

Iowa 2009 Tobacco Control Progress Report: Executive Summary

Prepared by the Center for Social and Behavioral Research, University of Northern Iowa
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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. 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 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.

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.

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Complete report is available online at: <http://www.uni.edu/csbr/>