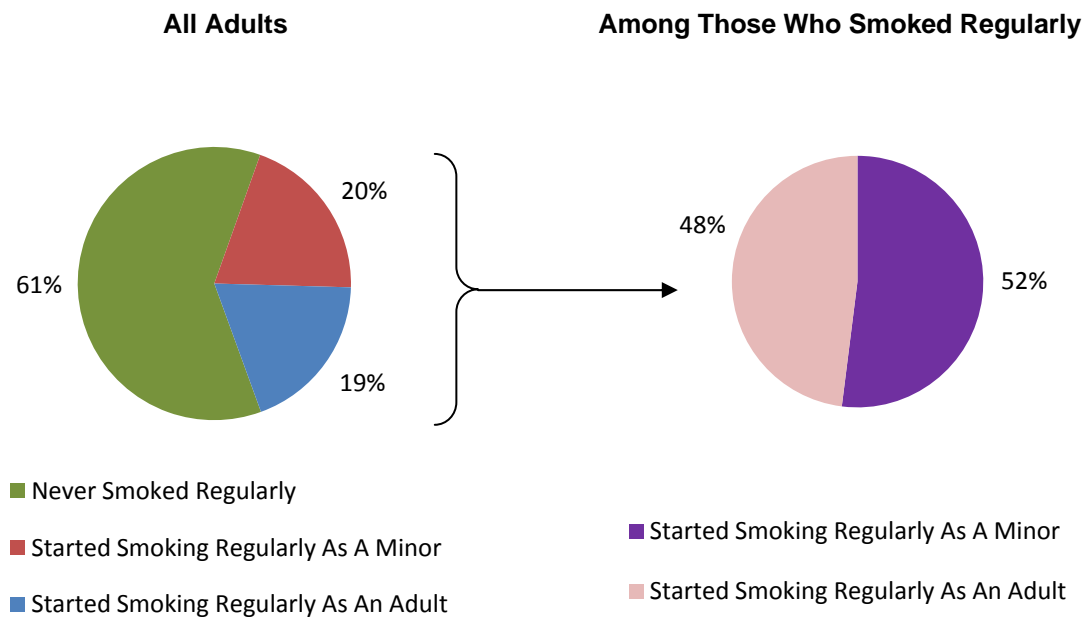
*In recent years, the prevalence of current cigarette use among adults in Iowa has been approximately the same as the rate for all adults nationally based on BRFSS data. In 2006, the estimate of current cigarette use among adults was 20% nationally as compared to 21% in Iowa (BRFSS).*



**Figure 2.** Percent of adults who currently smoke cigarettes (BRFSS).

## Cigarette Use: Initiation

*In terms of all adult Iowans, 20% smoked regularly before they were 18 in 2006 as compared to 23% in 2004 (ATS). The percentage of all adult Iowans who started smoking regularly as adults (i.e., 18 or older) remained relatively stable at 19% in 2006. Adult Iowans who have ever smoked 100 or more cigarettes during their lifetime were asked when they started “regularly” smoking cigarettes. Among those who have ever smoked cigarettes, about one-half (52% in 2006 and 54% in 2004) said they started smoking when they were under 18 years old (ATS).*



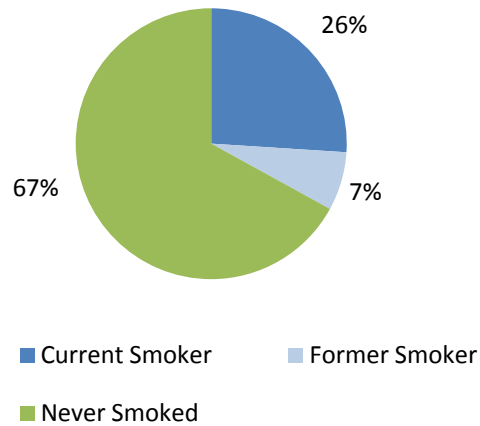
**Figure 3:** Age when they first smoked cigarettes regularly (ATS 2006).

## Smoking Status Among Young Adults

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*Approximately two-thirds (67%) of young adult Iowans age 30 or younger said they have never smoked 100 or more cigarettes in their lifetime (2006 ATS). About one-fourth (26%) of young adult Iowans are current cigarette smokers. Seven percent of all young adult Iowans have smoked cigarettes in the past but they no longer do so.*

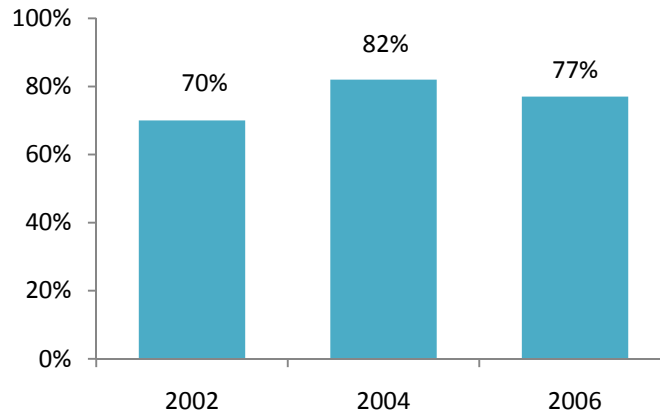
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**Figure 4.** Smoking status among young adults age 18-30 years old (ATS).

## Smoking Cessation Attempts Among Current Smokers

*In 2006, three out of four (77%) current smokers said they would like to quit smoking (ATS). About 50% of adult Iowans who currently smoke cigarettes said they successfully stopped smoking for a brief time, but they now have restarted smoking (2006 BRFSS).*



**Figure 5.** Percentage of current smokers who would like to quit (ATS).

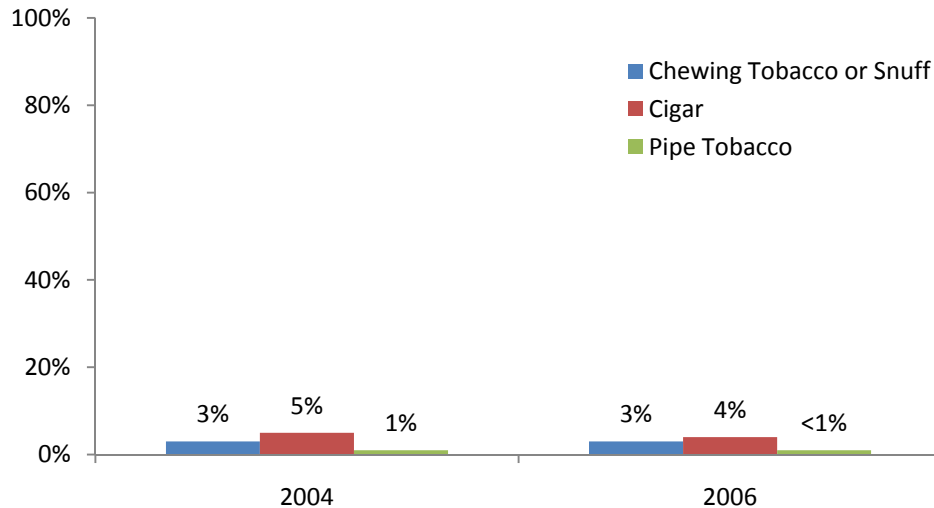
### Additional Data Sources

#### *Smoking Cessation Attempts among Current Smokers (Past 12 Months)*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
1998	34%	BRFSS	Current Smokers Who Successfully Quit Smoking One Day or More
1999	42%	BRFSS	Current Smokers Who Successfully Quit Smoking One Day or More
2000	38%	BRFSS	Current Smokers Who Successfully Quit Smoking One Day or More
2001	51%	BRFSS	Current Smokers Who Successfully Quit Smoking One Day or More
2002	52%	BRFSS	Current Smokers Who Successfully Quit Smoking One Day or More
2003	50%	BRFSS	Current Smokers Who Successfully Quit Smoking One Day or More
2004	49%	BRFSS	Current Smokers Who Successfully Quit Smoking One Day or More
2005	53%	BRFSS	Current Smokers Who Successfully Quit Smoking One Day or More
2006	49%	BRFSS	Current Smokers Who Successfully Quit Smoking One Day or More

## Use of Other Tobacco Products

*In 2006, approximately 3% of adult Iowans used chewing tobacco or snuff, 4% smoked cigars, and less than 1% smoked tobacco using pipes (ATS).*



**Figure 6.** Currently use chewing tobacco, smoke cigars, and smoke tobacco using pipes (ATS).

### Additional Data Sources

#### *Chewing Tobacco or Snuff Use*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
2000	03%	BRFSS	Current Use
2001	03%	BRFSS	Current Use
2002	04%	BRFSS	Current Use
2002	05%	AHS	Current Use

#### *Cigar Use*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
1998	05%	BRFSS	Current Use
2000	04%	BRFSS	Current Use
2002	05%	BRFSS	Current Use
2002	09%	AHS	Current Use

#### *Tobacco Using Pipes*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
2001	01%	BRFSS	Current Use
2002	01%	BRFSS	Current Use
2002	01%	AHS	Current Use

## Smoking Policy and Intervention Indicators

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**Smoking in Restaurants.** When asked whether smoking should be allowed within the indoor dining areas of restaurants for all areas, some areas, or not allowed at all, nearly two-thirds (65%) of adult Iowans said smoking should not be allowed at all (ATS). This opinion was held by 60% of adult Iowans in 2004 (ATS). Although most current smokers did not favor prohibiting smoking in all areas within restaurants, more than one-fourth (28%) of current adult cigarette users in 2006 said smoking should not be allowed at all in indoor dining areas of restaurants (ATS). In a 2007 study of owners and managers of food serving businesses in Iowa, 42% of owners or managers of sit-down restaurants said they thought smoking should not be allowed at all in restaurants, and 48% thought it should be allowed only in designated areas (Food Serving Business Survey, FSBS).

**Smoking in Bars and Cocktail Lounges.** Nearly one-third (32%) of adult Iowans in 2006 said smoking should not be allowed at all in bars and cocktail lounges as compared to slightly more than one-fourth (27%) of adult Iowans reporting this in 2004. There continues to be very little support among current smokers for prohibiting smoking in bars or cocktail lounges (2006 ATS). Similarly, in a 2007 study of owners and managers of food serving businesses in Iowa, only 6% of owners or managers of bars (or bar & grills) said they thought smoking should not be allowed at all in bars (FSBS), and 79% said smoking in bars should be allowed without restrictions (FSBS).

**Smoking at Schools.** In both 2004 and 2006, more than 90% of all adult Iowans and about 85% of cigarette users said tobacco use should not be allowed on school grounds (ATS).

**Smoking in Outdoor Public Places.** The percentage of adult Iowans who said smoking should not be allowed in outdoor public places was 37% in 2006 as compared to 31% in 2004 (ATS). In addition, the percentage of adult current cigarette users who said smoking should not be allowed in outdoor public places doubled from 5% in 2004 to 11% in 2006 (ATS).

**Support for Workplace Smoking Policies.** In the 2006 ATS, 81% of all adult Iowans expressed agreement with a policy where smoking would not be allowed in any indoor work areas. A policy prohibiting smoking in indoor work areas was supported by 49% of current cigarette smokers in 2004 and by 54% in 2006 (2006 ATS).

**Workplace Smoking Policies.** Of those working indoors in 2004 and in 2006, smoking was not allowed in any work areas for more than three-fourths (79% and 77%, respectively) of workers (ATS). In 2006, smoking was not allowed in public or common areas for 81% of those working indoors as compared to 77% in 2004 (ATS).

**Smoking Policies in the Home.** In 2006, smoking was not allowed anywhere inside the homes of 77% of adult Iowans (ATS). In 2006, smoking was not allowed anywhere inside the homes of 50% of current cigarette users. The percentage of current smokers who do not allow smoking anywhere inside their homes has steadily increased from 27% in 2002 to 35% in 2004 and most recently to 50% in 2006 (ATS).

**Smoking Policies in the Family Car.** Approximately two-thirds (64% in 2004 and 67% in 2006) of all adult Iowans said they never allow smoking in their family cars (ATS). In 2006, there were no rules about smoking in the family cars for 16% of adult Iowans.

**Health Care Providers Advising Current Smokers to Quit.** In 2006, nearly two-thirds (64%) of current cigarette users who had seen a doctor, nurse, or other health care provider during the past 12 months said they were advised by their health care provider not to smoke as compared to 53% who were given such advice in 2004 (ATS).

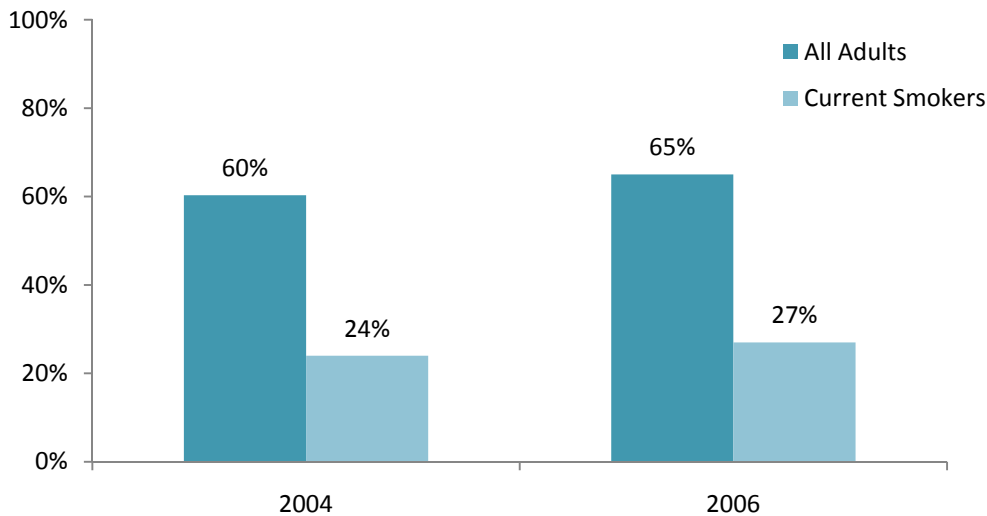
**Media Awareness among Adults.** In the 2005 BRFSS, 59% of adult Iowans said they had seen or heard “a lot” of messages on TV, on the radio, or on billboards against smoking.

**Awareness of JEL among Adults.** Adult Iowans were asked specifically whether they had heard or seen anything at all about the youth-oriented JEL “Just Eliminate Lies” anti-tobacco advertising campaign. Approximately one-half of adults reported they had heard of it (53% in 2004 BRFSS; 50% in 2004 ATS; 52% in 2006 ATS). The 2005 and 2006 BRFSS did not include questions about JEL.

## Smoking in Restaurants

*In a 2007 study of owners and managers of food serving businesses in Iowa, 42% of owners or managers of sit-down restaurants said they thought smoking should not be allowed at all in restaurants and 48% thought it should be allowed only in designated areas (FSBS).*

*When asked whether smoking should be allowed within the indoor dining areas of restaurants for all areas, some areas, or not allowed at all, nearly two-third (65%) of adult Iowans said that smoking should not be allowed at all in indoor dining areas of restaurants (ATS). This opinion was held by 60% of adult Iowans in 2004 (ATS). Although most current smokers did not favor prohibiting smoking in all areas within restaurants, more than one-fourth (27%) of current adult cigarette users in 2006 said smoking should not be allowed at all in indoor dining areas of restaurants (ATS).*



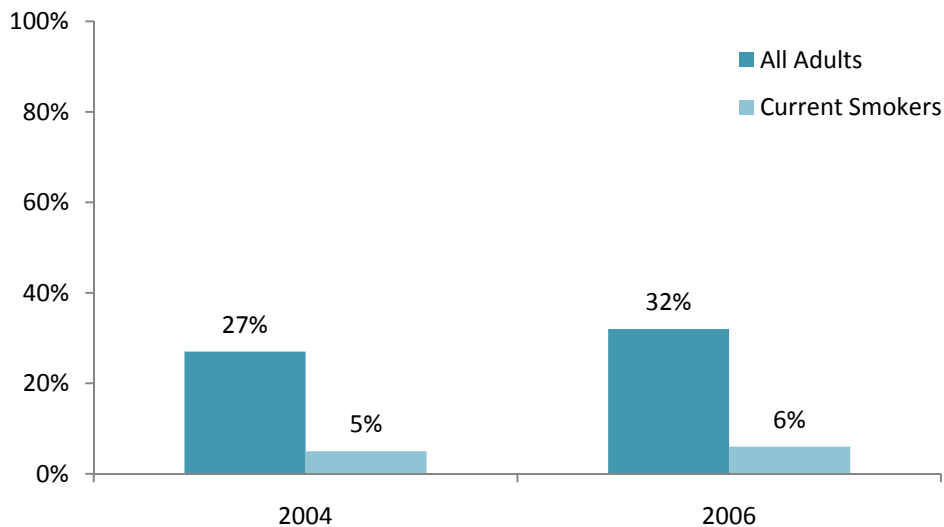
**Figure 7.** Smoking should not be allowed in indoor dining areas of restaurants (ATS).

### Additional Data Sources *Smoking in Restaurants*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
<b>1998</b>	<b>51%</b>	<b>BRFSS</b>	<b>Should Not Be Allowed in Restaurants</b>
<b>1999</b>	<b>53%</b>	<b>BRFSS</b>	<b>Should Not Be Allowed in Restaurants</b>
<b>2000</b>	<b>53%</b>	<b>BRFSS</b>	<b>Should Not Be Allowed in Restaurants</b>
<b>2001</b>	<b>70%</b>	<b>ATS</b>	<b>Should Not Be Allowed in Indoor Restaurants</b>

## Smoking in Bars

Nearly one-third (32%) of adult Iowans in 2006 said smoking should not be allowed at all in bars and cocktail lounges as compared to slightly more than one-fourth (27%) of adult Iowans reporting this in 2004. There continues to be very little support among current smokers for prohibiting smoking in bars or cocktail lounges (ATS). Similarly, in a 2007 study of owners and managers of food serving businesses in Iowa, only 6% of owners or managers of bars (or bar & grills) said they thought smoking should not be allowed at all in bars (FSBS), and 79% said smoking in bars should be allowed without restriction (FSBS).



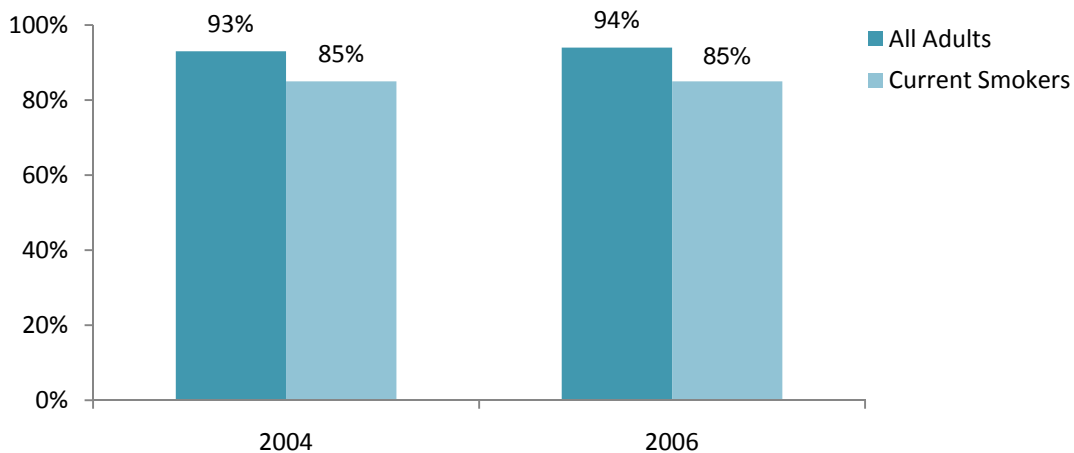
**Figure 8.** Smoking should not be allowed in bars and cocktail lounges (ATS).

<b>Additional Data Sources</b>			
<b><i>Smoking in Bars</i></b>			
<b>Should Not Be Allowed Anywhere in Bars*</b>			
<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
2002	42%	ATS	All Adults
2002	06%	ATS	Current Smokers

*Note.* \* The phrase "and cocktail lounges" was not included in 2002 question.

## Tobacco Use and Smoking at Schools

*In both 2004 and 2006, more than 90% of adult Iowans and about 85% of current cigarette users said tobacco use should not be allowed on school grounds (ATS).*



**Figure 9.** Smoking should not be allowed on school grounds or at school events (ATS).

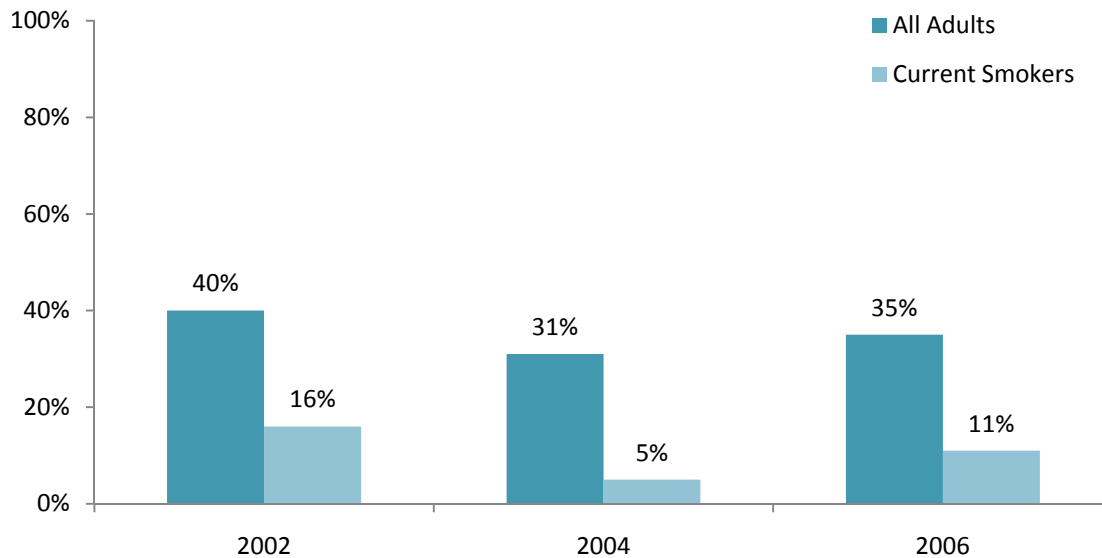
### Additional Data Sources *Smoking at Schools*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
1998	91%	BRFSS	Should Not Be Allowed at Schools
1999	92%	BRFSS	Should Not Be Allowed at Schools
2000	94%	BRFSS	Should Not Be Allowed at Schools
2001	81%	ATS	Should Not Be Allowed on Any School Grounds
2002	83%	ATS	Should Not Be Allowed on Any School Grounds

*Note.* School grounds included high school and college campuses in 2001 and 2002 ATS. In 2004 ATS, Iowans were asked whether they agreed that tobacco use by adults should not be allowed on school grounds or at any school events. In the 2006 ATS, Iowans were asked if they agreed that tobacco use by adults should not be allowed anywhere indoors or outdoors on K-12 school grounds or at any school events.

## Smoking in Outdoor Public Places

*The percentage of adult Iowans who said smoking should not be allowed in outdoor public places was 35% in 2006 as compared to 31% in 2004 (ATS). In addition, the percentage of adult current cigarette users who said smoking should not be allowed in outdoor public places doubled from 5% in 2004 to 11% in 2006 (ATS).*

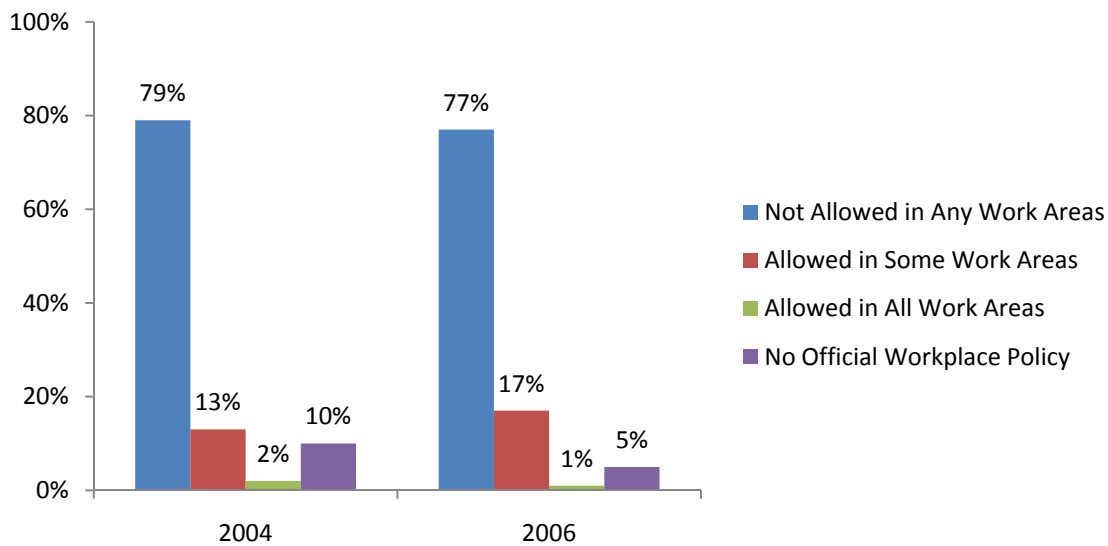


**Figure 10.** Smoking should not be allowed in outdoor public places (ATS).

## Smoking Policies: Work Areas in the Workplace

*In the 2006 ATS, 81% of all adult Iowans expressed agreement with a policy where smoking would not be allowed in any indoor work areas. A policy prohibiting smoking in indoor work areas was supported by 49% of current cigarette smokers in 2004 and by 54% in 2006 (ATS).*

*Adults who work indoors most of the time were asked about the official smoking policy for work areas at their places of employment. Of those working indoors in 2004 and in 2006, smoking was not allowed in any work areas for more than three-fourths (79% and 77%, respectively) of workers (ATS). In 2006, only 5% of those working indoors said their company had no official workplace policy addressing smoking in work areas (ATS).*

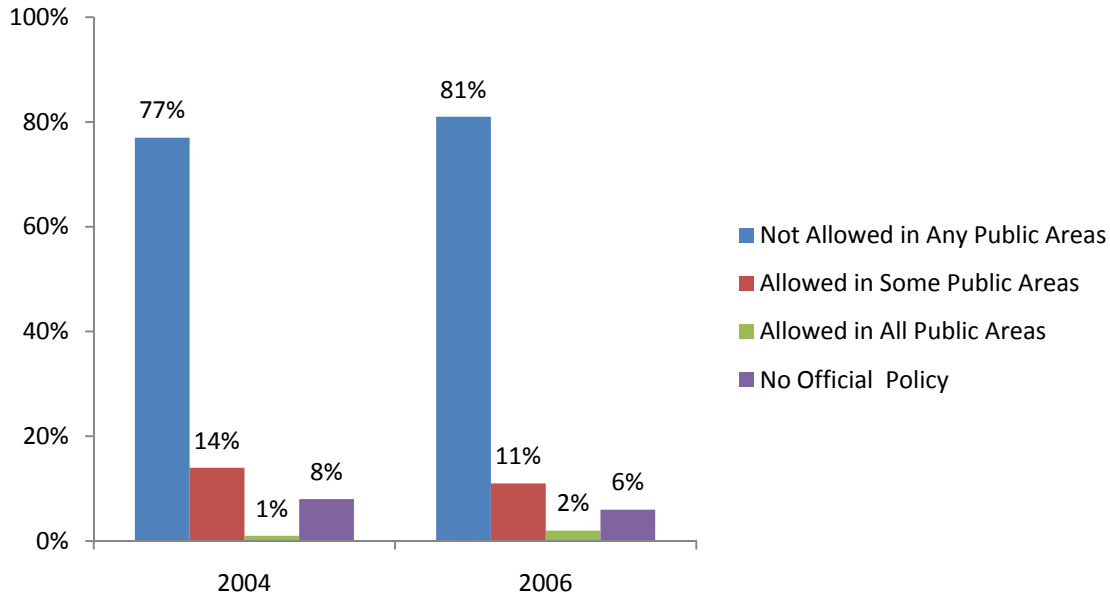


**Figure 11.** Workplace policies about smoking in work areas for indoor workers (ATS).

<b>Additional Data Sources</b>			
<b><i>Official Smoking Policy for Work Areas</i></b>			
<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
<b>2005</b>	<b>87%</b>	<b>BRFSS</b>	<b>No Smoking</b>
<b>2006</b>	<b>89%</b>	<b>BRFSS</b>	<b>No Smoking</b>
<b>2005</b>	<b>07%</b>	<b>BRFSS</b>	<b>Some Smoking</b>
<b>2006</b>	<b>07%</b>	<b>BRFSS</b>	<b>Some Smoking</b>
<b>2005</b>	<b>02%</b>	<b>BRFSS</b>	<b>Anywhere</b>
<b>2006</b>	<b>02%</b>	<b>BRFSS</b>	<b>Anywhere</b>
<b>2005</b>	<b>04%</b>	<b>BRFSS</b>	<b>No Rules</b>
<b>2006</b>	<b>03%</b>	<b>BRFSS</b>	<b>No Rules</b>

## Smoking Policies: Common Areas in the Workplace

*Those adults who work indoors most of the time were asked about the official smoking policy for indoor public or common areas such as lobbies, restrooms, and lunchrooms at their workplaces. In 2006, smoking was not allowed in public or common areas of their workplace according to 81% of those working indoors as compared to 77% in 2004 (ATS).*

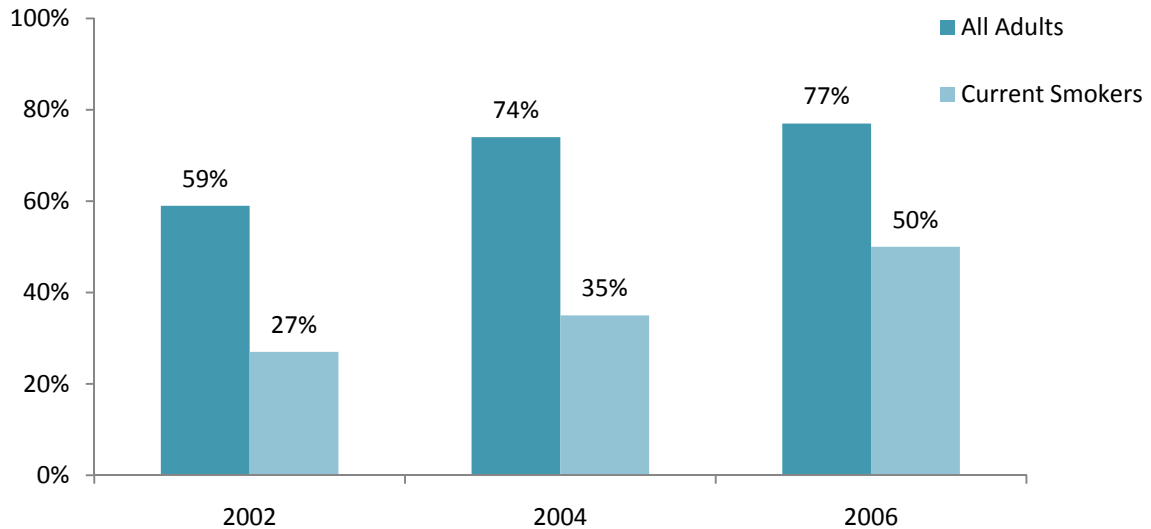


**Figure 12.** Workplace policies about smoking in common areas for indoor workers (ATS).

<b>Additional Data Sources</b>				
<b><i>Official Smoking Policy for Indoor Public or Common Areas</i></b>				
<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>	
<b>2005</b>	<b>80%</b>	<b>BRFSS</b>	<b>No Smoking</b>	
<b>2006</b>	<b>82%</b>	<b>BRFSS</b>	<b>No Smoking</b>	
<b>2005</b>	<b>13%</b>	<b>BRFSS</b>	<b>Some Smoking</b>	
<b>2006</b>	<b>12%</b>	<b>BRFSS</b>	<b>Some Smoking</b>	
<b>2005</b>	<b>02%</b>	<b>BRFSS</b>	<b>Anywhere</b>	
<b>2006</b>	<b>02%</b>	<b>BRFSS</b>	<b>Anywhere</b>	
<b>2005</b>	<b>04%</b>	<b>BRFSS</b>	<b>No Rules</b>	
<b>2006</b>	<b>04%</b>	<b>BRFSS</b>	<b>No Rules</b>	

## Smoking Policies: Home

*In 2006, smoking was not allowed anywhere inside the homes of 77% of all adult Iowans (ATS). In 2006, smoking was not allowed anywhere inside the homes of 50% of current cigarette users. The percentage of current smokers who do not allow smoking anywhere inside their homes has steadily increased from 27% in 2002 to 35% in 2004 and most recently to 50% in 2006 (ATS). Decks, garages and porches are not considered to be “inside” the home.*



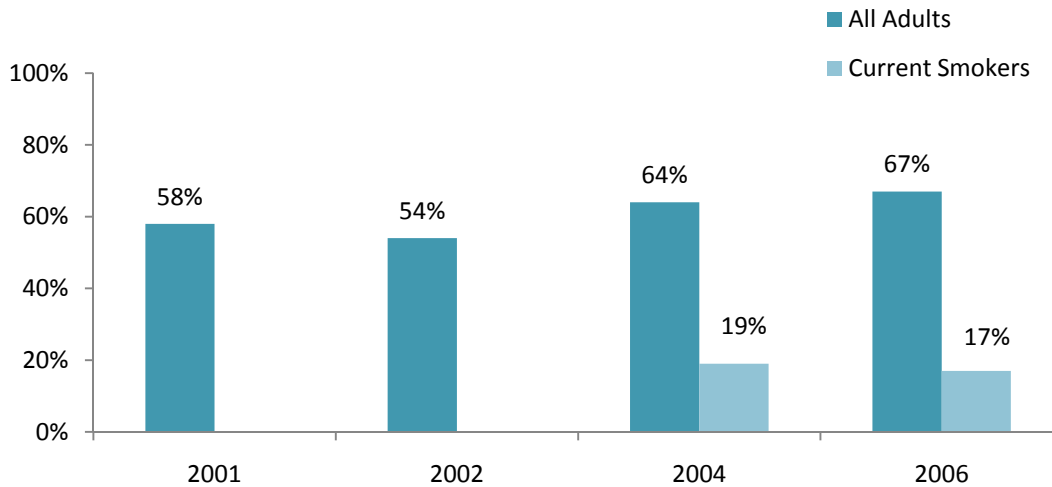
**Figure 13.** Smoking is not allowed anywhere inside their home (ATS).

### Additional Data Sources *Smoking Policy Inside Home*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
2003	69%	BRFSS	Smoking Is Not Allowed Anywhere Inside Home
2004	70%	BRFSS	Smoking Is Not Allowed Anywhere Inside Home
2005	72%	BRFSS	Smoking Is Not Allowed Anywhere Inside Home
2005	79%	ICFHHS	Children Living in Homes Where Smoking Is Not Allowed
2006	75%	BRFSS	Smoking Is Not Allowed Anywhere Inside Home

## Smoking Policies: Family Car

*Approximately two-thirds (64% in 2004 and 67% in 2006) of adult Iowans said they never allow smoking in their family cars (ATS). There were no rules about smoking in their family cars for 16% of adult Iowans (2006 ATS).*



**Figure 14.** Smoking is never allowed in their family cars (ATS).

### Additional Data Sources *Smoking Policy Inside Family Car*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
2004	66%	BRFSS	Smoking is Not Allowed In Your Vehicle
2005	68%	BRFSS	Smoking is Not Allowed In Your Vehicle

*Note.* Rules about smoking inside the vehicle was not asked in the 2006 BRFSS.

## Health Care Providers

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Current cigarette smokers who had seen a doctor, nurse or other health care provider during the past 12 months were asked whether the health care provider advised them to quit smoking. In 2006, nearly two-thirds (64%) of these current smokers were advised by their health care provider not to smoke as compared 53% who were given such advice in 2004 (ATS).

Among current smokers who visited the doctor in the past 12 months, 27% in 2004 and 32% in 2005 (BRFSS) said a health professional recommended or discussed using medications (e.g., nicotine gum, patch, spray, inhaler, lozenge) or prescription medications (e.g., Willbutrin, Zyban, bupropion) for quitting smoking.

Among current smokers who visited the doctor in the past 12 months, 21% in 2004 and 24% in 2005 (BRFSS) said a health professional recommended or discussed non-medication methods or strategies for quitting smoking.

## Anti-Smoking Media Campaign Awareness

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In the 2005 BRFSS, adult Iowans were asked how often they had seen anything on TV, heard anything on the radio, or seen any billboards with messages against smoking. The majority (59%) said “a lot,” 32% said “sometimes,” 8% said “rarely,” and 2% said “never.”

Adult Iowans were asked specifically whether they had heard or seen anything about the youth-oriented JEL “Just Eliminate Lies” anti-tobacco advertising campaign. Approximately one-half of adults reported they had heard of it (53% in 2004 BRFSS; 50% in 2004 ATS; 52% in 2006 ATS). The 2005 and 2006 BRFSS did not include questions about JEL.

## PART 4 FINDINGS FROM SURVEYS OF IOWA YOUTH

### Tobacco and Iowa's Youth

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**Current Cigarette Use.** From 2000 through 2004, the prevalence of current cigarette use among high school students was declining but this trend did not continue into 2006 (IYTS). In 2006, current cigarette use among high school students was 22% as compared to 18% in 2004 and 26% in 2001/2002 (IYTS). The rate among middle school students was 5% in 2001/2002 and 4% in 2006 (IYTS).

**Smoked Whole Cigarette.** Only 9% of middle school students in 2006 compared to 19% in 2001/2002 (IYTS) and 37% of high school students in 2006 compared to 54% in 2000 said they had smoked a whole cigarette (IYTS).

**Ever Smoked (Even a Puff or Two).** The trend of declining prevalence of cigarette use since 2000 has continued among middle school students based on the results of the 2006 IYTS. In 2006, only 17% of middle school students reported ever smoking cigarettes (even one or two puffs) as compared to 39% in 2000. High school students ever use was essentially unchanged from 2004 to 2006 with about 48% of high school students reporting that they have smoked even one or two puffs of a cigarette (IYTS).

**Smoking Cessation.** The percentage of all high school youth who reported they tried to quit smoking during the past 12 months was 24% in 2000 and between 14% and 15% from 2001/2002 through 2006 (IYTS). Since 2000, the percentage of all middle school youth who have tried to quit smoking during the past 12 months has ranged from 4% to 7% (IYTS).

**Cigarette Purchasing.** About 18% of high school youth and 3% of middle school youth reported they purchased cigarettes during the past 30 days (IYTS). Gas stations were the most commonly reported places to purchase cigarettes. Eleven percent of high school students said they purchased cigarettes at gas stations in the past 30 days. About one-half of youth who said they attempted to purchase cigarettes at a store were asked to show proof of age.

**Smokeless Tobacco.** Since 2001/2002, the prevalence rate of current use of smokeless tobacco has remained at 2% for middle school students and 8% to 9% for high school students (2006 IYTS). The prevalence rate of ever having used smokeless tobacco among middle school students was 10% in 2006 as compared to 14% in 2000. The prevalence rate of ever use among high school students was 22% in 2006 as compared to 27% in 2000 (IYTS). These findings show a pattern for the rate of ever having used smokeless tobacco among high school students to be approximately twice that for middle school students.

**Cigar Use.** The rates of current cigar use have remained relatively stable between 12% to 14% among high school students and 2% to 3% among middle school students since 2001/2002. The percentage of high school students who had ever smoked cigars was 44% in 2000 and decreased to 33% in 2004 and 34% in 2006 (IYTS).

**Awareness of JEL.** Students were asked “Have you ever heard or seen anything at all about the anti-tobacco advertising campaign called JEL (Just Eliminate Lies)?” In 2004, about 85% of high school students in 2004 said they knew about JEL compared to 73% of high school students two years later in 2006 (IYTS). The decrease in awareness of JEL was even more dramatic among middle school students as it decreased from 54% in 2004 to 37% in 2006 (IYTS). In recent years, awareness of the advertising campaign has declined among both middle and high school students.

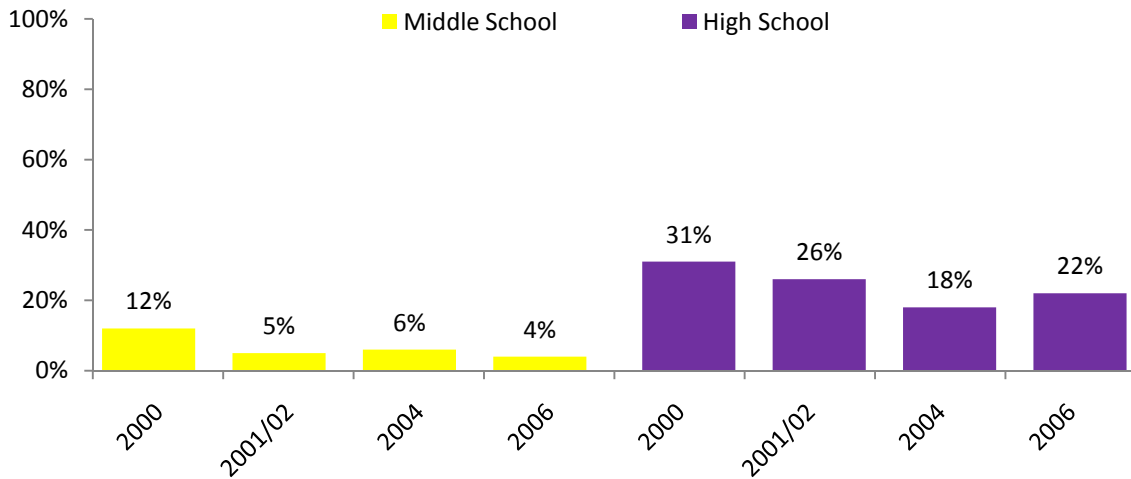
**Assessment of JEL.** In 2006, the JEL campaign did “very well” getting the anti-tobacco message to young people according to 14% of middle school and 18% high school students (IYTS). These are decreases in effectiveness ratings from earlier years.

**Attitudinal Impact of JEL.** Among middle school students, the percentage who said they viewed the tobacco industry more negatively as a result of JEL has decreased from 50% in 2001/2002 to 26% in 2006. Moreover, the percentage of middle school students who acknowledged no awareness of the campaign more than doubled from 20% to 56% during this time period.

**Endorsement of Tobacco Products.** In the 2006 IYTS, students were asked “Would you ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses?” About 83% of middle school students and 66% of high school students said they were not likely to use or wear something endorsing a tobacco company.

## Youth Cigarette Use: Current Use

*From 2000 through 2004, the prevalence of current cigarette use among high school students was declining, but this trend did not continue into 2006 (IYTS). In 2006, current cigarette use among high school students was 22% as compared to 18% in 2004 (IYTS). The rate among middle school students was largely unchanged with 5% in 2001/2002 and 4% in 2006 (IYTS).*



**Figure 15.** Percent who currently smoke cigarettes (IYTS).

### Additional Data Sources *Current Cigarette Use*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
1999	18%	IYS	Current Cigarette Use
2002	24%	IYS	Current Cigarette Use
2005	08%	IYS	Current Cigarette Use
1997	38%	YRBSS	Current Cigarette Use
2005	22%	YRBSS	Current Cigarette Use

Note. IYS (Grades 6, 8, & 11) & YRBSS (Grades 9-12).

## Age of Smoking Initiation Among Youth

*The percentage of high school youth who have never smoked cigarettes (even a puff or two) has increased from 46% in 2000 to 52% in 2006 (IYTS). One way to conceptualize smoking initiation is to base it on the age when a person smoked a whole cigarette for the first time. Only 9% of middle school students in 2006 compared to 19% in 2001/2002 (IYTS) and 27% of high school students in 2006 compared to 54% in 2000 said they had smoked one or more cigarettes (IYTS).*

<b>Table 1</b>							
<b>Age of Smoking Initiation Among Youth (Smoked a Whole Cigarette for the First Time)</b>							
	<b>Middle School</b>			<b>High School</b>			
	<b>IYTS 2001/2002</b>	<b>IYTS 2004</b>	<b>IYTS 2006</b>	<b>IYTS 2000</b>	<b>IYTS 2001/2002</b>	<b>IYTS 2004</b>	<b>IYTS 2006</b>
Never used cigarettes	81	87	91	46	51	64	63
8 or less	4	2	2	4	3	4	3
9 or 10	4	3	2	6	5	4	3
11 or 12	7	5	3	12	10	6	7
13 or 14	4	3	2	19	18	12	11
15 or 16	<1	<1	0	11	11	8	9
17 or over	0	0	0	2	2	2	3

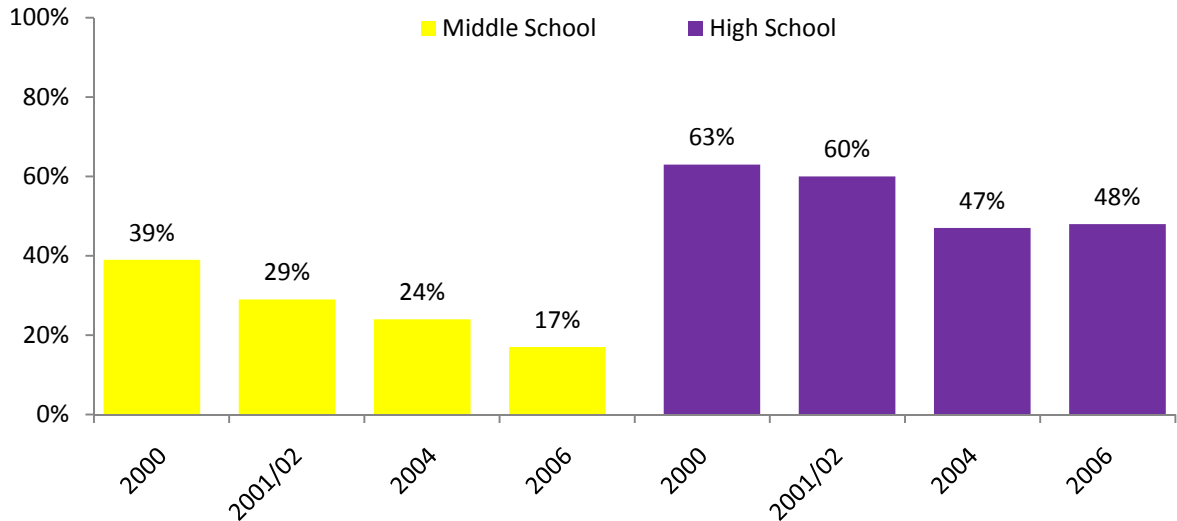
*Note.* 2000 IYTS middle school data were not available.

<b>Additional Data Sources</b>				
<b><i>Age of Smoking Initiation</i></b>				
<b><u>Age</u></b>	<b><u>Estimate%</u></b>			<b><u>Source</u></b>
	<b><u>1999</u></b>	<b><u>2002</u></b>	<b><u>2005</u></b>	
<b>Never Used</b>	<b>70%</b>	<b>78%</b>	<b>82%</b>	<b>IYS</b>
<b>8 or younger</b>	<b>04%</b>	<b>03%</b>	<b>02%</b>	<b>IYS</b>
<b>9 or 10</b>	<b>05%</b>	<b>04%</b>	<b>03%</b>	<b>IYS</b>
<b>11 or 12</b>	<b>09%</b>	<b>06%</b>	<b>04%</b>	<b>IYS</b>
<b>13 or 14</b>	<b>08%</b>	<b>05%</b>	<b>05%</b>	<b>IYS</b>
<b>15 or 16</b>	<b>04%</b>	<b>03%</b>	<b>04%</b>	<b>IYS</b>
<b>17 or older</b>	<b>00%</b>	<b>00%</b>	<b>00%</b>	<b>IYS</b>
<b>12 and Under</b>	<b>18%</b>	<b>13%</b>	<b>09%</b>	<b>IYS</b>
<b>13 and Over</b>	<b>12%</b>	<b>08%</b>	<b>09%</b>	<b>IYS</b>

*Note.* IYS (Grades 6, 8, & 11).

## Youth Cigarette Use: Ever Use

*The trend since 2000 of declining prevalence rate of cigarette use has continued among middle school students based on the results of the 2006 IYTS. In 2006, only 17% of middle school students report ever smoking cigarettes (even one or two puffs) as compared to 39% in 2000. High school students ever use was essentially unchanged from 2004 to 2006 with 48% of high school students reporting that they have smoked even one or two puffs of cigarettes (IYTS).*



**Figure 16.** Percent who have ever smoked a cigarette, even one or two puffs (IYTS).

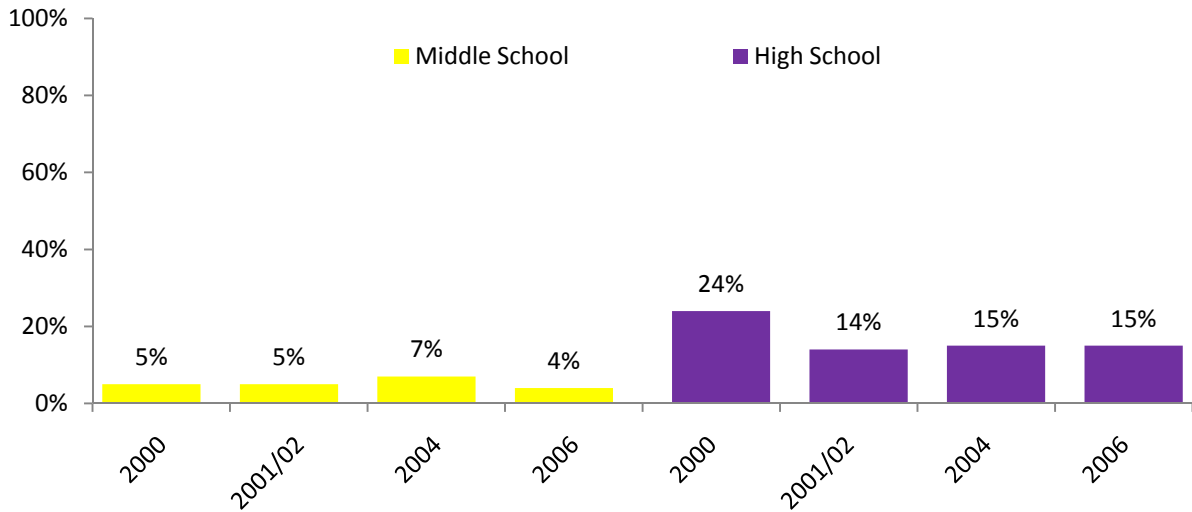
### Additional Data Sources *Ever Smoked Cigarettes*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
1999	31%	IYS	Ever Cigarette Use
2002	22%	IYS	Ever Cigarette Use
2005	18%	IYS	Ever Cigarette Use
1997	67%	YRBSS	Ever Cigarette Use
2005	50%	YRBSS	Ever Cigarette Use

Note. IYS (Grades 6, 8, & 11) & YRBSS (Grades 9-12).

## Smoking Cessation Among Youth

*The percentage of all high school youth who reported they tried to quit smoking during the past 12 months was 24% in 2000 and between 14% and 15% from 2001/2002 through 2006 (IYTS). Since 2000, the percentage of all middle school youth who have tried to quit smoking during the past 12 months has ranged from 4% to 7% (IYTS).*



**Figure 17.** Percent of youth who tried to quit smoking during the past 12 months (IYTS).

### Additional Data Sources *Smoking Cessation*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
1999	15%	IYS	Ever Tried to Quit Smoking
2002	10%	IYS	Ever Tried to Quit Smoking
2005	13%	IYS	Ever Tried to Quit Smoking

Note. IYS (Grades 6, 8, & 11).

## Cigarette Purchasing Among Youth

*About 18% of high school youth and 3% of middle school youth reported they purchased cigarettes during the past 30 days (IYTS). Some high school students (7%) said they “purchased” cigarettes by giving money to someone else to buy them for them. Gas stations were the most commonly reported places to purchase cigarettes. Eleven percent of high school students said they purchased cigarettes at gas stations in the past 30 days. About one-half of youth who said they attempted to purchase cigarettes at a store were asked to show proof of age.*

**Table 2**  
**Cigarette Purchasing Among Youth**

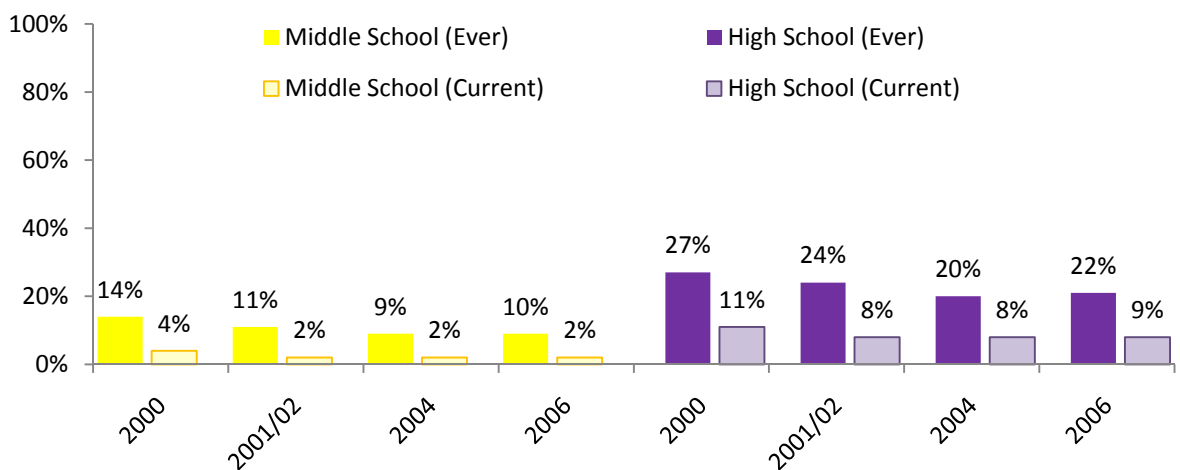
	Middle School				High School			
	IYTS 2000	IYTS 2001/ 2002	IYTS 2004	IYTS 2006	IYTS 2000	IYTS 2001/ 2002	IYTS 2004	IYTS 2006
<b>Location of cigarette purchase in past 30 days<sup>a</sup></b>								
Did not buy a pack of cigarettes in the past 30 days	88	95	95	97	74	80	85	82
Gas station	3	1	2	1	15	11	8	11
Convenience store	1	<1	<1	<1	4	3	2	2
Grocery store	<1	<1	<1	<1	2	2	1	1
Drug store	0	0	<1	<1	<1	<1	<1	<1
Vending machine	0	0	<1	<1	<1	<1	<1	<1
Over the internet	<1	0	<1	<1	<1	<1	<1	<1
Other	7	3	3	2	4	3	3	3
<b>Asked to show proof of age<sup>b</sup></b>								
Yes, I was asked to show proof of age	2	<1	<1	<1	9	8	5	6
No, I was not asked to show proof of age	--	1	2	1	--	5	4	6
<b>Did anyone refuse to sell to you because of your age?<sup>c</sup></b>								
Yes, someone refused to sell to me due to my age	4	1	2	<1	3	2	2	3

*Note.* <sup>a</sup> During the past 30 days, where did you buy the last pack of cigarettes you bought?; <sup>b</sup> When you bought or tried to buy cigarettes in a store during the past 30 days, were you ever asked to show proof of age?; <sup>c</sup> During the past 30 days, did anyone ever refuse to sell you cigarettes because of your age?

## Smokeless Tobacco Among Youth

Since 2001/2002, the prevalence of current use of smokeless tobacco has remained at 2% for middle school students and between 8% and 9% for high school students (IYTS). These findings show current use of smokeless tobacco to be about four times higher for high school students than for middle school students.

The prevalence rate of ever having used smokeless tobacco among middle school students was 10% in 2006 as compared to 14% in 2000. The prevalence of ever use among high school students was 22% in 2006 as compared to 27% in 2000 (IYTS). These findings consistently show a pattern of approximately twice the rate of ever having used smokeless tobacco among high school students as compared with middle school students.



**Figure 18.** Percent of ever and current use of smokeless tobacco (IYTS).

### Additional Data Sources *Smokeless Tobacco Use*

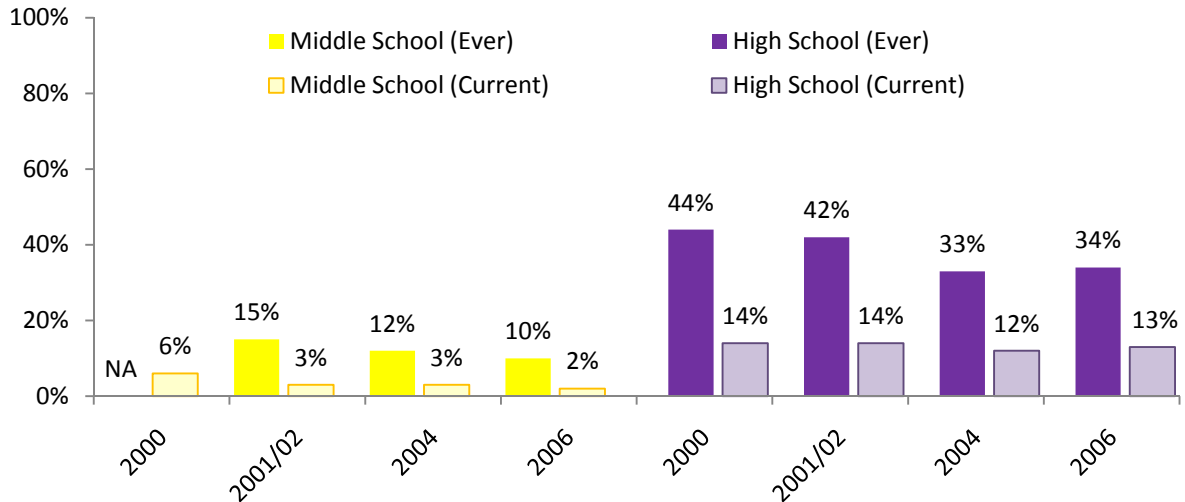
<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
1999	05%	IYS	Used Smokeless Tobacco During Past 30 Days
2002	03%	IYS	Used Smokeless Tobacco During Past 30 Days
2005	02%	IYS	Used Smokeless Tobacco During Past 30 Days
1997	13%	YRBSS	Used Smokeless Tobacco During Past 30 Days
2005	08%	YRBSS	Used Smokeless Tobacco During Past 30 Days
1999	12%	IYS	Ever Used Smokeless Tobacco
2002	09%	IYS	Ever Used Smokeless Tobacco
2005	07%	IYS	Ever Used Smokeless Tobacco

Note. IYS (Grades 6, 8, & 11) & YRBSS (Grades 9-12).

## Cigar Use Among Youth

Since 2001/2002, the rates of current cigar use have remained relatively stable at 12% to 14% among high school students and 2% to 3% among middle school students.

The prevalence rate of ever having smoked a cigar was 44% among high school students in 2000 and decreased to 33% in 2004 and 34% in 2006 (IYTS).



**Figure 19.** Percent of ever and current use of cigars (IYTS).

### Additional Data Sources *Cigar Use*

<u>Year</u>	<u>Estimate</u>	<u>Source</u>	<u>Note</u>
1999	06%	IYS	Current Cigar Use
2002	04%	IYS	Current Cigar Use
2005	04%	IYS	Current Cigar Use
2005	14%	YRBSS	Current Cigar Use

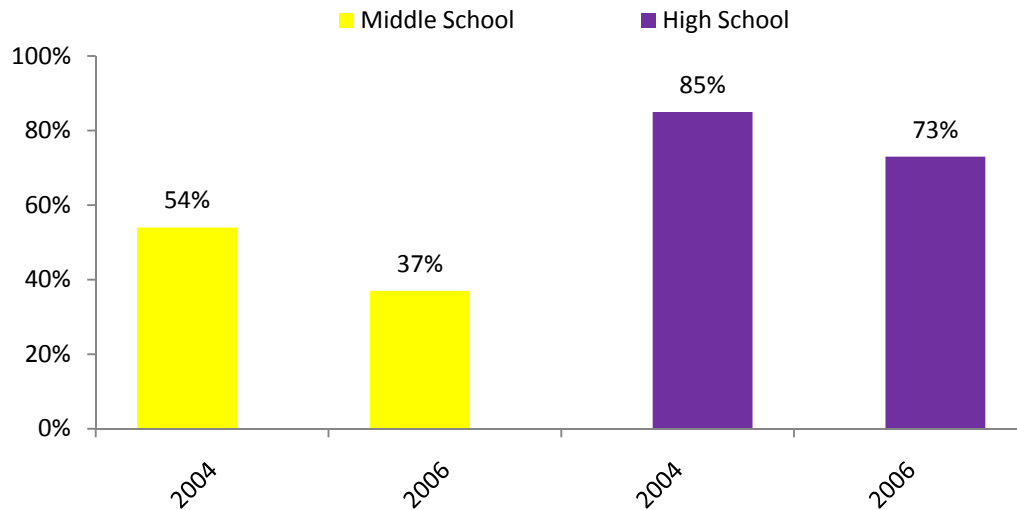
Note. IYS (Grades 6, 8, & 11) & YRBSS (Grades 9-12).

Note. Data for ever use of cigars among middle school students was not available for the 2000 IYTS.

## JEL Media Campaign: Awareness Among Youth

Students were asked “Have you ever heard or seen anything at all about the anti-tobacco advertising campaign called ‘JEL’ (Just Eliminate Lies)?” About 85% of high school students in 2004 said they knew about JEL in comparison to 73% of high school students two years later in 2006 (IYTS). The decrease in awareness of JEL was even more dramatic among middle school students as it decreased from 54% in 2004 to 37% in 2006 (IYTS).

In 2006, the JEL campaign did “very well” getting the anti-tobacco message to young people according to 14% of middle school and 18% high school students (IYTS). JEL received an “OK” rating from 26% of middle school students and 48% of high school students (2006 IYTS). JEL was said to be doing a poor job according to 6% of middle school students and 12% of high school students (2006 IYTS). These are decreases in effectiveness ratings from earlier years.



**Figure 20.** Had heard or seen anything about the JEL (Just Eliminate Lies) media campaign (IYTS).

**Table 3**  
**JEL Media Campaign and Learning**

	Middle School			High School		
	IYTS 2001/2002	IYTS 2004	IYTS 2006	IYTS 2001/2002	IYTS 2004	IYTS 2006
<b>How well do you think JEL does in getting the anti-tobacco message across to people your age?</b>						
It does very well	33	20	14	22	20	18
It does OK	43	36	26	52	58	48
It does a poor job	7	7	6	14	11	12
I am not aware of the campaign*	17	38	55	12	12	22
<b>How much did you learn from the JEL campaign?</b>						
I learned a lot	32	17	13	16	15	15
I learned something	32	25	17	38	39	33
I didn't learn too much	13	12	9	23	24	20
I didn't learn anything at all	4	5	4	11	9	10
I have never heard or seen anything at all about JEL*	18	41	57	13	13	23

*Note.* \* The percentages of students who acknowledge no awareness of the campaign vary slightly across questionnaire items. Some students expressed an opinion about the program even if they had never heard or seen it. Middle school and high school data were not available for the 2000 IYTS.

## JEL Media Campaign: Attitudinal Impact Among Youth

*There are increased percentages of students who are not aware of the JEL campaign among both high school and middle school students. The percentages of middle school students who said they view the tobacco industry more negatively as a result of JEL has decreased from 50% in 2001/2002 to 26% in 2006 (IYTS). Moreover, the percentage of middle school students who acknowledged no awareness of the campaign more than doubled from 20% to 56% during that same time period.*

<b>Table 4</b>						
<b>JEL Media Campaign: Attitude Change</b>						
	Middle School			High School		
	IYTS 2001/2002	IYTS 2004	IYTS 2006	IYTS 2001/2002	IYTS 2004	IYTS 2006
<b>How has the JEL anti-tobacco campaign changed your attitude toward the tobacco industry?</b>						
I view the tobacco industry more positively	10	8	7	5	5	6
I view the tobacco industry more negatively	50	33	26	43	47	40
I view the tobacco industry the same	19	15	10	38	34	31
I am not aware of the campaign*	20	44	56	14	14	24

*Note.* \*The percentages of students who acknowledge no awareness of the campaign vary slightly across questionnaire items. Middle school and high school data were not available for the 2000 IYTS.

## Tobacco Product Endorsements Among Youth

*In the 2006 IYTS, students were asked “Would you ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses?” About 83% of middle school students and 66% of high school student said they were not likely to use or wear something endorsing a tobacco company.*

<b>Table 5</b>				
<b>Likelihood of Using or Wearing Something with a Tobacco Company Name or Picture on It</b>				
	Middle School		High School	
	IYTS 2004	IYTS 2006	IYTS 2004	IYTS 2006
<b>Would you ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses?</b>				
Definitely No	48	54	30	31
Probably No	31	29	35	35
Probably Yes	15	12	26	23
Definitely Yes	6	5	10	10

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## PART 5 FINDINGS FROM NON-SURVEY DATA SOURCES

### Overview of Findings From Non-Survey Data Sources

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**Cigarette Tax Rates.** The state excise tax on cigarettes purchased in Iowa increased by \$1.00 per pack in March 2007, thus bringing the total state tax per pack to \$1.36. Since 2005, both South Dakota and Minnesota increased their cigarette excise tax to \$1.53 and \$1.49, respectively. In 2007, the other states bordering Iowa had state cigarette taxes of less than \$1.00 per pack, but Wisconsin's rate increased from 77 cents to \$1.77 as of January 1, 2008. Missouri's tax of 17 cents is the second lowest cigarette tax rate in the United States with only South Carolina having a lower tax of 7 cents per pack.

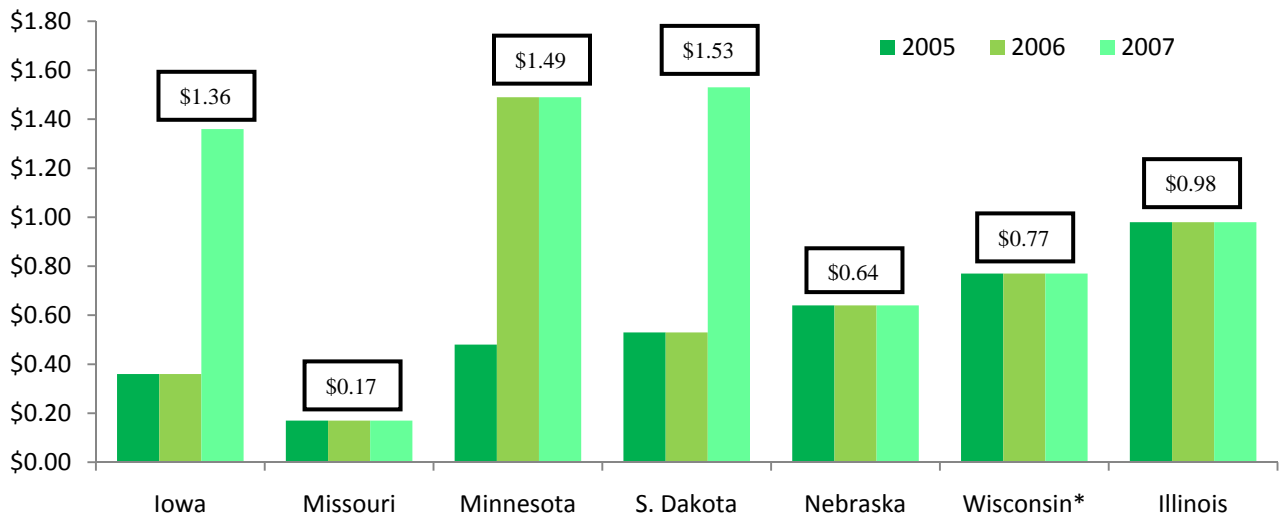
**Number of Cigarette Packs Stamped.** Since 1998, the trend has been for fewer packs of cigarettes to be stamped in Iowa. In 2007, there were approximately 227,463,000 packs stamped. This was about 40 million fewer packs of cigarettes stamped than in 1998. Moreover, there were over 25 million fewer packs stamped in 2007 than one year earlier in 2006.

**Iowa Tobacco Compliance Data.** There were 5,186 compliance checks conducted in the 2007 fiscal year with an 89% compliance rate among Iowa retailers. The compliance rate has consistently been between 88% and 90% since 2002. The number of counties that met or exceeded the 95% compliance goal set by the Healthy People 2010 Objectives by the Centers for Disease Control and Prevention increased from 23 in 2006 to 27 in 2007.

**Quitline Iowa.** The number of callers to the Quitline nearly doubled during the past fiscal year (FY 2007). Specifically, the number of callers increased from 2,707 in 2006 to 5,127 in 2007. About two-thirds of the callers were females over 18 years old. The number of callers who enrolled in the counseling program increased from 1,965 in 2006 to 3,014 in 2007.

## Cigarette Tax Rate

*The state excise tax on cigarettes purchased in Iowa increased by \$1.00 per pack in March 2007, thus bringing the total state tax per pack to \$1.36. Since 2005, both South Dakota and Minnesota also increased their cigarette excise tax to \$1.53 and \$1.49, respectively. In 2007, the other states bordering Iowa had state cigarette taxes of less than \$1.00 per pack, but Wisconsin's rate increased from 77 cents to \$1.77 as of January 1, 2008. Missouri's tax of 17 cents is the second lowest cigarette tax rate in the United States with only South Carolina having a lower tax of 7 cents per pack.*



**Figure 21.** Excise tax on a pack of cigarettes in Iowa and surrounding states by calendar year.

*Note.* \* Wisconsin's tax rate increased to \$1.77 effective January 1, 2008.

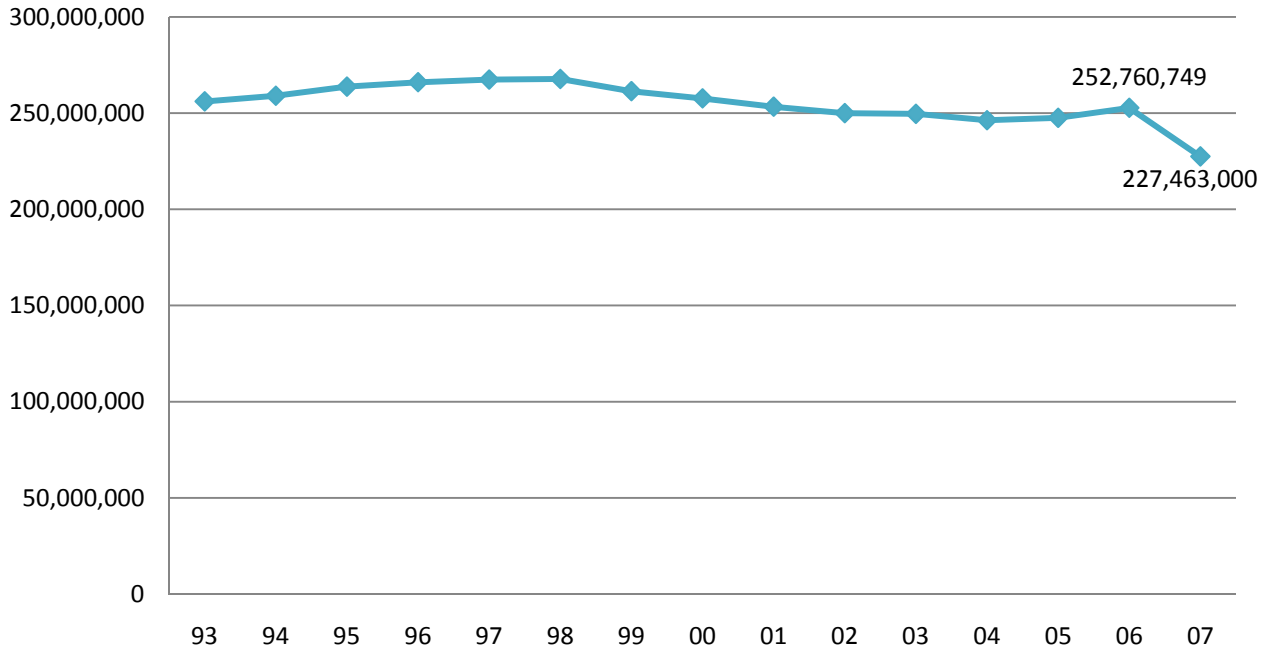


**Figure 22.** Iowa and border states cigarette tax as of March 2007.

*Note.* \* Wisconsin's tax rate increased to \$1.77 effective January 1, 2008. Map adapted from Infoplease.com Maps and Online Resources. Retrieved on April 24, 2007 from <http://www.infoplease.com/atlas>

## Cigarette Packs Stamped

*Packs of cigarettes are stamped for tax revenue purposes. Since 1998, the trend has been for fewer packs of cigarettes to be stamped for sale in Iowa. In 2007, approximately 227,463,000 packs were stamped. This was about 40 million fewer packs of cigarettes stamped than in 1998. There were over 25 million fewer packs stamped in 2007 than in 2006.*



**Figure 23.** Number of cigarette packs stamped in Iowa (fiscal years 1993 through 2007).

## Iowa Tobacco Compliance Data

*There were 5,186 compliance checks completed in the 2007 fiscal year with an 89% compliance rate among Iowa retailers. The compliance rate has consistently been between 88% and 90% since 2002.*

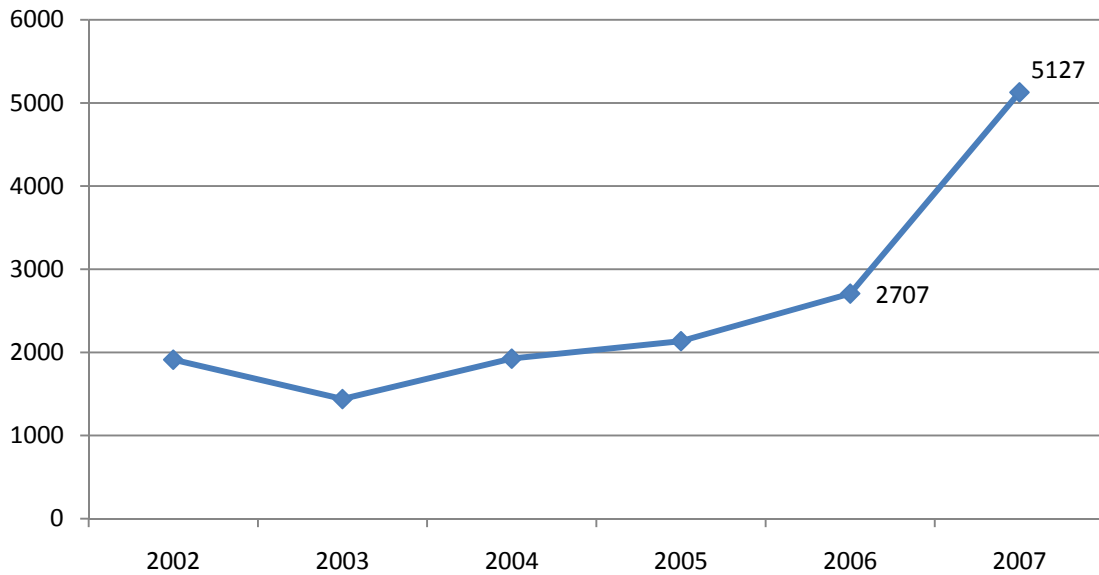
*The Healthy People 2010 Objectives by the Centers for Disease Control and Prevention sets a 95% compliance goal. The number of counties that met or exceeded this 95% compliance goal increased from 23 in 2006 to 27 in 2007. The counties that met the 95% compliance goal in 2006 were as follows: Audubon, Benton, Black Hawk, Buchanan, Carroll, Cass, Cedar, Cherokee, Clarke, Dallas, Greene, Guthrie, Hancock, Humboldt, Ida, Iowa, Kossuth, Lucas, Mitchell, Monona, Osceola, Poweshiek, Ringgold, Sac, Union, Warren, and Winneshiek.*

<b>Table 6</b>			
<b>Iowa Tobacco Sales Compliance</b>			
<b>Year</b>	<b>Number of Counties at or above 95% Compliance Goal</b>	<b>Percentage of Compliant Iowa Retailers</b>	<b>Change in Compliance from Previous Year</b>
<b>2001</b>	9	82%	+4%
<b>2002</b>	20	88%	+6%
<b>2003</b>	26	89%	+1%
<b>2004</b>	24	89%	0%
<b>2005</b>	22	90%	+1%
<b>2006</b>	23	88%	-2%
<b>2007</b>	27	89%	+1%

*Note.* The Iowa Alcoholic Beverages Division (IAABD) is responsible, in part, for enforcement of state and federal laws regulating the sale and use of tobacco products. The IAABD accomplishes its enforcement tasks through cooperation with state, county and local law enforcement agencies. These cooperating agencies aid the IAABD by conducting annual compliance checks at all tobacco retailers within their jurisdictions and reporting their findings to the IAABD. The IAABD maintains a list of compliant and non-compliant retailers on its website (located at <http://www.iowaabd.com/tobacco/index.jsp>).

## Quitline Iowa

*Quitline Iowa is a toll-free statewide telephone counseling hotline that provides information about the health consequences of tobacco use, cessation planning assistance, and a system of continuous support through optional follow-up calls. The number of callers to Quitline Iowa nearly doubled during the 2007 fiscal year. Specifically, the number of callers increased from 2,707 in 2006 to 5,127 in 2007. About two-thirds of the callers were females over 18 years old. The number of callers who enrolled in the counseling program increased from 1,965 in 2006 to 3,014 in 2007.*



**Figure 24.** Number of calls to Quitline Iowa.

<b>Table 7</b>			
<b>Quitline Iowa Calls by Gender and Age (%)</b>			
	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>2002</b>			
Under 18	2	2	4
18 or older	35	61	96
Total	37	63	
<b>2003</b>			
Under 18	1	3	4
18 or older	37	60	96
Total	38	62	
<b>2004</b>			
Under 18	1	2	3
18 or older	36	62	97
Total	37	63	
<b>2005</b>			
Under 18	<1	1	2
18 or older	38	60	98
Total	38	62	
<b>2006</b>			
Under 18	1	1	2
18 or older	37	61	98
Total	38	62	
<b>2007</b>			
Under 18	<1	<1	<1
18 or older	32	68	99
Total	32	68	

*Note.* Callers were omitted from the percentage tabulations if gender or age information was unavailable.

## PART 6 APPENDIX

### Data Sources

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Behavioral Risk Factor Surveillance System 2006 National Data Set  
Federal Tax Administrators, State Excise Tax Rates on Cigarettes 2005  
Federal Tax Administrators, State Excise Tax Rates on Cigarettes 2007  
Iowa Adult Household State Treatment Needs Assessment Survey 1997 (AHS 1997)  
Iowa Adult Household State Treatment Needs Assessment Survey 2002 (AHS 2002)  
Iowa Adult Tobacco Survey 2001 (ATS 2001)  
Iowa Adult Tobacco Survey 2002 (ATS 2002)  
Iowa Adult Tobacco Survey 2004 (ATS 2004)  
Iowa Adult Tobacco Survey 2006 (ATS 2006)  
Iowa Alcoholic Beverages Division Tobacco Compliance Data 2002 (ITC 2002)  
Iowa Alcoholic Beverages Division Tobacco Compliance Data 2003 (ITC 2003)  
Iowa Alcoholic Beverages Division Tobacco Compliance Data 2004 (ITC 2004)  
Iowa Alcoholic Beverages Division Tobacco Compliance Data 2005 (ITC 2005)  
Iowa Alcoholic Beverages Division Tobacco Compliance Data 2006 (ITC 2006)  
Iowa Alcoholic Beverages Division Tobacco Compliance Data 2007 (ITC 2007)  
Iowa Behavioral Risk Factor Surveillance System 1998 (BRFSS 1998)  
Iowa Behavioral Risk Factor Surveillance System 1999 (BRFSS 1999)  
Iowa Behavioral Risk Factor Surveillance System 2000 (BRFSS 2000)  
Iowa Behavioral Risk Factor Surveillance System 2001 (BRFSS 2001)  
Iowa Behavioral Risk Factor Surveillance System 2002 (BRFSS 2002)  
Iowa Behavioral Risk Factor Surveillance System 2003 (BRFSS 2003)  
Iowa Behavioral Risk Factor Surveillance System 2004 (BRFSS 2004)  
Iowa Behavioral Risk Factor Surveillance System 2005 (BRFSS 2005)  
Iowa Behavioral Risk Factor Surveillance System 2006 (BRFSS 2006)  
Iowa Child and Family Household Health Survey 2005 (ICFHHS 2005)  
Iowa Department of Revenue, Fiscal Years 1993-2007, Cigarette Packs Stamped  
Iowa Tobacco Compliance Data, FY 2002 End of Year Report (ITCD 2002)  
Iowa Tobacco Compliance Data, FY 2003 End of Year Report (ITCD 2003)  
Iowa Tobacco Compliance Data, FY 2004 End of Year Report (ITCD 2004)  
Iowa Tobacco Compliance Data, FY 2005 End of Year Report (ITCD 2005)  
Iowa Tobacco Compliance Data, FY 2006 End of Year Report (ITCD 2006)  
Iowa Tobacco Compliance Data, FY 2007 End of Year Report (ITCD 2007)  
Iowa Youth Tobacco Survey 2000 (IYTS 2000)  
Iowa Youth Tobacco Survey 2001/2002 (IYTS 2001/2002)  
Iowa Youth Tobacco Survey 2004 (IYTS 2004)  
Iowa Youth Tobacco Survey 2006 (IYTS 2006)  
Iowa Youth Survey 1999 (IYS 1999)  
Iowa Youth Survey 2002 (IYS 2002)  
Iowa Youth Survey 2005 (IYS 2005)  
Quitline Iowa 2002 (Quitline 2002)  
Quitline Iowa 2003 (Quitline 2003)

## **Data Sources (Continued)**

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Quitline Iowa 2004 (Quitline 2004)

Quitline Iowa 2005 (Quitline 2005)

Quitline Iowa 2006 (Quitline 2006)

Quitline Iowa 2007 (Quitline 2007)

Smoking Policies at Food-Serving Businesses in Iowa (FSBS 2007)

US Census Bureau: Iowa 2006 American Community Survey (US Census 2006)

Youth Risk Behavior Survey 2005 (YRBSS 2005)