

Tobacco Use Prevention and Control Division Update

2009 Iowa Tobacco Control Conference

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Highlights and Successes



Smokefree Air Act

CHEERS!!!



Smokefree Air Act

- **Passed April 15--Implemented July 1**
 - Administrative Rules drafted
 - Complaint system set up
 - Website and toll-free number operational
 - Education, education, education



Smokefree Air Act

From June 3, 2008 to June 5, 2009

- Questions & comments: 7,370
- Complaints received: 3,140
- Businesses with valid complaints: 1,123
- Law enforcement visits: 278
- Partnership visits: 810

Smokefree Air Act

- **Compliance is high**

- About 1% of businesses in Iowa have received a notice of potential violation.
- About 80% of businesses which have received a first notice have **NOT** gone on to receive a second.



Smokefree Air Act

“The partnerships this effort helped forge proved particularly effective in Iowa and might serve as a model for other states.”

Tobacco Control Legal Consortium, Iowa Case Study



Highlights and Successes

•Quitline Iowa

- 6% of Iowa smokers have used the service
- One of the highest per capita call volumes in the nation



Quitline Iowa

- Callers per fiscal year

- 2001 to 2007: 15,006

- 2008: 23,243

- 2009: >20,000



Quitline Iowa

- 17,702 doses of nicotine patches and gum distributed since January 2008
- 52% of smokers had heard of Quitline Iowa in 2008, up from 6% in 2004.



Highlights and Successes

**22% decrease in adult
smoking in 2 years**



2008 Iowa Adult Tobacco Survey

- 14% of adults are current smokers
 - 22% decrease in 2 years (from 18% in 2006)
- 32% of smokers are smoking less
- 83% of smokers want to quit
- 48% made a serious quit attempt last year



Highlights and Successes

- Just Eliminate Lies
 - Youth Advocate of the Year (CTFK)
 - “What Town is Next” media campaign
 - Gold “ADDY” award for best public service campaign in the nation (June 2008)



Just Eliminate Lies

- JEL Chapters
 - 91 JEL CHAPTERS
 - 40 YEL CHAPTERS (Youth Eliminating Lies)
- Last year: 63 JEL chapters and 10 YEL chapters



Highlights and Successes

- Priority Population Networks
 - Hispanic/Latino
 - African American
 - Asian
 - Lesbian/Gay/Bisexual/Transgender
 - Native American



Highlights and Successes

- Medicaid coverage of cessation pharmaceuticals initiated (passed 2007)
- Firesafe cigarette law went into effect (passed 2007)



WHAT'S NEW



Fiscal Year 2010 Budget

- Total Funding: \$11,160,750
 - State funds: \$10,149,120
 - Federal (CDC) funds: \$1,011,630
- Budget reduction: \$1,812,993
 - FY 2009 total funding: \$12,973,743



Fiscal Year 2010 Budget

- State Funding Sources
 - General Fund: \$7,028,214
 - Healthcare Trust Fund: \$1,597,656
 - Federal “stimulus” funding: \$523,250
 - FY 2009 carryover: \$1,000,000 (projected)

Program Components Funded

- Community Partnerships
- Priority Population Networks
- Cessation Services
- Just Eliminate Lies
- Smokefree Air Act Enforcement
- Tobacco Retail Sales Enforcement
- Evaluation and Surveillance



Community Partnerships

- Total grant funding: \$2,738,271
- Budget change: 0% reduction
- Percent of TUPC budget: 25%

- 47 grantees
- 96 of 99 counties funded



Priority Population Networks

- Total grant funding: \$552,000
- Budget change: 0% reduction
- Training Funds: \$6,000
- Percent of TUPC budget: 5%

- 5 grantees



Cessation Services

- Total contracts: \$3,009,000
- Budget change: 18% reduction
- Percent of TUPC budget: 27%

Cessation Services

- Quitline Iowa: \$1,600,500
 - Budget change: 11% reduction
- IANEPKA: \$890,500
 - Budget change: 11% reduction
- ITRC (U of Iowa): \$0
 - Budget change: eliminated



Cessation Services

- Quitline Iowa Promotion: \$450,000
 - Budget change: 18% increase
- Mayo NDTTC: \$40,000
 - Budget change: Not funded in 2009
- Patient & provider materials: \$28,000
 - Budget change: 54% reduction



Just Eliminate Lies

- Total JEL funding: \$1,666,260 (projected)
- Budget change: 23% reduction
- Percent of TUPC budget: 15%



Just Eliminate Lies

- Counter marketing: \$1,227,414 (projected)
 - Budget change: 24% reduction
 - Dependent upon \$991,000 in carryover
 - Carryover estimated to be about \$600,000
- JEL Summit: \$160,000
 - Budget change: 20% reduction



Just Eliminate Lies

- JEL Chapters: \$200,200
 - Budget change: 27% reduction
- Regional Summits: \$14,000
 - Budget change: 17% increase
- JEL materials: \$41,146
 - Budget change: 3% increase



Smokefree Air Act

- Total funding: \$82,500
- Budget change: 48% reduction
- Percent of TUPC budget: .07%

- Alcoholic Beverages Division: \$7,000
 - Budget change: 96% reduction
- Iowa Tobacco Prevention Alliance: \$45,000
 - Budget change: not funded in 2009

Tobacco Sales Enforcement

- Total contract funding: \$993,000
- Budget change: 18% reduction
- Percent of TUPC budget: 9%

- Alcoholic Beverages Division: \$943,000
- Department of Revenue: \$50,000



Evaluation/Surveillance

- Total funding: \$327,700
- Percent of TUPC budget: 3%
- Changes each year depending upon IYTS, IATS, and TUPC Progress Report schedule



Evaluation/Surveillance

- Cessation Services Evaluation (UNI)
- TUPC Progress Report (UNI)
- IYTS online survey report (UNI)
- 2010 ATS state-added questions
- SFAA economic impact study
- School Climate Survey
- Behavioral Risk Factor Surveillance System

Other Projects/Expenses

- Iowa Tobacco Control Conference
- ISAIC Clearinghouse
- Educational materials
- PARTNERS website
- Social marketing strategic plan



TUPC Administration

- Total Administration: \$1,430,857
 - Personnel
 - Operations (travel, supplies, equipment, postage, phones, copying, etc.)
 - IDPH administrative expenses
- Percent of TUPC budget: 13%
- 87% of budget goes to grants, contracts, and services outside IDPH

Changes

- Mayo healthcare provider trainings
- December 2008 report to the legislature
- 3% funding “hold” in FY 2010 contracts
 - “The contractor shall receive written approval from the department **prior to spending the final three (3) percent of the contract amount per program.**”
- Community Partnership FY 2011 RFP

After the Smoke Clears: Facing the Next Challenges in Tobacco Control

- New Policy Initiatives in Iowa
 - Insurance coverage of cessation services
 - Prohibiting “kid-friendly” flavored products
 - Tougher marketing restrictions
 - Raising the tobacco tax
 - Better tracking of tobacco industry activities

After the Smoke Clears: Facing the Next Challenges in Tobacco Control

- Tobacco control program sustainability
 - Funding challenges
 - Program integration
- Federal level
 - FDA regulation of tobacco products
 - DOJ lawsuit against the tobacco industry



GO! TEAM! GO!

