

Iowa 2009 Tobacco Control Progress Report



Division of Tobacco Use Prevention and Control

**Prepared by:
Center for Social and Behavioral Research
University of Northern Iowa**

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Prepared 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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Center for Social and
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This report can be downloaded at <http://www.uni.edu/csbr/>

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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 of the Tobacco Use Prevention and Control Program toward meeting its goals. Data from over 60 sources were reviewed in producing the Iowa 2009 Tobacco Progress Report (see *Part 6 Data Sources* for the list). These data sources 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 data sources, their findings should not always be directly compared. The Adult Tobacco Survey (ATS) serves as the primary longitudinal data source for information about tobacco use and tobacco-related attitudes among adult Iowans. The Iowa Youth Tobacco Survey (IYTS) serves as the primary longitudinal data source 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 findings from survey and non-survey data sources 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 data 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

- ✚ The prevalence of current cigarette use among high school students has been about 20% between 2004 and 2008 (IYTS). In 2008, 20% of Iowa high school students were current cigarette smokers which is down from 31% in 2000 (IYTS). Between 2004 and 2008 the rate has fluctuated around 20%. The rate among middle school students has decreased from 12% in 2000 to about 3% of students reporting current cigarette use in 2008 (IYTS).
- ✚ Middle and high school students are less likely to have tried smoking cigarettes (even one or two puffs) in 2008 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 2008, only 11% of middle school students reported that they had ever smoked cigarettes as compared to 39% in 2000. High school students' ever use decreased in 2008 to 42% of high school students reporting that they have smoked even one or two puffs of cigarettes, compared to 63% in 2000 (IYTS).
- ✚ Use of chewing tobacco, snuff, and dip by middle and high school students has not increased. The use of chewing tobacco, snuff, or dip has not increased, but from 2002 through 2008 it has remained relatively low and stable at about 1% to 2% for middle school and 8% to 9% for high school students (IYTS).
- ✚ Awareness of the JEL ("Just Eliminate Lies") campaign is decreasing. Awareness of the anti-tobacco advertising campaign called 'JEL' continues to decline among both middle and high school students. Among high school students, 85% had heard of JEL in 2004, but four years later 61% 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 30% in 2008 (IYTS).
- ✚ Student perceptions of the effectiveness of JEL's anti-tobacco message are decreasing. In 2008, the JEL campaign did "very well" at getting the anti-tobacco message to young people according to 9% of middle school and 12% of high school students (IYTS). In 2008, 21% of middle school students and 34% of high school students said they "learned a lot" or "learned something" from the JEL campaign. This represents a sharp decrease since 2002, when 64% of middle school students and 54% of high school students said they "learned a lot" or "learned something" from the campaign. The percent of middle school students who said they view the tobacco industry more negatively as a result of JEL decreased from 50% in 2002 to 18% in 2008 (IYTS). Among high school students, the percent who said they view the tobacco industry more negatively as a result of JEL decreased from 43% in 2002 to 29% in 2008 (IYTS). These decreases may, in part, also reflect the increased percent of students who have not heard of the JEL campaign.

- ✚ Since 2004, there has been a slow increase in the percent of youth who said they would *definitely not* or *probably not* use or wear something with a tobacco company name or picture on it. In 2008, 89% of middle school students and 69% of high school students said they would *definitely not* or *probably not* use or wear something with a tobacco company name or picture on it. Among middle school students, the percent of youth who would *definitely not* use or wear something with a tobacco company name or picture on it increased from 48% in 2004 to 58% in 2008. Among high school students, the percent who said they would *definitely not* use or wear something with a tobacco company name or picture on it has been around 30% to 31% since 2004.
- ✚ In sum, awareness of the JEL media campaign continues to decline among both high school and middle school students in Iowa. There has also been declines in the percentages of middle and high school students who said they perceive JEL as effective in their age group, said they learned from JEL, and said they view the tobacco companies more negatively because of JEL. Despite this, smoking rates continue to decrease among Iowa youth, particularly among middle school students.

Goal 1 Conclusion: Although progress has made in preventing smoking initiation among youth, there are indicators that this may be in some danger of reverting. Awareness of JEL and perceived effectiveness of JEL is decreasing markedly among middle and high school students.

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) show that current cigarette use among adult Iowans has declined from 23% in 2002 to 14% in 2008. The results of the Behavioral Risk Factor Surveillance System (BRFSS) place the percentage of adult current cigarette smokers at 19% in 2008. Although the prevalence estimates differ between the ATS and BRFSS, both show a trend of decreasing prevalence of cigarette smoking among adult Iowans. 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 2008, approximately 4% of adult Iowans used chewing tobacco or snuff, 4% smoked cigars, and less than 1% smoked tobacco using pipes (ATS).
- ✚ Awareness of Quitline Iowa has increased dramatically. The percent of adult Iowans who had heard of Quitline Iowa has increased from 6% in 2004 to 36% in 2008. The increase among cigarette smokers was even greater from 7% in 2004 to 52% in 2008 (ATS).
- ✚ The percent of cigarette smokers who smoke are being advised by their doctors to quit has increased. Current cigarette smokers who had seen a doctor, nurse or other health care provider during the past 12 months were asked whether a health care provider advised them to quit smoking. In 2008, slightly more than two-thirds (68%) of these current smokers were advised by their health care provider not to smoke as compared to 53% who were given such advice in 2004 (ATS).
- ✚ Most adult cigarette smokers want to quit. In 2008, 83% of current smokers said they would like to quit smoking (ATS).
- ✚ The number of packs of cigarettes stamped for tax purposes in Iowa is decreasing. Since 1998, the trend has been for fewer packs of cigarettes to be stamped for sale in Iowa. In 2009, approximately 161,633,100 packs were stamped. This was over 106 million fewer packs of cigarettes stamped than in 1998. There were nearly 66 million fewer packs stamped in 2009 than in 2007. As the number of cigarette packs stamped continues to decline, so does the number of packs stamped per capita. In 2000, there were 117 cigarette packs stamped for each Iowan age 18 or older. From 2000 to 2006, the number of packs stamped per capita remained relatively stable. In 2006, the number of cigarette packs stamped per capita was 112, and in 2009, there were 54 packs stamped per capita.
- ✚ Calls to Quitline Iowa have increased in recent years. Quitline Iowa is a toll-free statewide tobacco cessation service that offers telephone-based cessation counseling and two weeks of free nicotine replacement gum, patches, or lozenges. In January 2008 the operation of Quitline Iowa was transferred to National Jewish Health in Denver, Colorado. The number of calls to Quitline increased by nearly 400% from FY2007 to FY2008. In FY2009, over 21,000 people called Quitline Iowa.

✚ **The Iowa Tobacco Cessation Program is working.** In January 2008, IDPH began evaluating two state-funded tobacco cessation programs, Quitline Iowa and the clinic-based tobacco cessation program for low-income Iowans. As part of the ongoing evaluation of these two programs, follow-up interviews are conducted with independent samples of participants in the two programs at 3 months, 6 months, and 12 months after they start the programs. Follow-up interview data collected through the end of FY2009 indicate that in all three groups, cessation rates are approximately 20%. In addition, other participants in the programs reduced, on average, the number of cigarettes they smoked per day and the number of days they smoked per month.

✚ In sum, there is survey evidence that current cigarette use among adult Iowans is decreasing. 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 has increased dramatically. About 20% of Iowans who participate in state-funded tobacco cessation programming quit smoking.

Goal 2 Conclusion: The number of current smokers in Iowa continues to decline and the majority of those who do smoke would like to quit. Use of Quitline Iowa in the state has increased and cessation rates are approximately 20%. 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

- ✦ The Iowa Smokefree Air Act (which went into effect on July 1, 2008) prohibits smoking in most public spaces in Iowa, effectively eliminating exposure to secondhand smoke in indoor public places. Between July 1, 2008 and June 30, 2009, there were 3,318 complaints submitted to IDPH. Of these, 2,100 were valid complaints. This is a minor level of complaints compared to the totality of all public spaces and users.
- ✦ Most adults do not allow smoking anywhere inside their homes or cars. In 2008, smoking was not allowed in 77% of adult Iowans' homes nor in 70% of adult Iowans' family cars (ATS).
- ✦ Slightly more than half of current cigarette smokers allow smoking inside their homes. The percentage of current smokers who do not allow smoking anywhere inside their homes increased from 27% in 2002 to 50% in 2006, then decreased slightly to 45% in 2008 (ATS).
- ✦ In sum, the state effectively eliminated exposure to secondhand smoke in indoor public spaces with the passage of the Iowa Smokefree Air Act which went into effect on July 1, 2008. The Smokefree Air Act prohibits cigarette smoking in most public places in the state. On a personal level, most adults in Iowa do not allow smoking anywhere in their homes or cars. The percent of current smokers in Iowa who do not allow smoking in their homes has increased since 2002. The data reviewed in this report suggest that (a) Iowans are likely exposed to less second-hand tobacco smoke now than in the past, and (b) 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: Exposure to secondhand smoke in Iowa has decreased substantially through legislative and personal action. 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 94% white (US Census, 2008), 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.
- ✚ The Tobacco Division established five Priority Population Networks to address tobacco use in five priority populations: African American/Black; Hispanic/Latino; Asian and Pacific Islander; Native American; and Lesbian, Gay, Bisexual, and Transgender (LGBT). The Networks work across the state to assess health concerns within their target populations, form coalitions to address those health concerns, and create strategic plans to achieve their goals.

Goal 4 Conclusion: The Iowa Tobacco Use Prevention and Control Program is working to address Goal 4 through innovative and community-oriented means in the state. The Division may be making progress toward meeting Goal 4 but 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 NON-SURVEY DATA SOURCES

Overview of Findings From Non-Survey Data Sources

Iowa Smokefree Air Act. The Iowa Smokefree Air Act (SFAA) became effective on July 1, 2008. The SFAA is intended to limit exposure to environmental tobacco smoke (secondhand smoke) by prohibiting smoking in most public spaces in Iowa including the following: restaurants, bars, daycares, outdoor stadiums, school grounds, and government building grounds. Between July 1, 2008 and June 30, 2009, there were 3,318 complaints submitted to IDPH. Of these, 2,100 were determined to be valid complaints. The majority of complaints (61%) concerned violations in bars and restaurants and 12% concerned violations in retail stores or services. The most common type of violation was smoking in a prohibited area (40% of complaints). During the same time period, 1,417 Notice of Potential Violation (NOPV) letters were sent: 1,062 were 1st NOPV, 216 were 2nd NOPV, and 139 were 3rd through 9th NOPV). In the first year of the SFAA, 325 compliance checks were conducted to follow up on potential violations; 55% of the checks resulted in at least one violation.

Iowa Tobacco Compliance Data. The Iowa Alcoholic Beverages Division (ABD) conducts compliance checks of retail outlets where tobacco products are sold. These compliance checks are different from compliance checks conducted as part of the Smokefree Air Act. Retail compliance checks conducted by ABD are intended to assess whether retail outlets are acting in accordance with laws regarding displaying tobacco products and selling tobacco products to minors. There were 6,368 compliance checks conducted in the 2009 fiscal year with a 92% compliance rate among Iowa retailers. The compliance rate consistently has been between 88% and 92% since 2002. There were 35 counties in 2008 and 34 counties in 2009 that met or exceeded the 95% compliance goal set by the Healthy People 2010 Objectives of the Centers for Disease Control and Prevention.

Cigarette Tax Rates. The state excise tax on cigarettes purchased in Iowa has been \$1.36 since March 2007. Iowa ranks 23rd among states in the tobacco tax rate. Since 2005, Wisconsin, Minnesota, and South Dakota increased their cigarette excise tax to \$2.52, \$1.56, and \$1.53, respectively. Missouri, Nebraska, and Illinois all have state cigarette taxes less than \$1.00: \$0.17, \$0.64, and \$0.98, respectively.

Number of 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 2009, approximately 161,633,100 packs were stamped. This was over 106 million fewer packs of cigarettes stamped than in 1998. There were nearly 66 million fewer packs stamped in 2009 than in 2007.

Number of Cigarette Packs Stamped Per Capita. As the number of cigarette packs stamped continues to decline, so does the number of packs stamped per capita. In 2000, there were 117 cigarette packs stamped for each Iowan age 18 or older. From 2000 to 2006, the number of packs stamped per capita remained relatively stable. In 2006, the number of cigarette packs stamped per capita was 112, and in 2009, there were 54 packs stamped per capita.

Quitline Iowa. Quitline Iowa is a toll-free statewide tobacco cessation service that offers telephone-based cessation counseling and two weeks of free nicotine replacement gum, patches, or lozenges. In January 2008 the operation of Quitline Iowa was transferred to National Jewish Health in Denver, Colorado. The number of calls to Quitline increased by nearly 400% from 2007 to 2008. In 2008, most callers were over age 18 and about two-thirds of the callers were females.

Priority Population Networks. The Tobacco Division established five Priority Population Networks to address tobacco use in five priority populations: African American/Black; Hispanic/Latino; Asian and Pacific Islander; Native American; and Lesbian, Gay, Bisexual, and Transgender (LGBT). The Networks work across the state to assess health concerns within their target populations, form coalitions to address those health concerns, and create strategic plans to achieve their goals.

Iowa Smokefree Air Act

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Goal: Eliminate exposure to secondhand smoke

Indicator: Passage of the Iowa Smokefree Air Act (SFFA)

Data Source: Iowa Smokefree Air Act First Year Report (2009)

Finding: The Iowa Smokefree Air Act went into effect on July 1, 2008. The SFAA prohibits smoking in most public spaces in the state.

Timeline of Activities Related to the Passage of the Iowa Smokefree Air Act

- 2/19/2008:** Smokefree Air Act (House File 2212) is passed by the Iowa House of Representatives.
- 4/8/2009:** Smokefree Air Act is passed by the Iowa Senate.
- 4/15/2009:** Smokefree Air Act is signed into law by Governor Chet Culver.
- 6/2/2008:** Draft of the Administrative Rules of the Smokefree Air Act is released to the public.
- 6/27/2008:** The Iowa State Board of Health adopts the Administrative Rules as “emergency rules.”
- 7/1/2008:** The Smokefree Air Act goes into effect and IDPH activates a process for accepting public complaints about potential violations.
- 11/12/2008:** The Iowa State Board of Health adopts the final, amended Administrative Rules.
- 1/7/2009:** The Administrative Rules go into effect.

Iowa Smokefree Air Act: Complaints Submitted

The Iowa 2009 Tobacco Control Progress Report

Goal: Eliminate exposure to secondhand smoke

Indicator: Iowa Smokefree Air Act (SFAA)

Data Source: Iowa Smokefree Air Act First Year Report (2009)

Finding: The SFAA prohibits smoking in most public spaces in the state. Between July 1, 2008 and June 30, 2009, there were 2,100 valid complaints were filed with IDPH. Approximately 4 in 5 counties had complaints submitted regarding 2% or fewer of their businesses.

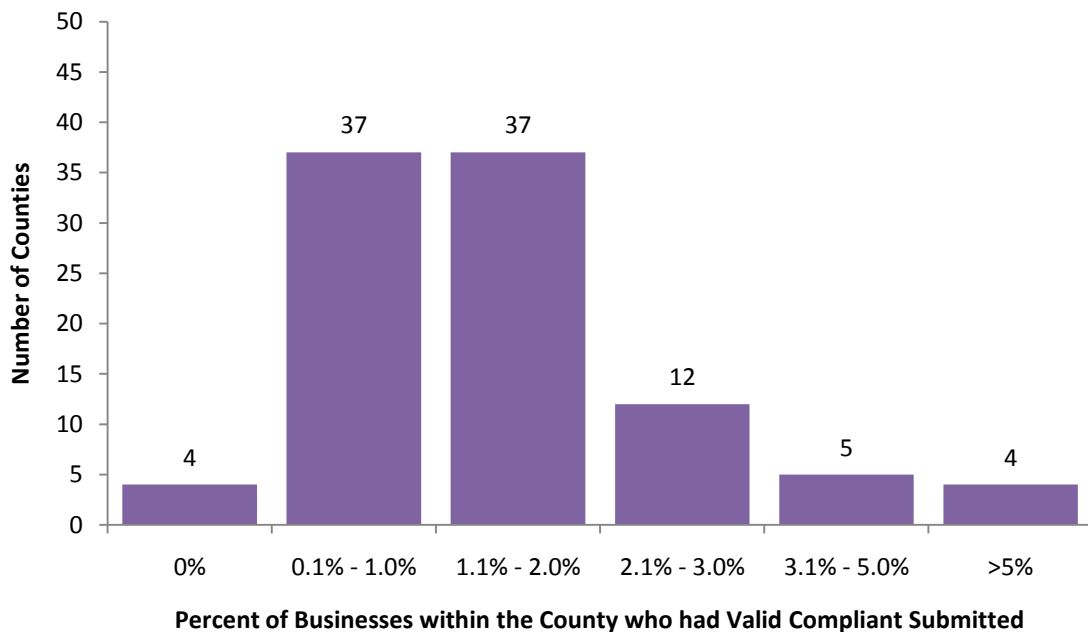


Figure 1. Distribution of counties by the percentage of businesses for which a valid SFAA complaint was submitted to IDPH between July 1, 2008 and June 30, 2009.

Iowa Tobacco Sales Compliance Data

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

Indicator: Compliance checks by the Iowa Alcoholic Beverages Division

Data Source: Iowa Alcoholic Beverages Division Iowa Tobacco Compliance Data

Finding: There were 6,368 compliance checks completed in the 2009 fiscal year with a 92% compliance rate among Iowa retailers. There were 35 counties in 2008 and 34 counties in 2009 that met or exceeded the 95% compliance goal set by the Healthy People 2010 Objectives by the Centers for Disease Control and Prevention.

The counties that met the 95% compliance goal in 2009 were as follows: Adair, Adams, Calhoun, Carroll, Cass, Cerro Gordo, Chickasaw, Crawford, Decatur, Delaware, Des Moines, Dickinson, Emmet, Guthrie, Hamilton, Henry, Jackson, Jones, Lucas, Mahaska, Mitchell, Montgomery, O'Brien, Osceola, Page, Plymouth, Ringgold, Shelby, Taylor, Wapello, Warren, Washington, Winneshiek, Worth.

Trend Over Time: Since the 2001 fiscal year, the number of counties at or above 95% compliance has increased from 9 to 34 counties. The percentage of compliant retailers in Iowa has increased from 82% in 2001 to 92% in the 2009 fiscal year.

Table 1 Iowa Tobacco Sales Compliance			
Year	Number of Counties at or above 95% Compliance Goal	Percentage of Compliant Iowa Retailers	Compliance Change in Percentage Points From Previous Year
2001	9	82%	+4
2002	20	88%	+6
2003	26	89%	+1
2004	24	89%	0
2005	22	90%	+1
2006	23	88%	-2
2007	27	89%	+1
2008	35	92%	+3
2009	34	92%	0

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.

Cigarette Tax Rate

The Iowa 2009 Tobacco Control Progress Report

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

Goal: Reduce the number of users of tobacco products

Goal: Eliminate exposure to second-hand tobacco smoke

Indicator: Cigarette tax rate in Iowa and surrounding states

Data Source: Campaign for Tobacco Free Kids; Federal Tax Administrators

Finding: Iowa's cigarette tax of \$1.36 places the state in the middle of the six surrounding states. Three states (Minnesota, South Dakota, and Wisconsin) have tax rates higher than Iowa, and three states (Missouri, Nebraska, and Illinois) have tax rates lower than Iowa.

Trend Over Time: The state excise tax on cigarettes purchased in Iowa was increased to \$1.36 in March 2007. Iowa ranks 23rd among states in the tobacco tax rate. Since 2005, Wisconsin, Minnesota, and South Dakota increased their cigarette excise tax to \$2.52, \$1.56, and \$1.53, respectively. Missouri, Nebraska, and Illinois all have state cigarette taxes less than \$1.00: \$0.17, \$0.64, and \$0.98, respectively.

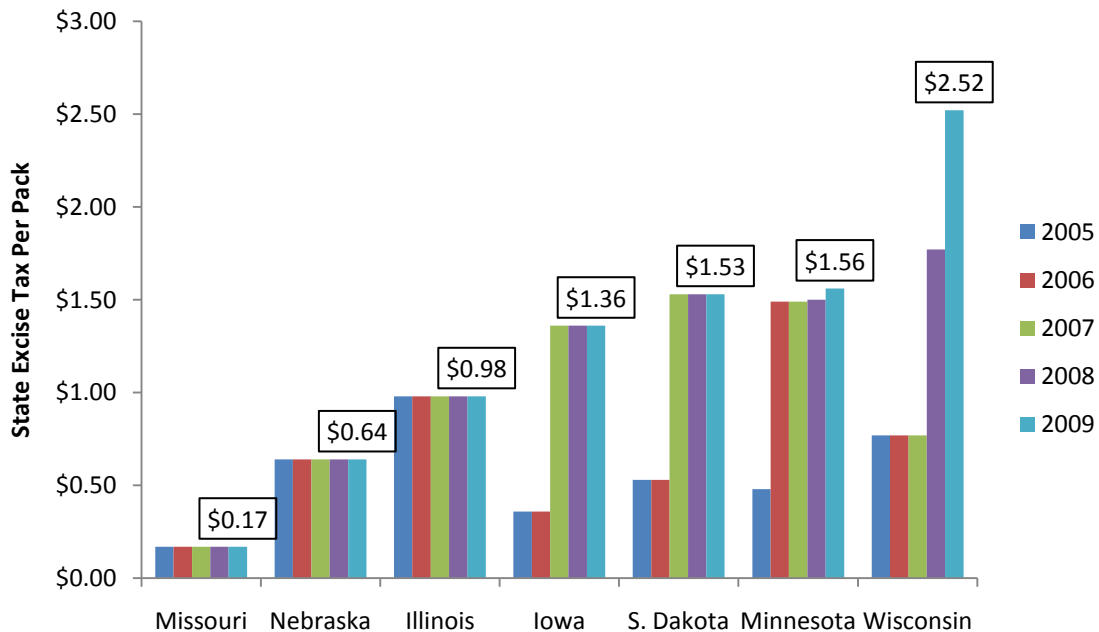


Figure 2. Excise tax on a pack of cigarettes in Iowa and surrounding states by calendar year.

Note: The data labels in this graph are the tax per pack as of 11/1/2009.

Cigarette Packs Stamped

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Goal: Reduce the number of users of tobacco products

Indicator: Number of cigarette packs stamped for tax revenue purposes

Data Source: Iowa Department of Revenue

Finding: In 2008, approximately 172 million packs were stamped. In 2009, approximately 161.6 million packs were stamped.

Trend Over Time: The number of cigarette packs stamped continues to decline, with the most rapid decline occurring since 2006. There were nearly 66 million fewer packs stamped in 2009 than in 2007.

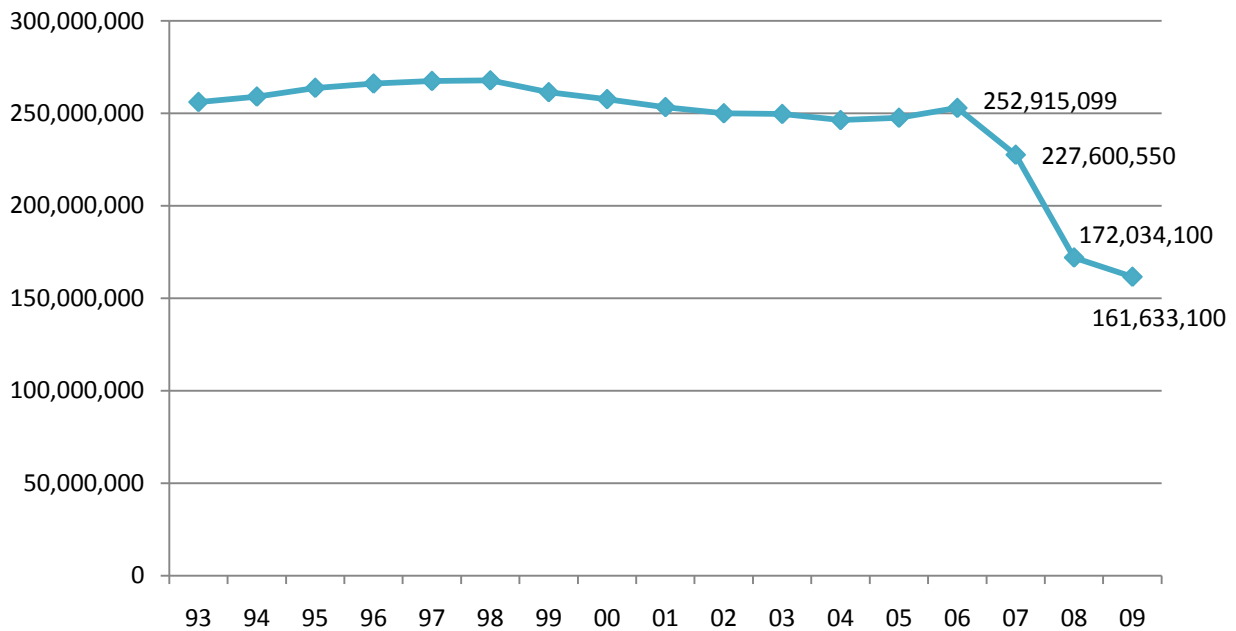


Figure 3. Number of cigarette packs stamped in Iowa (fiscal years 1993 through 2009).

Cigarette Packs Stamped Per Capita

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Goal: Reduce the number of users of tobacco products

Indicator: Per capita cigarette consumption (number of cigarette packs stamped, per capita)

Data Source: Iowa Department of Revenue, US Census Bureau

Finding: In 2009, approximately 54 packs per capita were stamped.

Trend Over Time: The number of cigarette packs stamped per capita continues to decline, with the most rapid decline occurring since 2007.

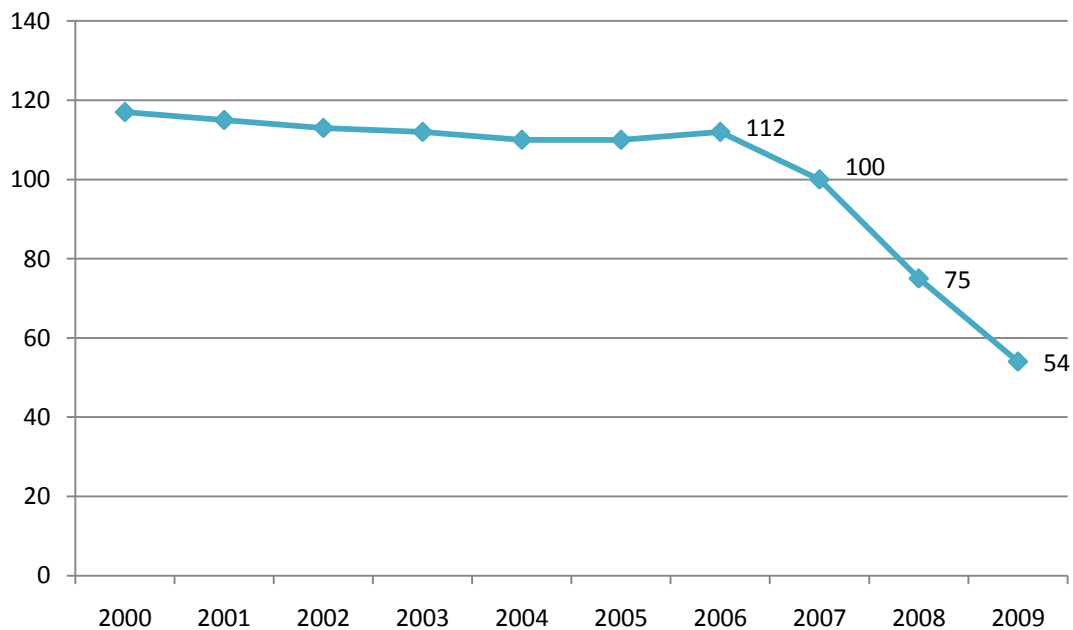


Figure 4. Number of cigarette packs stamped per capita in Iowa (FY2000 through FY2009).

Quitline Iowa

Quitline Iowa is a toll-free statewide tobacco cessation service that offers telephone-based cessation counseling and two weeks of free nicotine replacement gum, patches, or lozenges. In January 2008 the operation of Quitline Iowa was transferred to National Jewish Health in Denver, Colorado.

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Goal: Reduce the number of users of tobacco products

Indicator: Number of calls to Quitline Iowa by fiscal year

Data Source: University of Iowa Tobacco Research Center & National Jewish Health

Finding: In FY2009, there were more than 21,000 calls to Quitline Iowa. In FY2008, there were more than 23,000 calls to Quitline Iowa.

Trend Over Time: In FY2008, the number of calls to Quitline Iowa increased by more than 400% as compared to FY2007. In FY2009 the number of calls decreased slightly (by approximately 2,000) from the FY2008 high point.

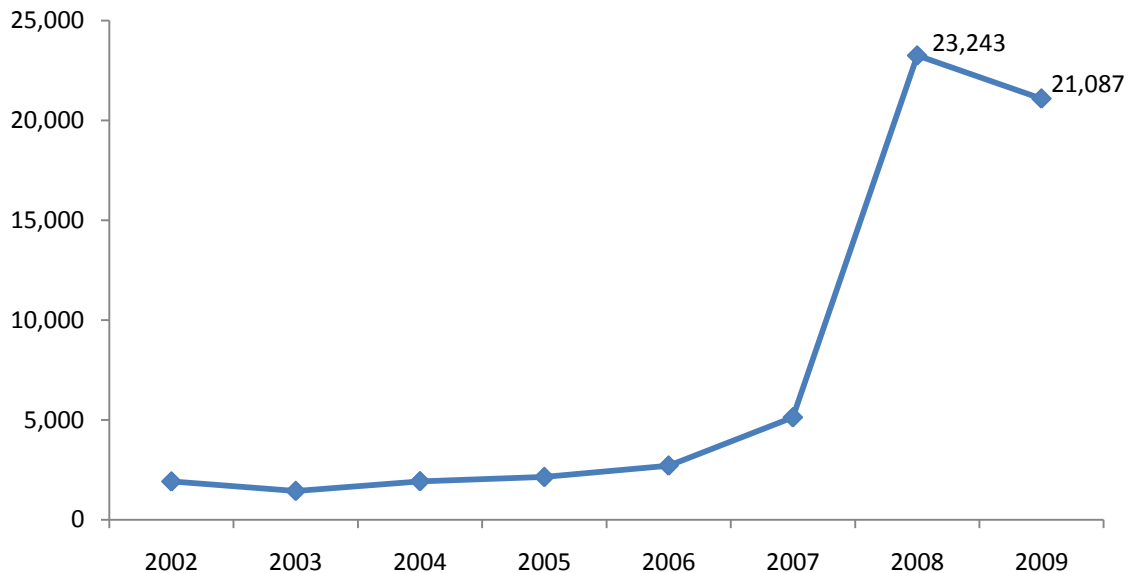


Figure 5. Number of calls to Quitline Iowa.

Priority Population Networks

Priority Population Networks were established by the Division to address tobacco use in five priority populations: African American/Black, Hispanic/Latino, Asian and Pacific Islander, Native American, and Lesbian/Gay/Bisexual/Transgender (LGBT).

The Iowa 2009 Tobacco Control Progress Report

Goal: Identify and eliminate disparities related to tobacco use among different population groups

Indicator: Activities of the Priority Population Networks in Iowa

Data Source: IDPH Division of Tobacco Use Prevention and Control

Finding: Five priority population networks are coordinating activities across the state to address tobacco use and health disparities among the following groups: African American, Asian/Pacific Islander, Hispanic/Latino, Native American, and Lesbian/Gay/Bisexual/Transgender people.

FY09: Five organizations were designated as developers of statewide priority population networks.

Year 1 progress: Each network/organization developed a coalition and conducted community assessments. The assessments included questions related to awareness of tobacco issues and also determined community capacity and resources. Based on the assessments, each network developed a two-year strategic plan.

Strategic plan requirements:

1. Maintain a statewide coalition
2. Provide culturally and linguistically appropriate assistance
3. Recruit youth to become active JEL members
4. Promote Quitline Iowa
5. Present to JEL Executive Council on culturally and linguistically appropriate communication
6. Collaborate with Health Care Provider Outreach trainers
7. Develop a database of tobacco industry sponsorship of organizations and events
8. Develop a database of tobacco-free locations
9. Use media outlets where appropriate to promote their efforts

FY10: Each network is carrying out action plans developed in FY09. All five networks are focusing on three goal areas: prevent youth initiation, promote tobacco cessation services, and eliminate second-hand smoke exposure.

PART 4 FINDINGS FROM SURVEYS OF ADULT IOWANS

Tobacco Use and Adult Iowans

Current Cigarette Use. The results of the ATS show that current cigarette use among adult Iowans has declined from 23% in 2002, to 20% in 2004, to 18% in 2006, and to 14% in 2008. The results of the BRFSS place the percentage of adult current cigarette smokers at 23% in 2002, 21% in 2004 and 2006, and 19% in 2008. Although the prevalence estimates differ between the two data sources, both showed a trend of decreasing prevalence of cigarette smoking among adult Iowans.

Use of Other Tobacco Products. In 2008, approximately 4% of all adult Iowans used chewing tobacco or snuff, 4% smoked cigars, and less than 1% smoked tobacco using pipes (ATS).

Smoking Status Among Young Adults. Nearly three-fourths of young adult Iowans (those age 18 to 30) said they have never smoked 100 or more cigarettes in their lifetime. Among young adult Iowans, 14% are current smokers and 13% are former smokers (ATS, see qualifying note on page 23 regarding sample sizes and the sampling frame).

Desire to Quit Smoking. In 2008, 83% of current smokers said they would like to quit smoking (ATS).

Use of Other Tobacco Products Among Young Adults. In 2008, 5% of adult Iowans said they used chewing tobacco, 8% smoked cigars, and 1% smoked tobacco using a pipe. The percentage of users of tobacco products other than cigarette has remained low and estimates of use have some fluctuations between 2004 and 2008. Between 2004 and 2008, 5% or fewer young adults used smokeless tobacco, 9% or fewer used cigars, and 1% or less used a pipe (ATS, see qualifying note on page 25 regarding sample sizes and the sampling frame).

Cigarette Initiation. In 2008, among all adults, 61% had never smoked regularly, 20% started smoking regularly as a minor, and 19% started smoking regularly as an adult. Among current and former smokers, 51% started smoking regularly as a minor and 49% started smoking regularly as an adult (ATS). Among only current smokers, 58% said they started smoking regularly as a minor.

Current Cigarette Use

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Current cigarette use

Measure: Percent of adult Iowans who are current cigarette smokers

Data Source: Iowa Adult Tobacco Survey

Finding: In 2008, 14% of adult Iowans were current smokers.

Trend Over Time: The percentage of adults in Iowa who are current cigarette smokers continues to decline from 23% in 2002 to 14% in 2008.

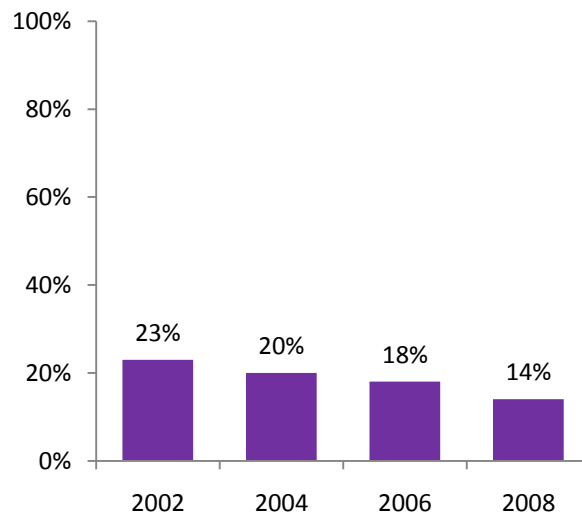


Figure 7. Percent of current cigarette users.

Additional Data Sources: Adult Household Survey (AHS) and Behavioral Risk Factor Surveillance System (BRFSS) (see Table A-1 on page 58).

Iowa Versus National Rates

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Current cigarette use

Measure: Percent of adults, in Iowa and nationally, who are current cigarette smokers

Data Source: Behavioral Risk Factor Surveillance System (BRFSS)

Finding: In 2008, 19% of adults in Iowa (BRFSS) and 18% of adults nationally (BRFSS) were current smokers.

Trend Over Time: The percent of adults who currently smoke cigarettes is continuing to decline. The Iowa rate closely matches the national trend using the BRFSS data.

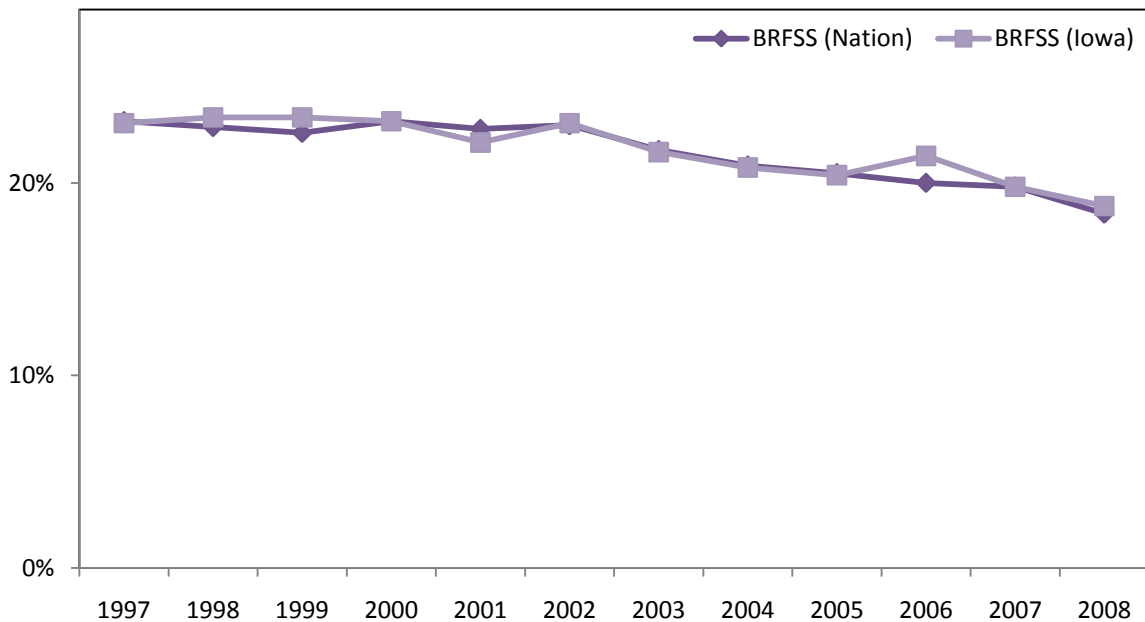


Figure 8. Percent of adults who currently smoke cigarettes (BRFSS).

Use of Other Tobacco Products

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Use of other tobacco products

Measure: Percent of adult Iowans who use tobacco products other than cigarettes including chewing tobacco or snuff, cigars, or pipe tobacco

Data Source: Iowa Adult Tobacco Survey (2004, 2006, 2008)

Finding: In 2008, 4% of adult Iowans used chewing tobacco, 4% smoked cigars, and less than 1% smoked tobacco using a pipe.

Trend Over Time: The percentage of users of tobacco products other than cigarette has remained low and relatively constant since 2004.

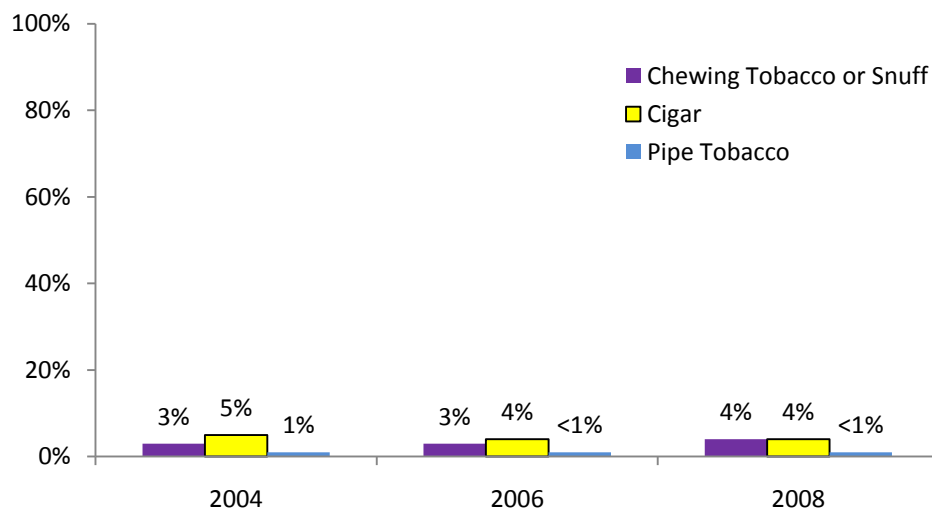


Figure 9. Current use of chewing tobacco, smoke cigars, and smoke tobacco using pipes (ATS).

Additional Data Sources: Adult Household Survey (AHS) and Behavioral Risk Factor Surveillance System (BRFSS) (see Table A-2 on page 59).

Smoking Status Among Young Adults

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Smoking status among young adults

Measure: Percent of young adults who are current smokers, former smokers, or who have never smoked cigarettes

Data Source: Iowa Adult Tobacco Survey (2006, 2008)

Finding: Nearly three-fourths of young adult Iowans (those age 18 to 30) in 2008 said they have never smoked 100 or more cigarettes in their lifetime. Among young adult Iowans, 14% are current smokers and 13% are former smokers.

Trend Over Time: The percent of young adult Iowans who said they have never smoked was 67% in 2006 and 73% in 2008. The percent of young adult Iowans who are current smokers decreased from 26% in 2006 to 14% in 2008.

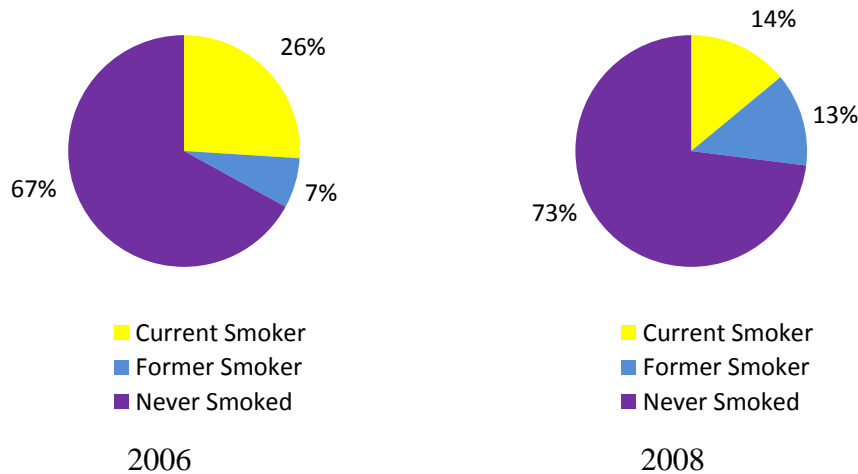


Figure 10. Smoking status among young adults age 18-30 years old (ATS).

Note: These findings are based on a small number of respondents (n = 192 in 2006; n = 182 in 2008) so these population estimates are subject to greater variation from year to year than are findings based on all adults. ATS data were based on respondents living in households with landline telephones; the samples did not include cell-phone only households.

Desire to Quit Smoking

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Desire to quit among current smokers

Measure: Percent of current smokers in Iowa who would like to quit smoking cigarettes

Data Source: Iowa Adult Tobacco Survey (2002, 2004, 2006, 2008)

Finding: In 2008, 83% of current smokers said they would like to quit smoking.

Trend Over Time: The percentage of current smokers who would like to quit smoking has been about 80% since 2004 (ATS).

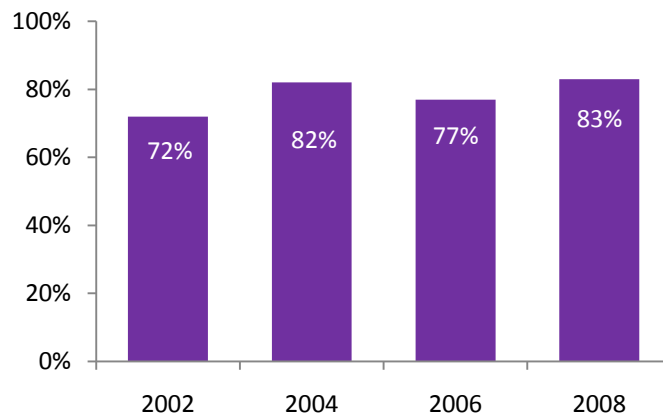


Figure 11. Percentage of current smokers who would like to quit (ATS).

Additional Data Sources: Behavioral Risk Factor Surveillance System (BRFSS) (see Table A-3 on page 59).

Use of Other Tobacco Products Among Young Adults

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Use of other tobacco products

Measure: Percent of adult Iowans age 18 through 30 who use tobacco products other than cigarettes including chewing tobacco or snuff, cigars, or pipe tobacco

Data Source: Iowa Adult Tobacco Survey (2004, 2006, 2008)

Finding: In 2008, 5% of adult Iowans age 18 through 30 said they used chewing tobacco, 8% smoked cigars, and 1% smoked tobacco using a pipe.

Trend Over Time: The percentage of users of tobacco products other than cigarette has remained low and estimates of use have some fluctuations between 2004 and 2008.

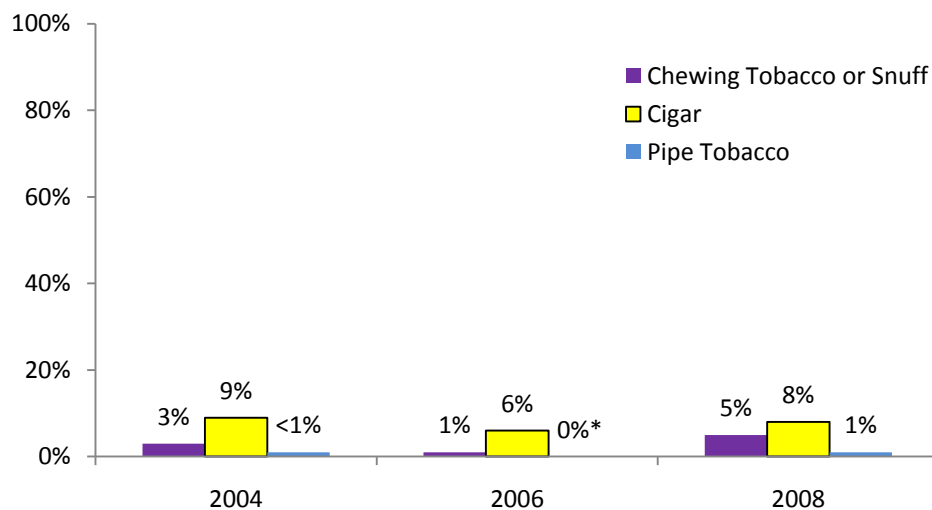


Figure 12. Current use of other tobacco products among young adults age 18-30 years old (ATS).

Note: These findings are based on a small number of respondents (n = 232 in 2004; n = 192 in 2006; n = 182 in 2008) so these population estimates are subject to greater variation from year to year than are findings based on all adults. ATS data were based on respondents living in households with landline telephones; the samples did not include cell-phone only households.

*None of the survey respondents in 2006 said they *now* smoked tobacco in a pipe.

The percent of young adults age 18 through 30 who said they had *ever*: (a) used chewing tobacco or snuff was 27% in 2004, 19% in 2006, and 22% in 2008; (b) smoked cigars was 51% in 2004, 45% in 2006, and 46% in 2008; and (c) smoked tobacco using a pipe was 15% in 2004, 11% in 2006, and 7% in 2008.

Cigarette Use: Initiation

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Age when first smoked cigarettes regularly

Measure: Age among all adults and among those who smoked regularly at which they first smoked cigarettes regularly

Data Source: Iowa Adult Tobacco Survey (2004, 2006, 2008)

Finding: In 2008, among all adults, 61% had never smoked regularly, 20% started smoking regularly as a minor, and 19% started smoking regularly as an adult. Among those who have ever smoked regularly, 51% started smoking regularly as a minor and 49% started smoking regularly as an adult (see Figure 13).

Trend Over Time: The percent of current smokers who said they started smoking regularly as a minor has remained stable since the 2004 ATS (58% in 2004, 57% in 2006, and 58% in 2008).

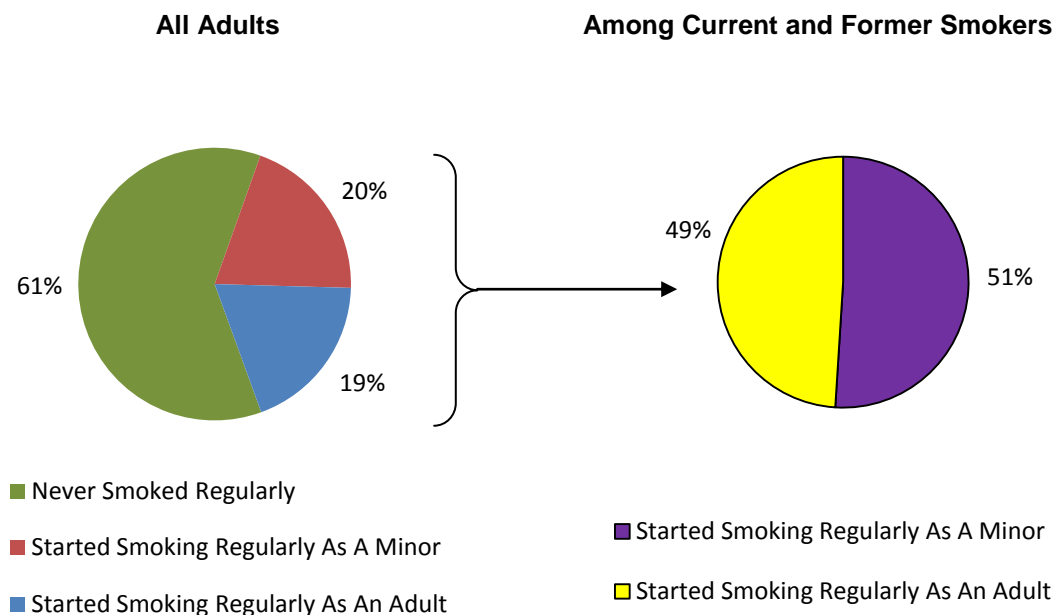


Figure 13. Age when they first smoked cigarettes regularly (ATS 2008).

Smoking Policy Indicators

The findings related to the attitudes of adults and current smokers regarding smoking policies are based on data collected prior to the implementation of the Iowa Smoke Free Air Act on July 1, 2008. Therefore, these findings are not direct assessments of support or opposition among Iowans to this specific legislation or policy guidelines.

Smoking in Restaurants. In 2008, 67% of all adults and 30% of current smokers in Iowa said smoking should not be allowed in indoor dining areas of restaurants. Since 2004, the percent of all adults who said that smoking should *not* be allowed in indoor dining areas of restaurants has increased slightly from 60% in 2004 to 67% in 2008. Among current smokers, the percent has increased slightly from 24% in 2004 to 30% in 2008 (ATS).

Smoking in Bars and Cocktail Lounges. In 2008, over one-third (39%) of all adults and 8% of current smokers in Iowa said that smoking should not be allowed in bars and cocktail lounges. Since 2004, the percent of all adults who said that smoking should *not* be allowed in bars and cocktail lounges increased from 27% to 39%. In contrast, only 8% of current smokers in 2008 said that smoking should *not* be allowed in bars or cocktail lounges as compared to 5% in 2004.

Smoking at Schools. In 2008, approximately 90% of all adults and current smokers in Iowa said that smoking should *not* be allowed on school grounds or at school events. Since 2004, the percent of all adults and current smokers who said that smoking should *not* be allowed on school grounds or at school events has remained relatively stable at about 90% (ATS).

Smoking in Outdoor Public Places. In 2008, 36% of all adults and 9% of current smokers said that smoking should *not* be allowed in outdoor public places. Since 2004, the percent of adult Iowans who said that smoking should *not* be allowed in outdoor places has remained about one-third. Among current smokers, the percent was 16% in 2002 and was 9% in 2008 (ATS).

Smoking Policies in the Home. In 2008, smoking was not allowed anywhere inside the homes of 77% of all adult Iowans and 45% of current smokers (ATS). Since 2004, the percent of all adults who reported having a no-smoking policy inside their home has remained relatively constant at about three-fourths. The proportion of current smokers who have such a policy has increased substantially from about one-fourth (27% in 2002) to about one-half (50% in 2006 and 45% in 2008) (ATS).

Smoking Policies in the Family Car. In 2008, 70% of all adults and 22% of current smokers said that smoking is never allowed in their family cars. The percent of all adults who said smoking is never allowed in their family cars increased from 58% in 2001 to 70% in 2008. Since 2004, the percent has been approximately 20% among current smokers (19% in 2004, 17% in 2006, and 22% in 2008 ATS).

Smoking in Restaurants

The Iowa 2009 Tobacco Control Progress Report

Goal: Eliminate exposure to second-hand tobacco smoke

Indicator: Smoking in indoor dining areas of restaurants

Measure: Percent of all adult Iowans and of current smokers in Iowa who said that smoking should not be allowed in indoor dining areas of restaurants

Data Source: Iowa Adult Tobacco Survey (2004, 2006, 2008)

Finding: In 2008, 67% of all adults and 30% of current smokers in Iowa said smoking should not be allowed in indoor dining areas of restaurants.

Trend Over Time: Since 2004, the percent of all adults who said that smoking should not be allowed in indoor dining areas of restaurants has increased slightly from 60% in 2004 to 67% in 2008. Among current smokers, the percent has increased slightly from 24% in 2004 to 30% in 2008.

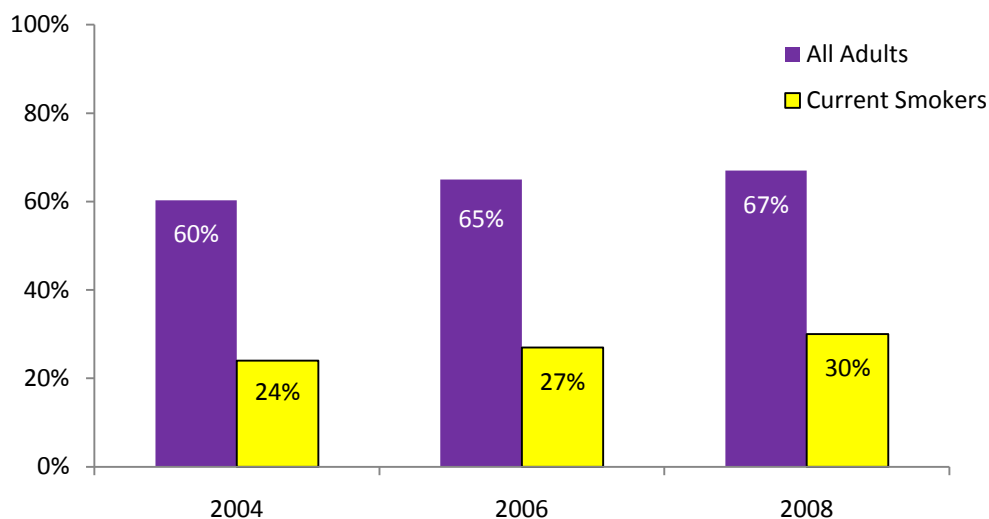


Figure 14. Smoking should not be allowed in indoor dining areas of restaurants (ATS).

Additional Data Sources: Behavioral Risk Factor Surveillance System (BRFSS) and Adult Tobacco Survey (ATS) (see Table A-4 on page 60).

Note: All data were collected prior to the implementation of the Iowa Smoke Free Air Act. Therefore, these findings are not a direct assessment of support or opposition among Iowans to this specific legislation or policy guidelines.

Smoking in Bars and Cocktail Lounges

The Iowa 2009 Tobacco Control Progress Report

Goal: Eliminate exposure to second-hand tobacco smoke

Indicator: Smoking in bars and cocktail lounges

Measure: Percent of all adult Iowans and current smokers who said smoking should not be allowed in bars and cocktail lounges

Data Source: Iowa Adult Tobacco Survey (2004, 2006, 2008)

Finding: In 2008, over one-third (39%) of all adults and 8% of current smokers in Iowa said that smoking should not be allowed in bars and cocktail lounges.

Trend Over Time: Since 2004, the percent of all adults who said that smoking should not be allowed in bars and cocktail lounges increased from 27% to 39%. There continues to be very little support among current smokers for prohibiting smoking in bars and cocktail lounges.

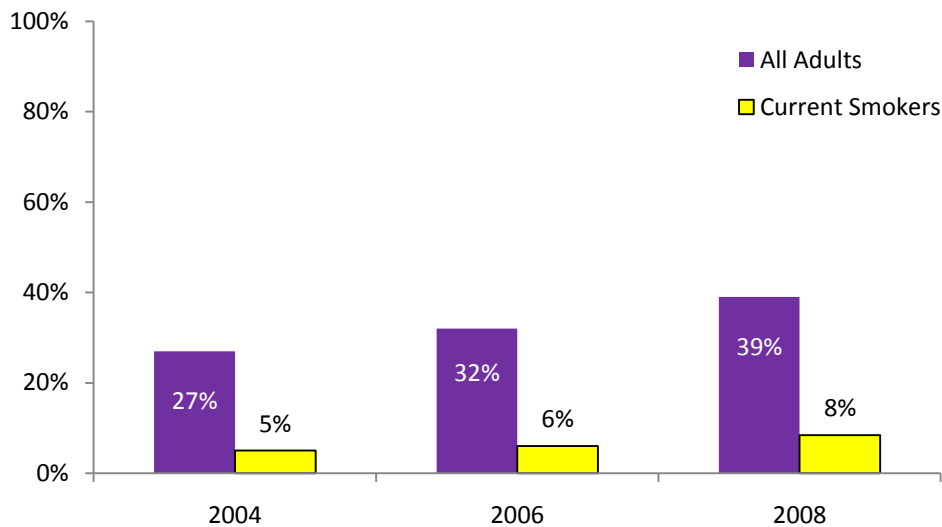


Figure 15. Smoking should not be allowed in bars and cocktail lounges (ATS).

Note: All data were collected prior to the implementation of the Iowa Smoke Free Air Act. Therefore, these findings are not a direct assessment of support or opposition among Iowans to this specific legislation or policy guidelines.

Tobacco Use and Smoking at Schools

The Iowa 2009 Tobacco Control Progress Report

Goal: Eliminate exposure to second-hand tobacco smoke

Indicator: Smoking on school grounds or at school events

Measure: Percent of all adult Iowans and current smokers in Iowa who said that smoking should not be allowed on school grounds or at school events

Data Source: Iowa Adult Tobacco Survey (2004, 2006, 2008)

Finding: In 2008, approximately 90% of all adults and current smokers in Iowa said that smoking should not be allowed on school grounds or at school events.

Trend Over Time: Since 2004, the percent of all adults and current smokers who said that smoking should not be allowed on school grounds or at school events has remained relatively stable at about 90%.

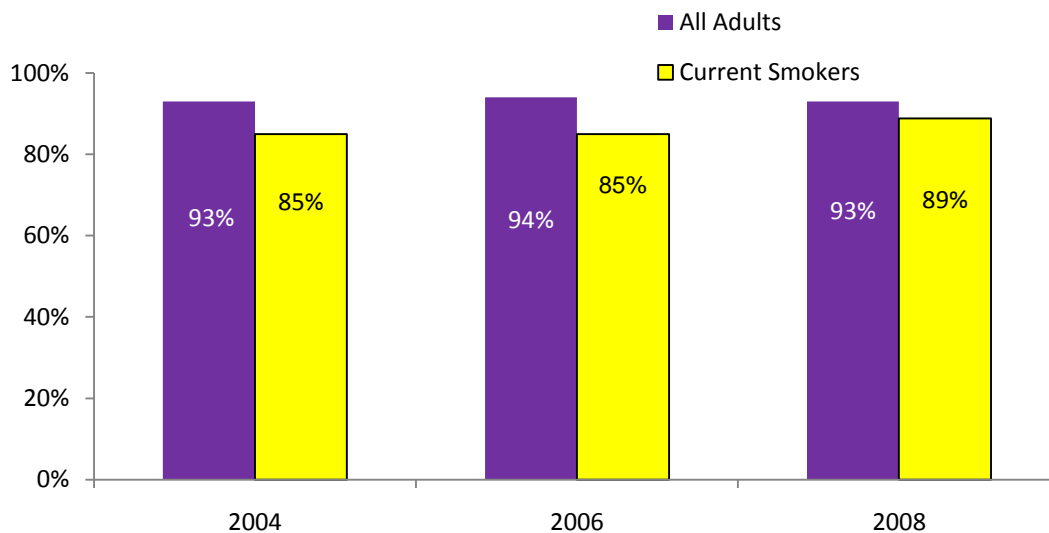


Figure 16. Smoking should not be allowed on school grounds or at school events (ATS).

Additional Data Sources: Behavioral Risk Factor Surveillance System (BRFSS) and Adult Tobacco Survey (ATS) (see Table A-5 on page 60).

Note: All data were collected prior to the implementation of the Iowa Smoke Free Air Act. Therefore, these findings are not a direct assessment of support or opposition among Iowans to this specific legislation or policy guidelines.

Smoking in Outdoor Public Places

The Iowa 2009 Tobacco Control Progress Report

Goal: Eliminate exposure to second-hand tobacco smoke

Indicator: Smoking in outdoor public places

Measure: Percent of all adult Iowans and current smokers in Iowa who said that smoking should not be allowed in outdoor public places

Data Source: Iowa Adult Tobacco Survey (2002, 2004, 2006, 2008)

Finding: In 2008, 36% of all adults and 9% of current smokers said that smoking should not be allowed in outdoor public places.

Trend Over Time: Since 2002, the percent of adult Iowans who said that smoking should not be allowed in outdoor places has remained about one-third. Among current smokers, the percent was 16% in 2002 and was 9% in 2008.



Figure 17. Smoking should not be allowed in outdoor public places (ATS).

Note: All data were collected prior to the implementation of the Iowa Smoke Free Air Act. Therefore, these findings are not a direct assessment of support or opposition among Iowans to this specific legislation or policy guidelines.

Smoking Policies: Home

The Iowa 2009 Tobacco Control Progress Report

Goal: Eliminate exposure to second-hand tobacco smoke

Indicator: Smoking not allowed inside home

Measure: Percent of all adult Iowans and current smokers in Iowa who said that smoking is not allowed anywhere inside their home

Data Source: Iowa Adult Tobacco Survey (2002, 2004, 2006, 2008)

Finding: Over three-fourths (77%) of all adults and nearly half (45%) of current smokers have a no-smoking policy inside their home.

Trend Over Time: Since 2004 the percent of all adults who reported having a no-smoking policy inside their home has remained relatively constant at about three-fourths. The proportion of current smokers who have such a policy has increased substantially from about one-fourth (27% in 2002) to about one-half (50% in 2006 and 45% in 2008).

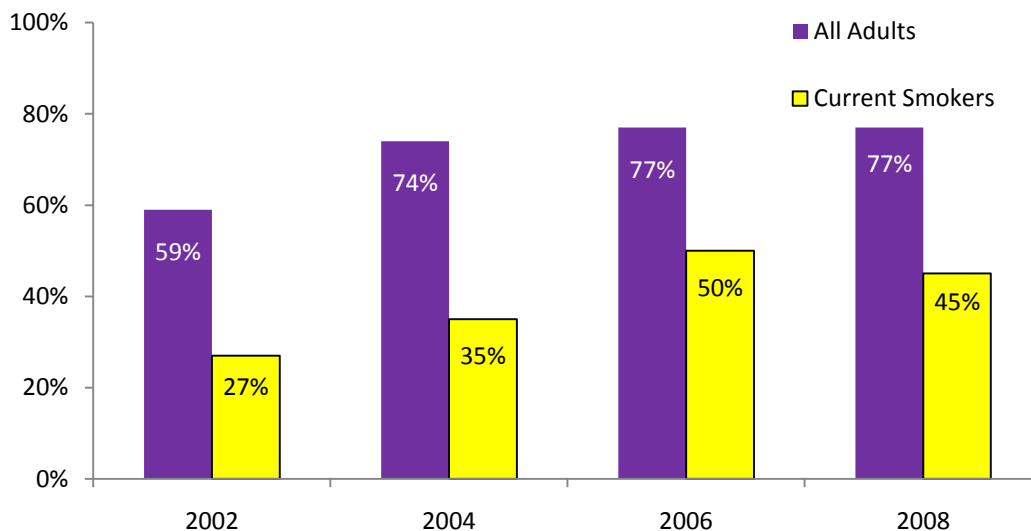


Figure 18. Smoking is not allowed anywhere inside their home (ATS).

Additional Data Sources: Behavioral Risk Factor Surveillance System (BRFSS) and Iowa Child and Family Household Survey (ICFHHS) (see Table A-6 on page 61).

Note: Decks, garages, and porches are not considered to be “inside” the home.

Smoking Policies: Family Car

The Iowa 2009 Tobacco Control Progress Report

Goal: Eliminate exposure to second-hand tobacco smoke

Indicator: Smoking not allowed in family car

Measure: Percent of all adult Iowans and current smokers in Iowa who said that smoking is never allowed in their family cars

Data Source: Iowa Adult Tobacco Survey (2001, 2002, 2004, 2006, 2008)

Finding: In 2008, 70% of all adults and 22% of current smokers said that smoking is never allowed in their family cars.

Trend Over Time: Since 2001, the percent of all adults who said smoking is never allowed in their family cars increased from 58% to 70% in 2008. Among current smokers, the percent has remained approximately 20%.

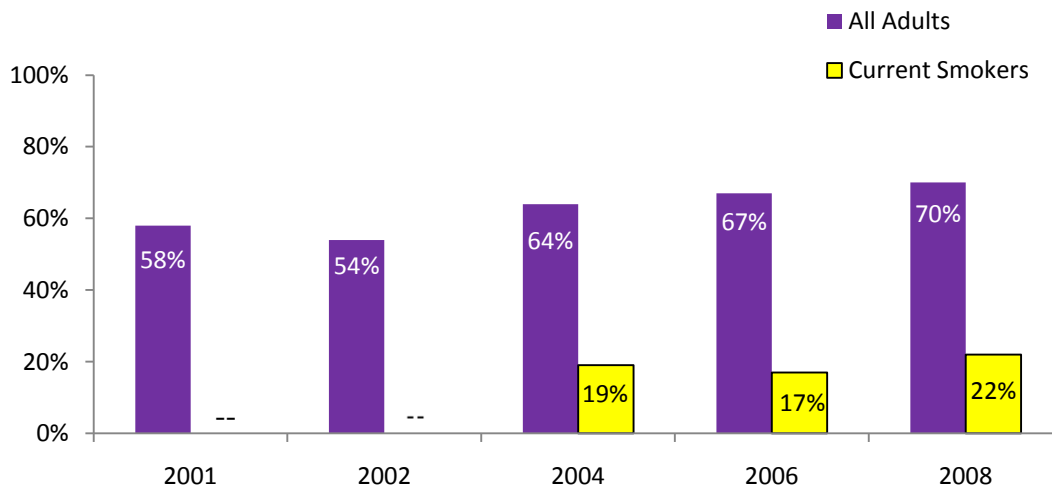


Figure 19. Smoking is never allowed in their family cars (ATS).

Additional Data Sources: Behavioral Risk Factor Surveillance System (BRFSS) (see Table A-7 on page 61).

Note. Data about smoking policies in vehicles among current smokers was not available for 2001 and 2002.

Intervention Indicators

Iowa Tobacco Cessation Program Evaluation. In January 2008, IDPH began evaluating two state-funded tobacco cessation programs, Quitline Iowa and the clinic-based tobacco cessation program for low-income Iowans. As part of the ongoing evaluation of these two programs, follow-up interviews are conducted with independent samples of participants in the two programs at 3 months, 6 months, and 12 months after they start the programs. Follow-up interview data collected through the end of FY2009 indicate that in all three groups, cessation rates are approximately 20%. In addition, other participants in the programs who have not quit smoking cigarettes altogether reduced, on average, the number of cigarettes they smoked per day and the number of days they smoked per month.

Health Care Providers Advising Current Smokers to Quit. In 2008, nearly two-thirds (68%) 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).

Awareness of Quitline Iowa. The percent of adult Iowans who had heard of Quitline Iowa has increased dramatically from 6% in 2004 to 36% in 2008. The increase among cigarette smokers was even greater from 7% in 2004 to 52% in 2008 (ATS).

Iowa Tobacco Cessation Program Evaluation: Cessation Rates

The Iowa Department of Public Health funds two tobacco cessation programs. As part of the ongoing evaluation of Quitline Iowa and the low-income clinic cessation programs, follow-up interviews are conducted with independent samples of participants in the two programs at 3 months, 6 months, and 12 months after they start the programs. In addition, secret shopper calls are conducted with Quitline Iowa to ensure fidelity to protocols and medical chart reviews are conducted at participating medical clinics.

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Cessation rate among Quitline Iowa and clinic cessation participants

Measure: Number of days smoked in the past 30 days

Data Source: Iowa Tobacco Cessation Program Evaluation

Finding: Among participants of both the Quitline Iowa program and the clinic cessation program, quit rates remained stable at approximately 20% in all three cohorts of follow-up interview respondents.

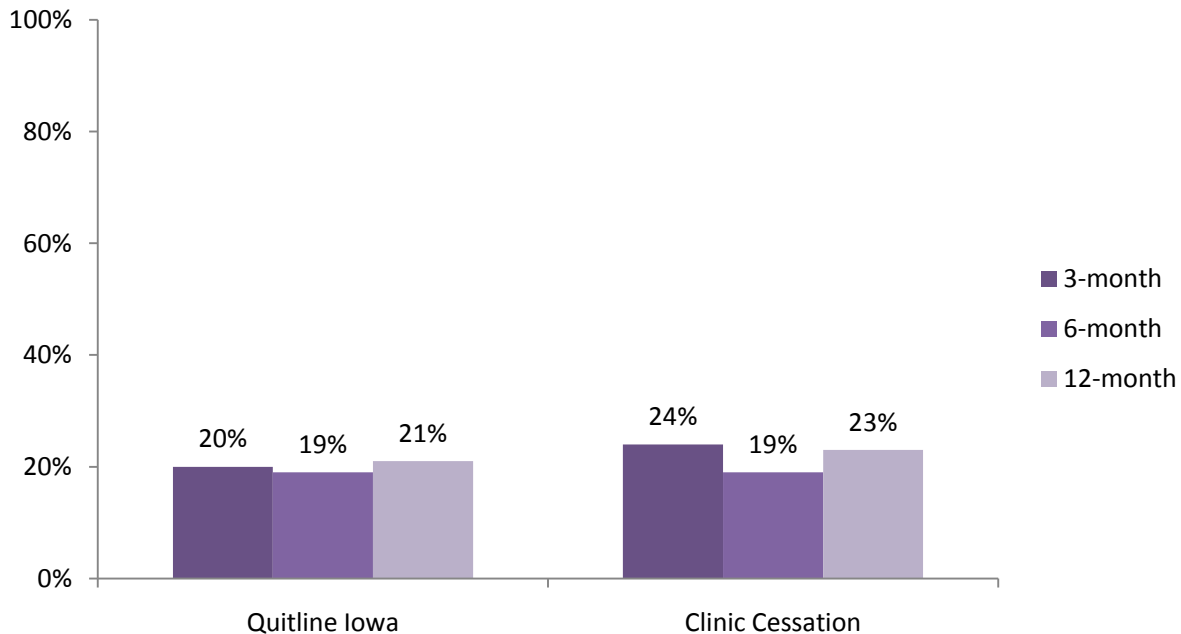


Figure 20. Cessation rates among participants of Quitline Iowa and the clinic cessation program at 3, 6, and 12 months after program start.

Iowa Tobacco Cessation Program Evaluation: Cigarette Consumption

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Cigarette consumption

Measure: Average number of cigarettes smoked per day

Data Source: Iowa Tobacco Cessation Program Evaluation

Finding: Among participants still smoking who entered the programs between January 1, 2008, and March 31, 2009, participants of both Quitline Iowa and the clinic cessation program reduced the number of cigarettes they smoked on average per day. In the first three months following when they started the program, Quitline participants smoked an average of 7 cigarettes less per day and the clinic cessation program participants smoked an average of 9 cigarettes less per day than compared to when they first entered their respective programs.

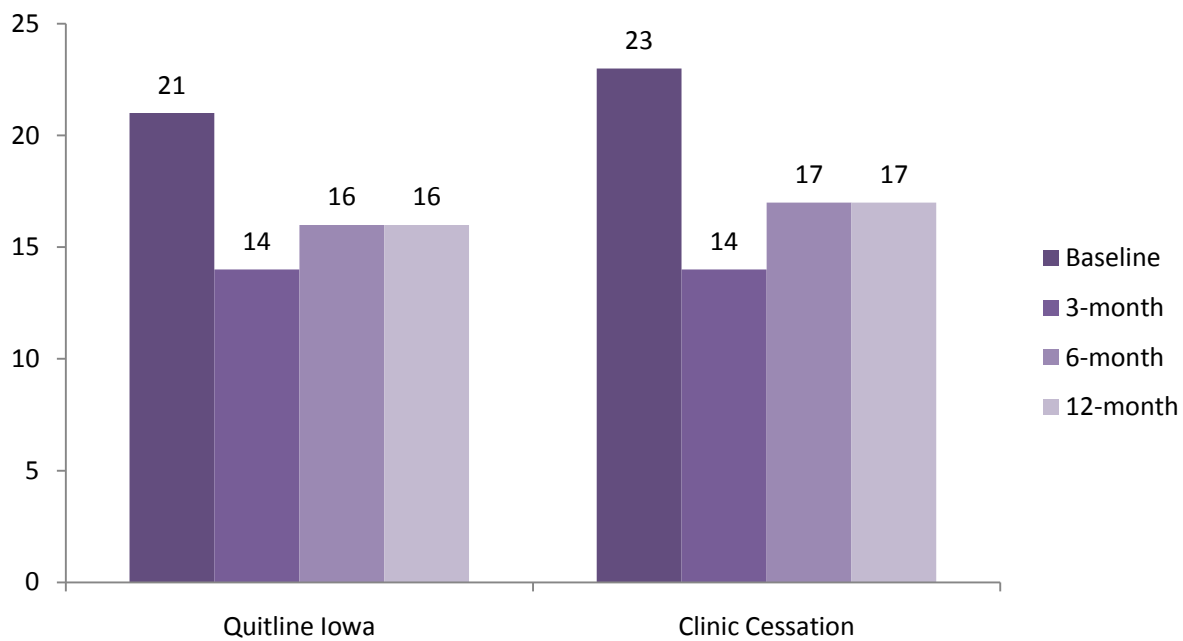


Figure 21. Number of cigarettes smoked per day among participants of Quitline Iowa and the clinic cessation program at baseline, 3, 6, and 12 months after program start.

Health Care Providers

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Cessation advice from a health care provider

Measure: Current smokers advised by a health care provider to quit smoking in the past 12 months

Data Source: Iowa Adult Tobacco Survey (2004, 2006, 2008)

Finding: Slightly more than two-thirds (68%) of current smokers in 2008 said they were advised by their health care provider not to smoke (ATS).

Trend Over Time: The percentage of current smokers who said they were advised by their health care provider not to smoke has increased since 2004 from 53% to 68% in 2008 (ATS).

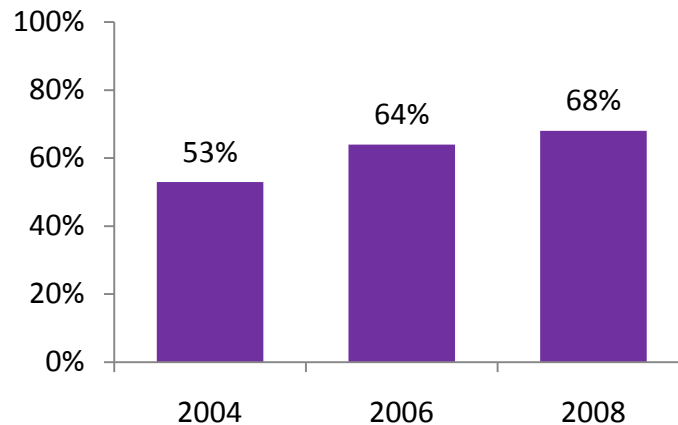


Figure 22. Percent of current smokers advised to quit smoking by their health care provider in the past 12 months (ATS).

Awareness of Quitline Iowa

The Iowa 2009 Tobacco Control Progress Report

Goal: Reduce the number of users of tobacco products

Indicator: Awareness of Quitline Iowa

Measure: Have ever heard of Quitline Iowa

Data Source: Iowa Adult Tobacco Survey (2004, 2006, 2008)

Finding: In 2008, slightly more than one-third (36%) of all adults and one-half (52%) of cigarette smokers said they had heard of Quitline Iowa (ATS).

Trend Over Time: The percent of adult Iowans who had heard of Quitline Iowa has increased dramatically from 6% in 2004 to 36% in 2008. The increase among cigarette smokers was even greater from 7% in 2004 to 52% in 2008 (ATS).

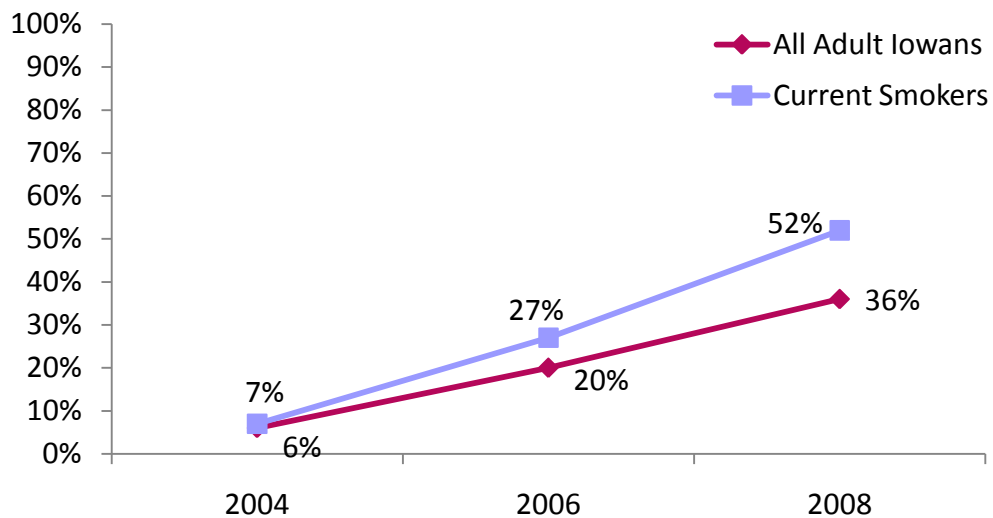


Figure 23. Percent of all adults and cigarette smokers who said they had heard of Quitline Iowa (ATS).

PART 5

FINDINGS FROM SURVEYS OF IOWA YOUTH

Current Cigarette Use. In 2008, 20% of Iowa high school students were current cigarette smokers (i.e., had smoked within the past 30 days) which is down from 31% in 2000 (IYTS). Between 2004 and 2008, the rate has fluctuated around 20%. The rate among middle school students has decreased from 12% in 2000 to about 3% of students reporting current cigarette use in 2008 (IYTS).

Ever Smoked (Even a Puff or Two). The trend since 2000 of a declining prevalence rate of cigarette use has continued among middle and high school students based on the results of the 2008 IYTS. In 2008, only 11% of middle school students reported having ever smoked cigarettes as compared to 39% in 2000. High school students who reported having ever smoked cigarettes decreased from 63% in 2000 to 42% in 2008 (IYTS).

Age of Smoking Initiation. In 2008, 2% of middle school students first smoked a whole cigarette at age 10 or younger and 9% of high school students first smoked a whole cigarette at age 12 or younger. Among middle school students, the percent who first smoked a whole cigarette at age 10 or younger has decreased since 2002 from 8% to 2% in 2008. Among high school students, the percent who first smoked a whole cigarette at age 12 or younger has decreased since 2000 from 22% to 9% in 2008 (IYTS).

Smoking Cessation. The percentage of all high school youth who reported they tried to quit smoking during the past 12 months remained essentially unchanged between 2002 and 2008, as 13% of all high school students said they had tried to quit (IYTS). Since 2000, the percentage of all middle school youth who have tried to quit smoking during the past 12 months has ranged from 3% to 7% (IYTS).

Smokeless Tobacco. Since 2002, the prevalence of current use of smokeless tobacco has been about 1% or 2% for middle school students and about 8% or 9% for high school students (IYTS). The prevalence rate of ever having used smokeless tobacco among middle school students was 4% in 2008 as compared to 10% in 2006. The prevalence of ever use among high school students was 19% in 2008 as compared to 22% in 2006 (IYTS).

Cigar Use. Since 2002, The rates of current cigar use have remained relatively stable between 2% to 3% among middle school students and between 12% to 14% among high school students. The prevalence of ever smoking cigars decreased from 15% in 2002 to 5% in 2008 among middle school students and from 44% in 2000 to 32% in 2008 among high school students.

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 2008, 30% of middle school students and 61% of high school students in Iowa said they had ever heard or seen anything at all about JEL (IYTS). About 85% of high school students in 2004 said they knew about JEL in comparison to only 61% of high school students four years later in 2008 (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, and to 30% in 2008 (IYTS).

Assessment of JEL. In 2008, the JEL campaign did *very well* getting the anti-tobacco message to young people according to 9% of middle school and 12% of high school students (IYTS). The percent of middle and high school students who said JEL does *very well* at getting the anti-tobacco message across to people their age has declined since 2002. This may, in part, also reflect the increased percent of students who have not heard of the JEL campaign.

Learning from JEL. In 2008, 21% of middle school students and 34% of high school students said they *learned a lot* or *learned something* from the JEL campaign. The percent of middle and high school students who said they *learned a lot* from the JEL campaign has decreased substantially from 2002 to 2008, especially among middle school students. This may, in part, also reflect the increased percent of students who have not heard of the JEL campaign. It may also reflect learning from exposure to anti-tobacco messages from other sources than JEL.

Attitudinal Impact of JEL. In Iowa, 18% of middle school students and 29% of high school students said that JEL has made them view the tobacco industry more negatively (2008 IYTS). The percent of students who said they view the tobacco industry more negatively as a result of JEL has decreased since 2002. This was especially evident among middle school students with 50% in 2002 as compared to 18% in 2008 saying that they viewed the tobacco industry more negatively because of the JEL campaign (IYTS). One possibility is that they may have previously formed negative attitudes toward tobacco so JEL reinforces this rather than being the initial cause.

Endorsement of Tobacco Products. In the 2008 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 89% of middle school students and 69% of high school student said they were not likely to use or wear something endorsing a tobacco company.

Youth Cigarette Use: Current Use

The Iowa 2009 Tobacco Control Progress Report																		
<p>Goal: Prevent tobacco use among children and young people</p> <p>Indicator: Current cigarette use</p> <p>Measure: Number of days smoked in the past 30 days</p> <p>Data Source: Iowa Youth Tobacco Survey (2000, 2002, 2004, 2006, 2008)</p>																		
<p>Finding: In 2008 in Iowa, 3% of middle school students and 20% of high school students said they had smoked cigarettes one or more days during the past 30 days.</p>																		
<p>Trend Over Time: The percentage of students in Iowa who are current cigarette smokers has declined since 2000.</p> <div style="text-align: center; margin-top: 20px;"> <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>Data for Figure 24: Percent who smoked cigarettes during the past 30 days (IYTS)</caption> <thead> <tr> <th>Year</th> <th>Middle School (%)</th> <th>High School (%)</th> </tr> </thead> <tbody> <tr> <td>2000</td> <td>12%</td> <td>31%</td> </tr> <tr> <td>2002</td> <td>5%</td> <td>26%</td> </tr> <tr> <td>2004</td> <td>6%</td> <td>18%</td> </tr> <tr> <td>2006</td> <td>4%</td> <td>22%</td> </tr> <tr> <td>2008</td> <td>3%</td> <td>20%</td> </tr> </tbody> </table> </div>	Year	Middle School (%)	High School (%)	2000	12%	31%	2002	5%	26%	2004	6%	18%	2006	4%	22%	2008	3%	20%
Year	Middle School (%)	High School (%)																
2000	12%	31%																
2002	5%	26%																
2004	6%	18%																
2006	4%	22%																
2008	3%	20%																
<p>Figure 24. Percent who smoked cigarettes during the past 30 days (IYTS).</p>																		
<p>Additional Data Sources: Iowa Youth Survey and Youth Risk Behavior Survey (see Table B-1 on page 64).</p>																		

Youth Cigarette Use: Ever Use

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Ever smoked cigarettes

Measure: Ever tried cigarette smoking, even one or two puffs

Data Source: Iowa Youth Tobacco Survey (2000, 2002, 2004, 2006, 2008)

Finding: In 2008 in Iowa, 11% of middle school students and 42% of high school students said they had tried smoking cigarettes (even one or two puffs).

Trend Over Time: The percentage of students in Iowa who have ever smoked a cigarette (even one or two puffs) has been declining. Among middle school students, the decline has been from 39% in 2000 to 11% in 2008. Among high school students, the decline has been from 63% in 2000 to 42% in 2008.

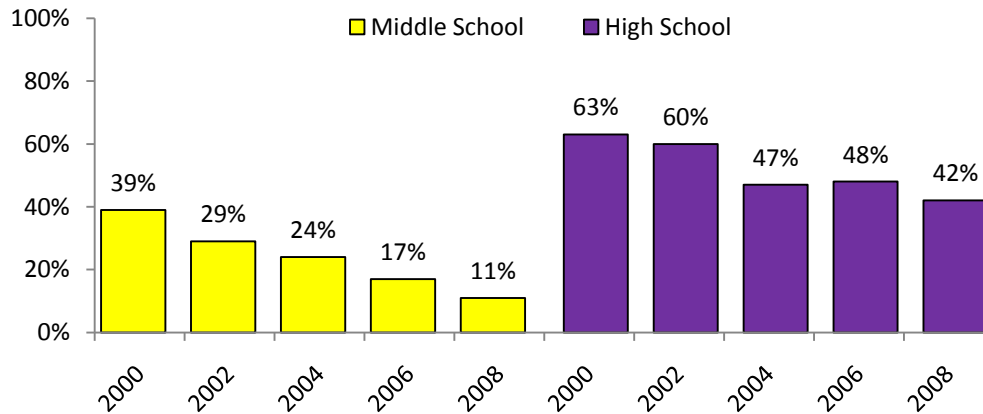


Figure 25. Percent who have ever smoked a cigarette, even one or two puffs (IYTS).

Additional Data Sources: Iowa Youth Survey and Youth Risk Behavior Survey (see Table B-2 on page 64).

Age of Smoking Initiation Among Youth

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Age of smoking initiation among youth

Measure: Age at which smoked a whole cigarette for the first time

Data Source: Iowa Youth Tobacco Survey (2002, 2004, 2006, 2008)

Finding: In 2008, 2% of middle school students first smoked a whole cigarette at age 10 or younger and 9% of high school students first smoked a whole cigarette at age 12 or younger.

Trend Over Time: Among middle school students, the percent who first smoked a whole cigarette at age 10 or younger has decreased since 2002 from 8% to 2% in 2008. Among high school students, the percent who first smoked a whole cigarette at age 12 or younger has decreased since 2002 from 22% to 9% in 2008 (IYTS).

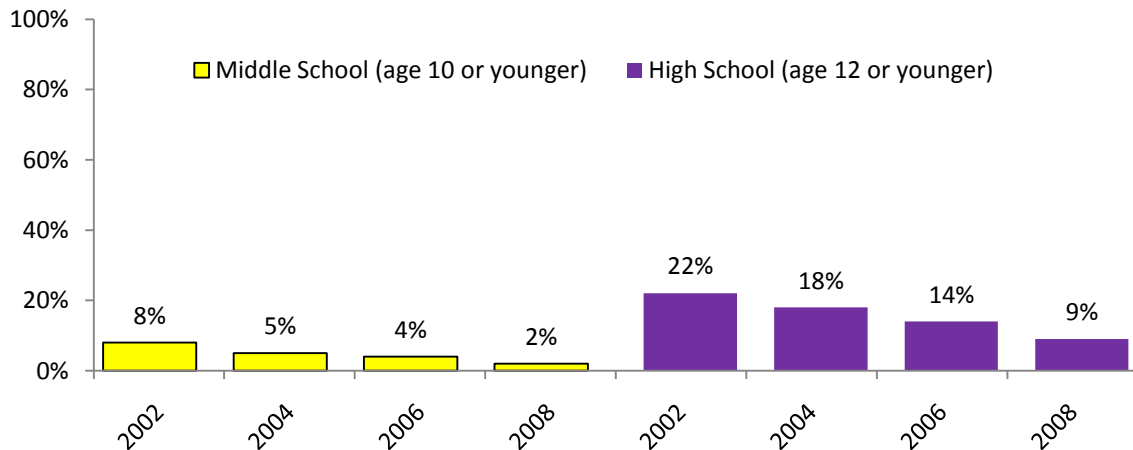


Figure 26. Percent of middle school students who started smoking at age 10 or younger and the percent of high school students who started smoking at age 12 or younger (IYTS).

Additional Data Sources: Iowa Youth Survey (see Table B-3A on page 65).

Note: Appendix Table B-3B on page 65 includes a frequency distribution of age of smoking initiation among middle and high school students (IYTS).

Smoking Cessation Among Youth

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Smoking cessation attempts among all middle and high school students

Measure: Number of times during the past 12 months respondents stopped smoking for one day or longer because they were trying to quit smoking

Data Source: Iowa Youth Tobacco Survey (2000, 2002, 2004, 2006, 2008)

Finding: In Iowa, 3% of *all* middle school students and 13% of *all* high school students said they had tried to stop smoking during the past 12 months.

Trend Over Time: Among *all* middle school students, the percent who said they had tried to stop smoking during the past 12 months remained relatively stable between 2000 and 2008. Among *all* high school students, the percent who said they had tried to stop smoking decreased from 24% in 2000 to 13% in 2008. This finding may be attributed, in part, to the decreased percentage of middle and high school students who are current smokers.

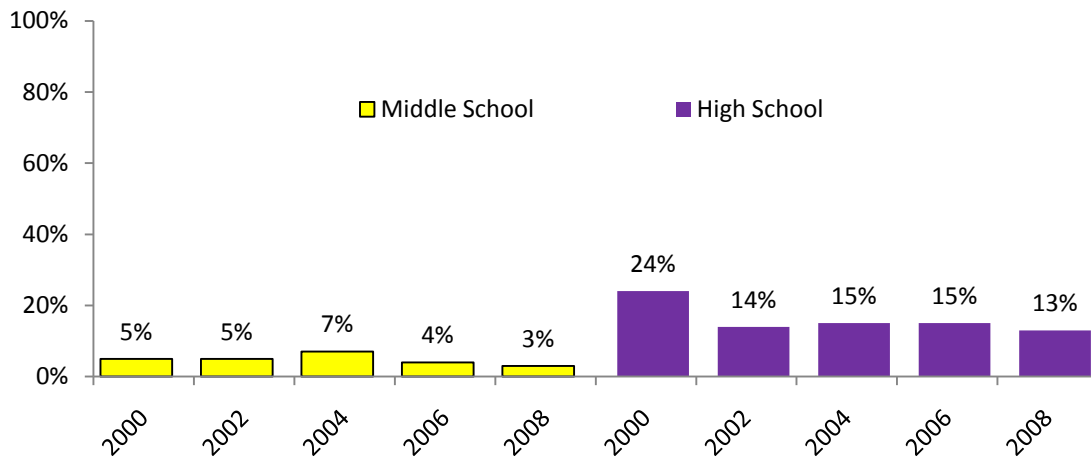


Figure 27. Percent of *all* middle school and high school students who tried to quit smoking during the past 12 months (IYTS).

Additional Data Sources: Iowa Youth Survey (see Table B-4 on page 66).

Smokeless Tobacco Among Youth: Current Use

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Current smokeless tobacco use

Measure: Number of days in the past 30 used chewing tobacco, snuff or dip

Data Source: Iowa Youth Tobacco Survey (2000, 2002, 2004, 2006, 2008)

Finding: In 2008, 1% of middle school students and 9% of high school students said they had used chewing tobacco, snuff, or dip during the past 30 days.

Trend Over Time: Among middle school students, the percent who said they used chewing tobacco, snuff, or dip in the past 30 days has been about 1% or 2% since 2002. Among high school students has been about 8% or 9% since 2002.

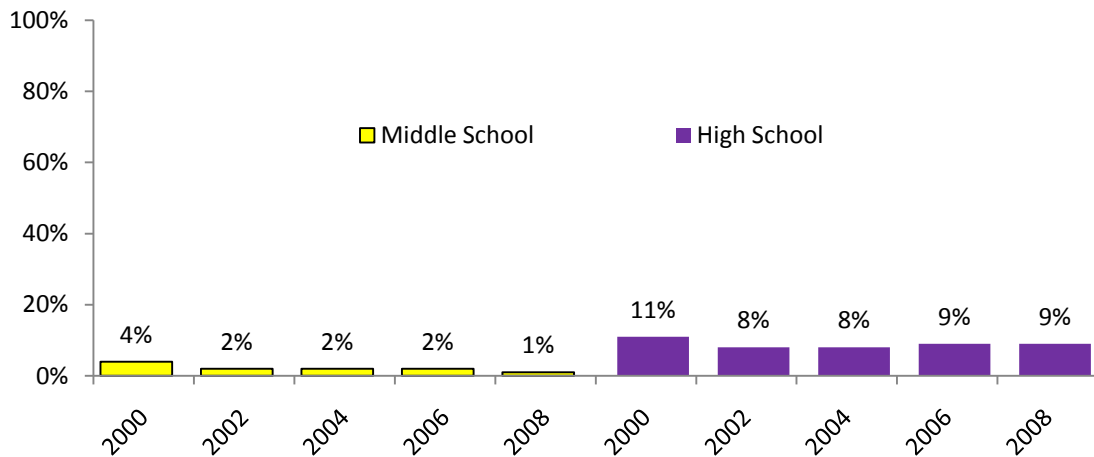


Figure 28. Percent of current use of smokeless tobacco (IYTS).

Additional Data Sources: Iowa Youth Survey and Youth Risk Behavior Survey (see Table B-5 on page 66).

Smokeless Tobacco Among Youth: Ever Use

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Ever use smokeless tobacco

Measure: Ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen

Data Source: Iowa Youth Tobacco Survey (2000, 2002, 2004, 2006, 2008)

Finding: In Iowa, 4% of middle school students and 19% of high school students said they had ever used chewing tobacco, snuff, or dip (2008 IYTS).

Trend Over Time: Since 2000, the percent of middle school students who have ever used chewing tobacco, snuff, or dip has decreased from 14% in 2000 to 4% in 2008. Among high school students, the percent has decreased from 27% in 2000 to 19% in 2008.

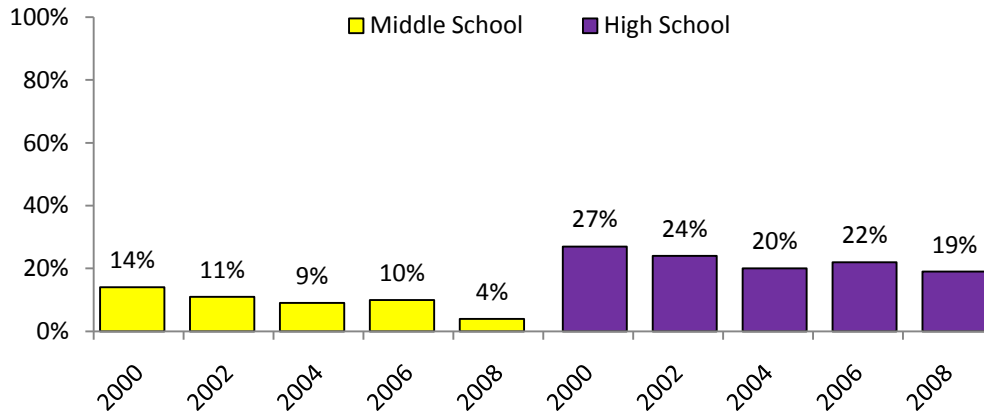


Figure 29. Percent of ever use of smokeless tobacco (IYTS).

Additional Data Sources: Iowa Youth Survey (see Table B-6 on page 67).

Cigar Use Among Youth: Current Use

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Current cigar use

Measure: Number of days smoked cigars, cigarillos, or little cigars during the past 30 days

Data Source: Iowa Youth Tobacco Survey (2000, 2002, 2004, 2006, 2008)

Finding: In Iowa, 2% of middle school students and 13% of high school students said they had used chewing tobacco, snuff, or dip during the past 30 days (2008 IYTS).

Trend Over Time: Since 2002, the percent of middle school students who said they were current users of cigars has been between 2% and 3%. Among high school students, the percent who said they were current cigar smokers has been between 12% and 14% since 2000.

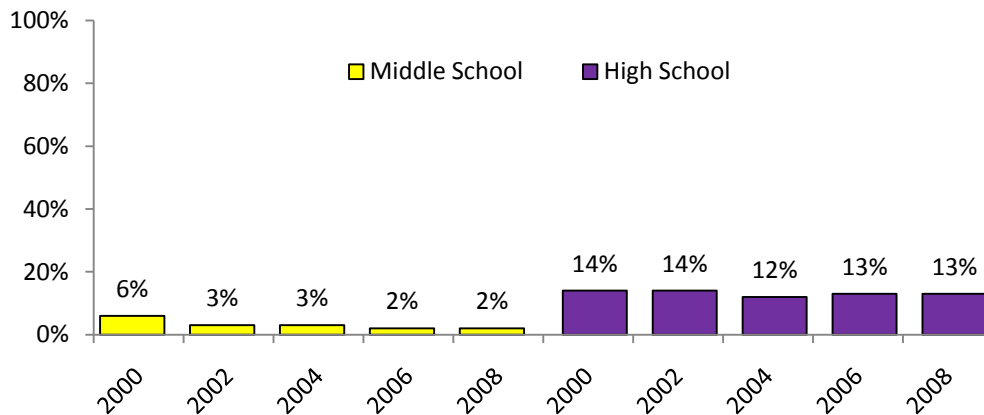


Figure 30. Percent of current use of cigars (IYTS).

Additional Data Sources: Iowa Youth Survey and Youth Risk Behavior Survey (see Table B-7 on page 67).

Cigar Use Among Youth: Ever Use

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Ever use cigars

Measure: Ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs

Data Source: Iowa Youth Tobacco Survey (2000, 2002, 2004, 2006, 2008)

Finding: In Iowa, 5% of middle school students and 32% of high school students said they had ever smoked a cigar, cigarillo, or little cigar.

Trend Over Time: Since 2002, the percent of middle school students who said they had tried smoking cigars decreased from 15% to 5% in 2008. Among high school students, the percent was 44% in 2000 and 42% in 2002. Since 2004, the percent of high school students who have ever smoked cigars has been between 32% and 34%.

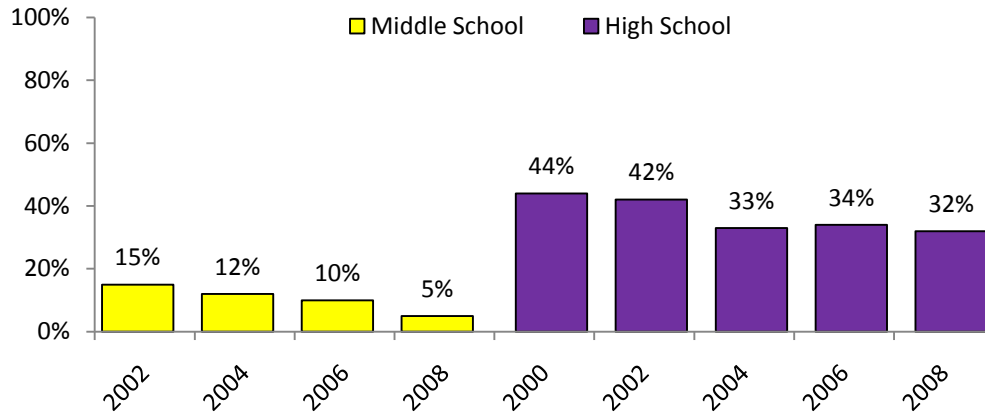


Figure 31. Percent of ever use of cigars (IYTS).

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

JEL Media Campaign: Awareness Among Youth

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: JEL media campaign awareness

Measure: Heard or seen anything about the “JEL” (Just Eliminate Lies) campaign

Data Source: Iowa Youth Tobacco Survey (2004, 2006, 2008)

Finding: In 2008, 30% of middle school students and 61% of high school students in Iowa said they had ever heard or seen anything at all about “JEL” (Just Eliminate Lies) which is an anti-tobacco advertising campaign (IYTS).

Trend Over Time: About 85% of high school students in 2004 said they knew about JEL in comparison to only 61% of high school students four years later in 2008 (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 and to 30% in 2008 (IYTS).

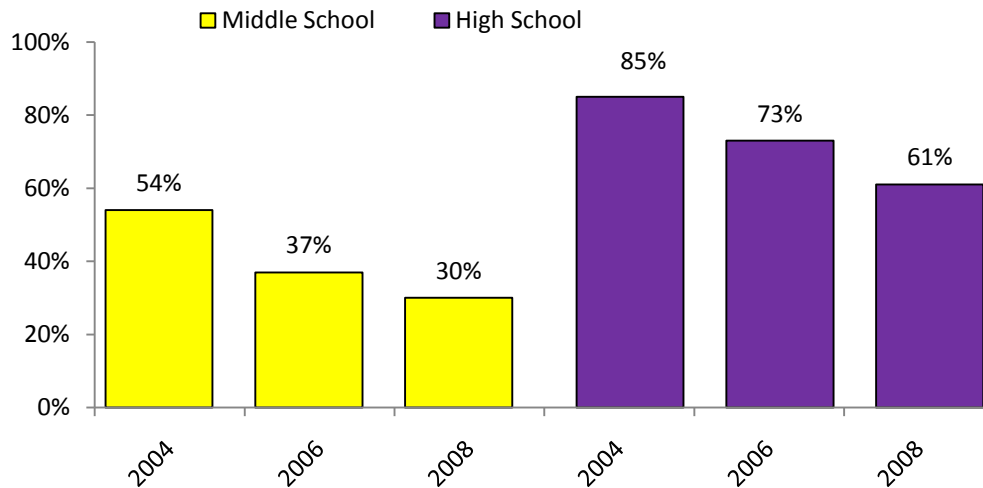


Figure 32. Percent of student that had heard or seen anything about the JEL (Just Eliminate Lies) media campaign (IYTS).

JEL Media Campaign: Perceived Effectiveness

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Student opinion about JEL effectiveness

Measure: How well participants think the “JEL” (Just Eliminate Lies) campaign is doing in getting their anti-tobacco message across to people their age

Data Source: Iowa Youth Tobacco Survey (2002, 2004, 2006, 2008)

Finding: In 2008, the JEL campaign did “very well” getting the anti-tobacco message to young people according to 9% of middle school and 12% high school students (IYTS).

Trend Over Time: The percent of middle and high school students who said JEL does “very well” at getting the anti-tobacco message across to people their age has declined since 2002. This may, in part, also reflect the increased percent of students who have not heard of the JEL campaign.

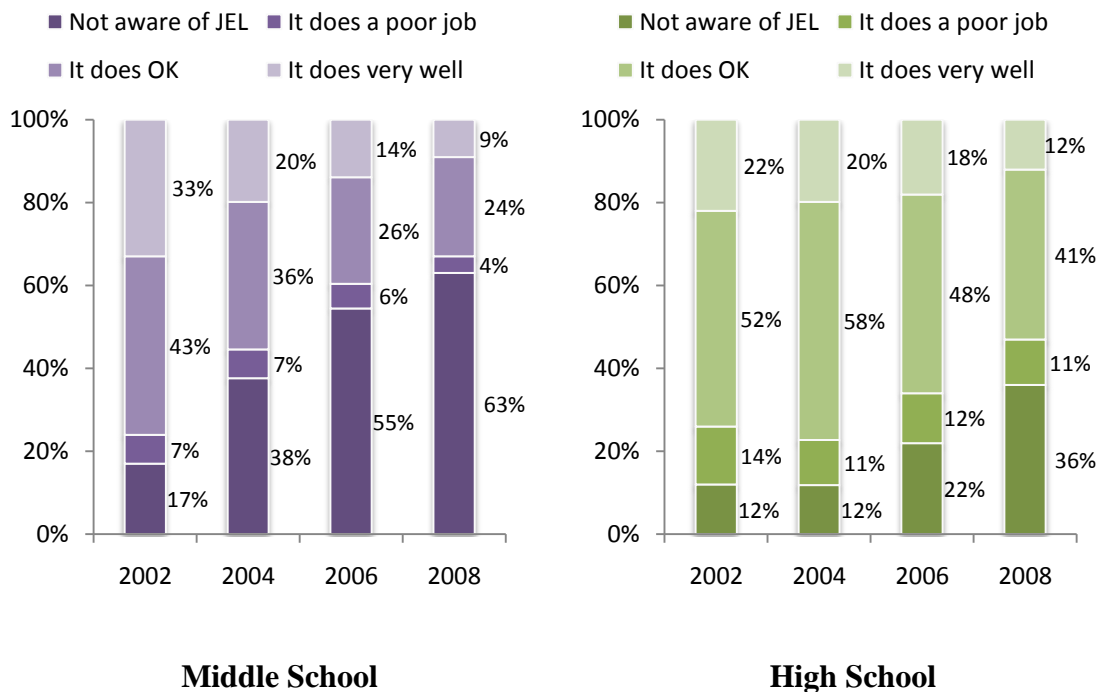


Figure 33. Student opinions about the effectiveness of JEL (IYTS).

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: Student Learning

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Student learning from JEL

Measure: How much participants learned from the JEL campaign

Data Source: Iowa Youth Tobacco Survey (2002, 2004, 2006, 2008)

Finding: In 2008, 21% of middle school students and 34% of high school students said they “learned a lot” or “learned something” from the JEL campaign.

Trend Over Time: The percent of middle and high school students who said they “learned a lot” from the JEL campaign has decreased substantially from 2002 to 2008, especially among middle school students. This may, in part, also reflect the increased percent of students who have not heard of the JEL campaign. Students may also have previously formed negative attitudes toward tobacco use from sources other than JEL.

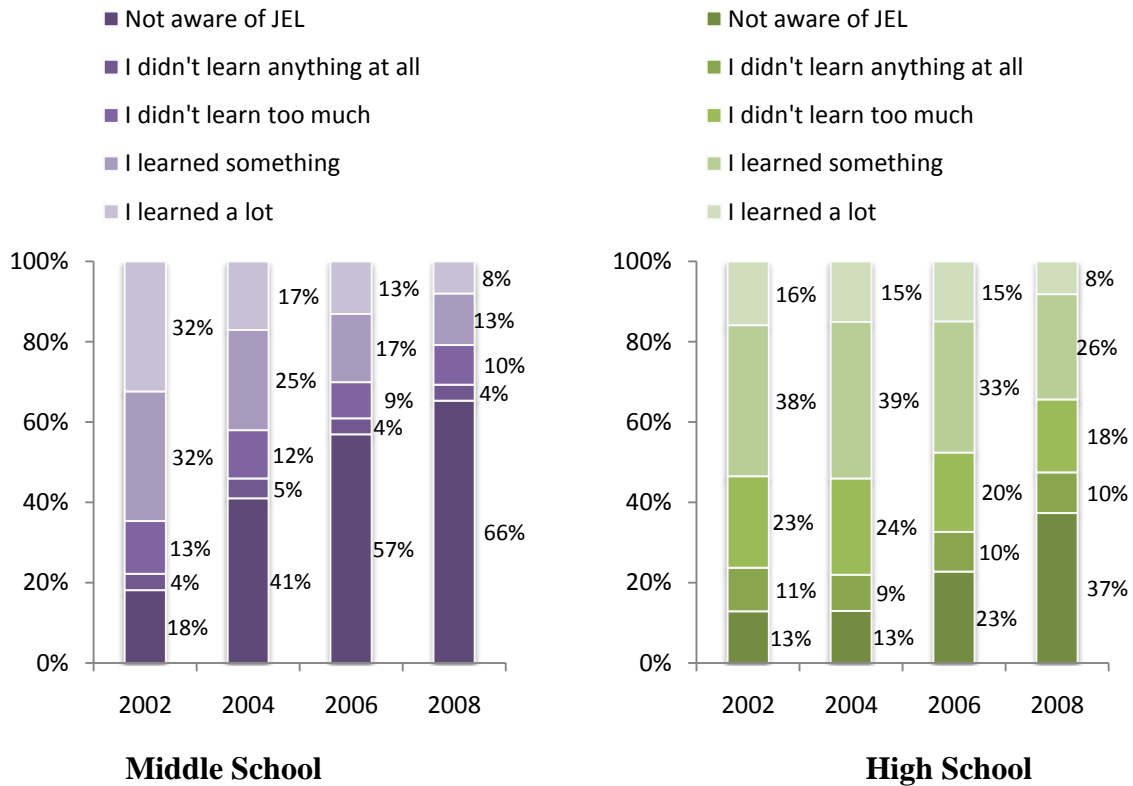


Figure 34. Student learning from JEL (IYTS).

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: Attitude Change

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Student attitude change from JEL

Measure: “How has the JEL anti-tobacco campaign changed your attitude toward the tobacco industry?”

Data Source: Iowa Youth Tobacco Survey (2002, 2004, 2006, 2008)

Finding: In Iowa, 18% of middle school students and 29% of high school students said that JEL has made them view the tobacco industry more negatively (2008 IYTS).

Trend Over Time: The percent of students who said they view the tobacco industry more negatively as a result of JEL has decreased since 2002. This was especially evident among middle school students with 50% in 2002 as compared to 18% in 2008 saying that they viewed the tobacco industry more negatively because of the JEL campaign (IYTS).

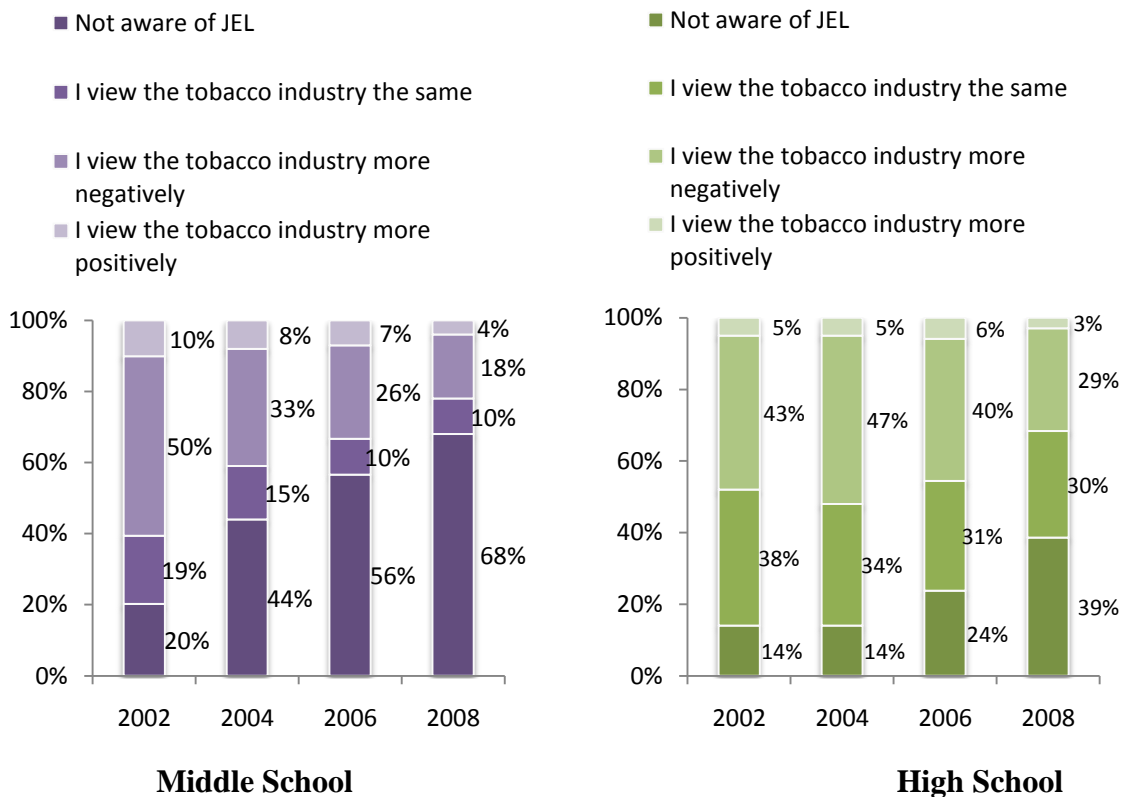


Figure 35. Percent that view tobacco industry more negatively as a result of JEL (IYTS).

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.

Tobacco Product Endorsements Among Youth

The Iowa 2009 Tobacco Control Progress Report

Goal: Prevent tobacco use among children and young people

Indicator: Likelihood of wearing something with a tobacco company name or picture

Measure: “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?”

Data Source: Iowa Youth Tobacco Survey (2004, 2006, 2008)

Finding: In Iowa, 89% of middle school students and 69% of high school students said they would *definitely not* or *probably not* wear something with a tobacco company name or picture on it.

Trend Over Time: Among middle school students, the percent of youth who would *definitely not* wear something with a tobacco company name or picture on it increased from 48% in 2004 to 58% in 2008. Among high school students, the percent has been between 30% and 31% since 2004.

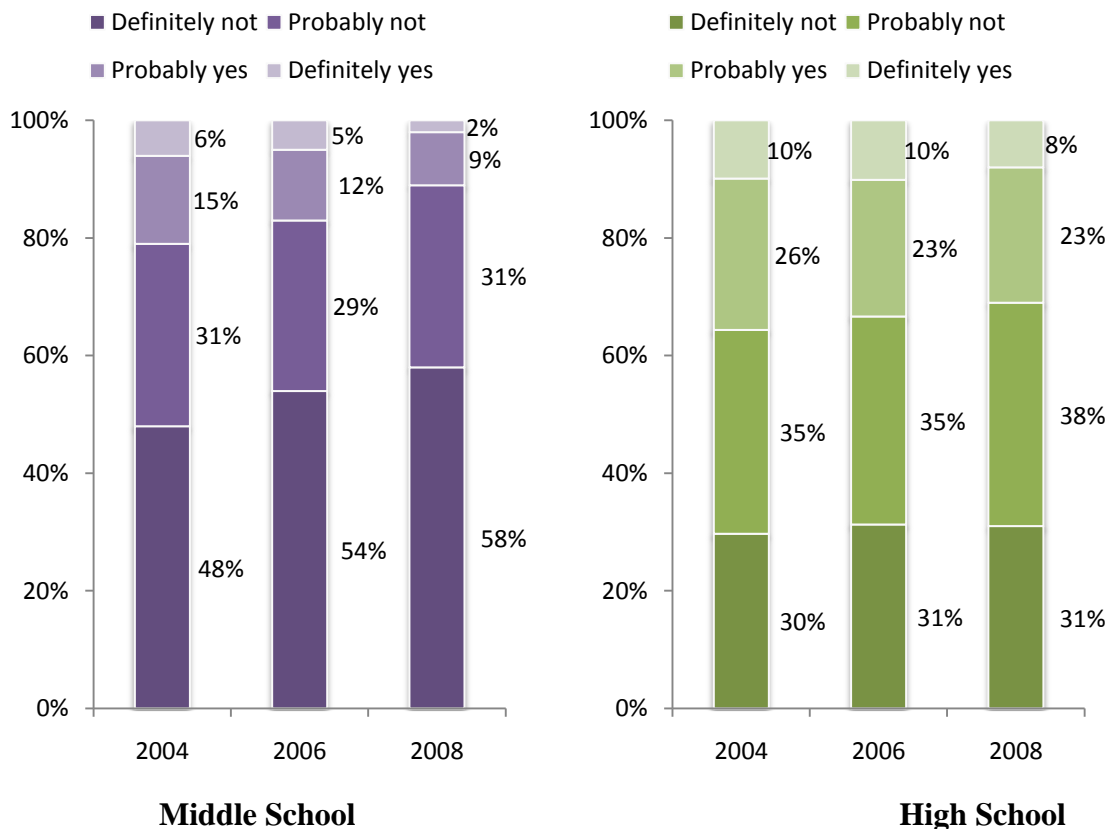


Figure 36. Percent that said they would ever use or wear something with a tobacco company name or picture on it (IYTS).

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PART 6

DATA SOURCES & TECHNICAL NOTES

Data Sources

Behavioral Risk Factor Surveillance System 2006 National Data Set
Behavioral Risk Factor Surveillance System 2008 National Data Set
Campaign for Tobacco Free Kids, State Cigarette Excise Tax Rates 2008
Campaign for Tobacco Free Kids, State Cigarette Excise Tax Rates 2009
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 Adult Tobacco Survey 2008 (ATS 2008)
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 Alcoholic Beverages Division Tobacco Compliance Data 2008 (ITC 2008)
Iowa Alcoholic Beverages Division Tobacco Compliance Data 2009 (ITC 2009)
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 Behavioral Risk Factor Surveillance System 2007 (BRFSS 2007)
Iowa Behavioral Risk Factor Surveillance System 2008 (BRFSS 2008)
Iowa Child and Family Household Health Survey 2005 (ICFHHS 2005)
Iowa Division of Tobacco Use Prevention and Control: Smokefree Air Act First Year Report (2009)
Iowa Department of Revenue, Fiscal Years 1993-2009, Cigarette Packs Stamped
Iowa Smokefree Air Act First Year Report 2009
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 (*Referred to as IYTS 2002 in this report)
 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)
 Iowa Youth Survey 2008 (IYS 2008)
 Quitline Iowa 2002 (Quitline 2002)
 Quitline Iowa 2003 (Quitline 2003)
 Quitline Iowa 2004 (Quitline 2004)
 Quitline Iowa 2005 (Quitline 2005)
 Quitline Iowa 2006 (Quitline 2006)
 Quitline Iowa 2007 (Quitline 2007)
 Quitline Iowa 2008 (Quitline 2008)
 Quitline Iowa 2009 (Quitline 2009)
 Smoking Policies at Food-Serving Businesses in Iowa (FSBS 2007)
 US Census Bureau: Iowa 2006 American Community Survey (US Census 2006)
 US Census Bureau Population Estimates available through State Data Center of Iowa
 Youth Risk Behavior Survey 1997 (YRBSS 1997)
 Youth Risk Behavior Survey 2002 (YRBSS 2002)
 Youth Risk Behavior Survey 2005 (YRBSS 2005)
 Youth Risk Behavior Survey 2007 (YRBSS 2007)

Technical Notes

Figure 4: Per capita calculations are based on a numerator of the number of packs of cigarettes stamped during the fiscal year and the denominator is based on population estimates available from the State Data Center of Iowa. For example, the 2008 packs stamped per capita = (FY08 packs stamped/population estimate as of July 1, 2008).

Figure 5: Data for FY02-05 show unique callers rather than all callers.

Figure 11: The percentages shown are based on the proportion of smokers who said they want to quit smoking where those who said *don't know* or who did not provide an answer are excluded from the denominator. If *don't know* responses were included in the denominator, this changes the percentages for 2006 (72%) and 2008 (79%). Graphs of this data in earlier progress reports incorrectly reported a value for the 2002 data because the composition of the denominator was inconsistent with that used for the other years' data. Therefore, the 70% value has been replaced with 72% for the 2002 ATS for increased comparability of the trend over time.

Table B-4. The percentage for 2005 Iowa Youth Survey was incorrectly reported as 13% on p. 30 of the 2007 progress report. The correct value of 6% is used in Table B-4 for this year's report.

Tables B-1, B-2, B-5, B-6, & B-7. The percentage for the 2005 Iowa Youth Survey in the 2007 progress report for these measures were based on prevalence estimates relying on the full frequency distribution information instead of using the "summary of ever and current substance use prevalence rates" which appeared to have resulted in some minor discrepancies for several of these measures perhaps due to the application of rounding decision rules. These values have been updated in this report to be consistent with the percentages reported in the summary tables. In addition, a typographical error which appeared on p. 27 of the 2007 report showed 24% for current cigarette use for 2002; the correct value of 12% is included in the tables shown in this year's report.

Appendix A
Additional Adult Findings

Table A-1 Smoked in Past 30 Days		
Data Source	Year	Estimate
ATS	2002	23%
ATS	2004	20%
ATS	2006	18%
ATS	2008	14%
AHS	2002	22%
BRFSS	1997	23%
BRFSS	1998	23%
BRFSS	1999	23%
BRFSS	2000	23%
BRFSS	2001	22%
BRFSS	2002	23%
BRFSS	2003	22%
BRFSS	2004	21%
BRFSS	2005	20%
BRFSS	2006	21%
BRFSS	2007	20%
BRFSS	2008	19%

Note. The results of the ATS show that current cigarette use among adult Iowans has declined from 23% in 2002, to 20% in 2004, to 18% in 2006, and to 14% in 2008. The results of the BRFSS place the percentage of adult current cigarette smokers at 23% in 2002, 21% in 2004 and 2006 and 19% in 2008. Although the prevalence estimates differ between the two data sources, both showed a trend of decreasing prevalence of cigarette smoking among adult Iowans.

Table A-2 Use of Other Tobacco Products		
Data Source	Year	Estimate
Chewing Tobacco and Snuff (Current Use)		
ATS	2004	3%
ATS	2006	3%
ATS	2008	4%
AHS	2002	5%
BRFSS	2000	3%
BRFSS	2001	3%
BRFSS	2002	4%
Cigar (Current Use)		
ATS	2004	5%
ATS	2006	4%
ATS	2008	4%
AHS	2002	9%
BRFSS	1998	5%
BRFSS	2000	4%
BRFSS	2002	5%
Tobacco in Pipes (Current Use)		
ATS	2004	1%
ATS	2006	<1%
ATS	2008	<1%
AHS	2002	1%
BRFSS	2001	1%
BRFSS	2002	1%

Table A-3 Smoking Cessation Attempts Among Current Smokers (Past 12 Months)		
Data Source	Year	Estimate
BRFSS	1998	34%
BRFSS	1999	42%
BRFSS	2000	38%
BRFSS	2001	51%
BRFSS	2002	52%
BRFSS	2003	50%
BRFSS	2004	49%
BRFSS	2005	53%
BRFSS	2006	49%
BRFSS	2007	56%
BRFSS	2008	56%

Table A-4 Smoking in Restaurants		
Data Source	Year	Estimate
Should not be allowed in restaurants		
BRFSS	1998	51%
BRFSS	1999	53%
BRFSS	2000	53%
Should not be allowed in indoor restaurants		
ATS	2004	60%
ATS	2006	65%
ATS	2008	67%

Note. This question was not asked in BRFSS after 2000.

Table A-5 Smoking at Schools		
Data Source	Year	Estimate
Should not be allowed at schools		
BRFSS	1998	91%
BRFSS	1999	92%
BRFSS	2000	94%
Should not be allowed on any school grounds		
ATS	2001	81%
ATS	2002	83%
ATS	2004	93%
ATS	2006	94%
ATS	2008	93%

Note. This question was not asked in BRFSS after 2000. In the ATS questionnaire, school grounds included high school and college campuses in the 2001 and 2002 ATS. In the 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 and 2008 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.

Table A-6 Smoking Policy Inside Home		
Data Source	Year	Estimate
Smoking is not allowed anywhere inside home		
ATS	2002	59%
ATS	2004	74%
ATS	2006	77%
ATS	2008	77%
BRFSS	2003	69%
BRFSS	2004	70%
BRFSS	2005	72%
BRFSS	2006	75%
BRFSS	2007	75%
BRFSS	2008	78%
Children living in homes where smoking is not allowed		
ICFHHS	2005	79%

Note. Decks, garages, and porches are specifically excluded and not considered to be “inside” the home for ATS.

Table A-7 Smoking Policy Inside Family Car		
Data Source	Year	Estimate
Smoking is not allowed in your vehicle		
ATS	2001	58%
ATS	2002	54%
ATS	2004	64%
ATS	2006	67%
ATS	2008	70%
BRFSS	2004	66%
BRFSS	2005	68%

Note. Rules about smoking inside the vehicle was not asked after the 2005 BRFSS.

Table A-8 Quitline Iowa and Adult Tobacco Survey Demographic Comparison		
Demographic Characteristic	Quitline Iowa (Calendar Year 2008)	2008 Adult Tobacco Survey (Current Smokers)
Gender		
<i>Male</i>	36%	57%
<i>Female</i>	64%	43%
Age Group		
18-34	32%	31%
35-64	63%	59%
65+	5%	10%
Race		
<i>White</i>	80%	93%
<i>Non-white (including multicultural)</i>	6%	7%
Highest Level of Education*		
<i>Less than high school education</i>	15%	7%
<i>High school grad/GED</i>	38%	44%
<i>Some college/technical</i>	26%	30%
<i>College degree or higher</i>	12%	20%
Medicaid insurance**	45%	14%

Note. Among Quitline Iowa participants, 3% identified themselves as Hispanic in calendar year 2008. Among 2008 ATS respondents, 3% identified themselves as Hispanic.

*Quitline Iowa percents do not add to 100% because a portion of respondents chose not to answer the question during intake.

**Data not available for the first quarter of 2008 among Quitline Iowa data. In this section, n = 10491.

Appendix B

Additional Youth Findings

Table B-1 Current Cigarette Use		
Data Source	Year	Estimate
IYTS (MS)	2000	12%
IYTS (MS)	2002	5%
IYTS (MS)	2004	6%
IYTS (MS)	2006	4%
IYTS (MS)	2008	3%
IYTS (HS)	2000	31%
IYTS (HS)	2002	26%
IYTS (HS)	2004	18%
IYTS (HS)	2006	22%
IYTS (HS)	2008	20%
IYS	1999	18%
IYS	2002	22%
IYS	2005	10%
IYS	2008	9%
YRBS	1997	38%
YRBS	2005	22%
YRBS	2007	19%

Note. IYTS (Middle School), IYTS (High School), IYS (Grades 6, 8, & 11) and YRBS (Grades 9-12).

Table B-2 Ever Smoked Cigarettes		
Data Source	Year	Estimate
IYTS (MS)	2000	39%
IYTS (MS)	2002	29%
IYTS (MS)	2004	24%
IYTS (MS)	2006	17%
IYTS (MS)	2008	11%
IYTS (HS)	2000	63%
IYTS (HS)	2002	60%
IYTS (HS)	2004	47%
IYTS (HS)	2006	48%
IYTS (HS)	2008	42%
IYS	1999	31%
IYS	2002	22%
IYS	2005	19%
IYS	2008	16%
YRBS	1997	67%
YRBS	2005	50%
YRBS	2007	43%

Note. IYTS (Middle School), IYTS (High School), IYS (Grades 6, 8, & 11) and YRBS (Grades 9-12).

Table B-3A Age of Smoking Initiation Among Youth (Smoked a Whole Cigarette for the First Time)				
Question: “How old were you when you smoked a whole cigarette for the first time?”				
	IYS 1999	IYS 2002	IYS 2005	IYS 2008
Never used	70%	78%	82%	84%
8 or younger	4%	3%	2%	2%
9 or 10	5%	4%	3%	2%
11 or 12	9%	6%	4%	3%
13 or 14	8%	5%	5%	4%
15 or 16	4%	3%	4%	4%
17 or older	0%	0%	0%	0%
12 and under	18%	13%	9%	7%
13 and over	12%	8%	9%	8%

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

Table B-3B Age of Smoking Initiation Among Youth (Smoked a Whole Cigarette for the First Time)									
Question: “How old were you when you smoked a whole cigarette for the first time?”									
	Middle School				High School				
	IYTS 2001/2002	IYTS 2004	IYTS 2006	IYTS 2008	IYTS 2001/2002	IYTS 2004	IYTS 2006	IYTS 2008	
Never used cigarettes	81%	87%	91%	94%	Never used cigarettes	46%	51%	64%	67%
8 or less	4%	2%	2%	1%	8 or less	4%	3%	4%	2%
9 or 10	4%	3%	2%	1%	9 or 10	6%	5%	4%	2%
11 or 12	7%	5%	3%	3%	11 or 12	12%	10%	6%	5%
13 or 14	4%	3%	2%	1%	13 or 14	19%	18%	12%	12%
15 or 16	<1%	<1%	0%	0%	15 or 16	11%	11%	8%	10%
17 or over	0%	0%	0%	0%	17 or over	2%	2%	2%	2%

Note. IYTS (Middle School), IYTS (High School).

Table B-4 Smoking Cessation		
Data Source	Year	Estimate
IYTS (MS)	2000	5%
IYTS (MS)	2002	5%
IYTS (MS)	2004	7%
IYTS (MS)	2006	4%
IYTS (MS)	2008	3%
IYTS (HS)	2000	24%
IYTS (HS)	2002	14%
IYTS (HS)	2004	15%
IYTS (HS)	2006	15%
IYTS (HS)	2008	13%
IYS	1999	15%
IYS	2002	10%
IYS	2005	6%
IYS	2008	6%

Note. IYTS (Middle School), IYTS (High School) and IYS (Grades 6, 8, & 11).

Table B-5 Current Smokeless Tobacco Use		
Data Source	Year	Estimate
IYTS (MS)	2000	4%
IYTS (MS)	2002	2%
IYTS (MS)	2004	2%
IYTS (MS)	2006	2%
IYTS (MS)	2008	1%
IYTS (HS)	2000	11%
IYTS (HS)	2002	8%
IYTS (HS)	2004	8%
IYTS (HS)	2006	9%
IYTS (HS)	2008	9%
IYS	1999	5%
IYS	2002	3%
IYS	2005	3%
IYS	2008	3%
YRBS	1997	13%
YRBS	2005	8%
YRBS	2007	8%

Note. IYTS (Middle School), IYTS (High School), IYS (Grades 6, 8, & 11) and YRBS (Grades 9-12).

Table B-6 Ever used Smokeless Tobacco		
Data Source	Year	Estimate
IYTS (MS)	2000	14%
IYTS (MS)	2002	11%
IYTS (MS)	2004	9%
IYTS (MS)	2006	10%
IYTS (MS)	2008	4%
IYTS (HS)	2000	27%
IYTS (HS)	2002	24%
IYTS (HS)	2004	20%
IYTS (HS)	2006	22%
IYTS (HS)	2008	19%
IYS	1999	12%
IYS	2002	9%
IYS	2005	8%
IYS	2008	7%

Note. IYTS (Middle School), IYTS (High School) and IYS (Grades 6, 8, & 11).

Table B-7 Current Cigar Use		
Data Source	Year	Estimate
IYTS (MS)	2000	6%
IYTS (MS)	2002	3%
IYTS (MS)	2004	3%
IYTS (MS)	2006	2%
IYTS (MS)	2008	2%
IYTS (HS)	2000	14%
IYTS (HS)	2002	14%
IYTS (HS)	2004	12%
IYTS (HS)	2006	13%
IYTS (HS)	2008	13%
IYS	1999	6%
IYS	2002	4%
IYS	2005	5%
IYS	2008	5%
YRBS	2005	14%
YRBS	2007	12%

Note. IYTS (Middle School), IYTS (High School), IYS (Grades 6, 8, & 11) and YRBS (Grades 9-12).

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