

Iowa State Tobacco Commission Annual Report to the Governor

Fiscal Year 2014

Submitted by:

Chad Jensen, Commission Chairman

December 15, 2014



Gerd W. Clabaugh, MPA
Director

Terry E. Branstad
Governor

Kim Reynolds
Lt. Governor

December 15, 2014

To: The Honorable Terry E. Branstad, Governor
Members of the Iowa General Assembly

From: Chad A. Jensen, Chairman
Iowa Tobacco Use Prevention and Control Commission

Re: 2014 Annual Report of the Iowa Tobacco Use Prevention and Control Commission

Pursuant to Iowa Code section 142A.4, I am pleased to submit to you this annual report of the Iowa Tobacco Use Prevention and Control Commission for 2014. The Commission and our community partners take seriously the challenge of reducing the negative impacts of tobacco use among Iowans. We appreciate the support you and other leaders have shown to the accomplishment of the important tobacco reduction goals of our commission.

The intent of the legislative charge for Iowa's tobacco use prevention and control initiatives, as outlined in Iowa Code chapter 142A, are summarized below:

- 1) To establish partnerships among the Executive Branch, General Assembly, communities and the people of Iowa in addressing the prevalence of tobacco use in the state,
- 2) To work toward reduction in tobacco use by youth and pregnant women, while also engaging youth actively in attainment of these results, and
- 3) To foster a social and legal climate in which tobacco use becomes undesirable and unacceptable.

Tobacco use is the leading cause of preventable death in Iowa and the United States. Consider the following statistics, for example:

- Tobacco use kills 4,500 Iowans and more than 480,000 Americans every year. (CDC)
- Seventeen percent of Iowa eleventh-grade students and 4% of Iowa eighth-grade students currently use tobacco (cigarettes, smokeless tobacco or cigars). (Iowa Youth Survey).
- Twenty percent of adults in Iowa currently smoke cigarettes while 5% use smokeless tobacco.(Iowa Behavioral Risk Factor Surveillance System)
- In addition to active tobacco use, more than 250,000 children in Iowa are being exposed to second-hand smoke at home, in vehicles and elsewhere. Each year, an estimated at least 350 Iowa adults, children and babies die from other's smoking, either from exposure to secondhand smoke or from smoking during pregnancy.(CDC)

Over the course of 2014, the Tobacco Use Prevention and Control Commission, along with Tobacco Division within IDPH, have

- Completed the 2014-2018 Strategic Plan. Over the course of the last year the Tobacco Commission developed a Strategic Plan which aligns with the Strategic Plans for the Iowa Department of Public Health and the Iowa Health and Wellness Plan.
- Support community partnerships with a \$100,000 increase funding for the Tobacco Prevention Division
- Supported the hiring of a new Tobacco Prevention Division Director. This year, the Tobacco Commission spent a significant amount working with the Department toward hiring a new Division Director. A key for consideration in hiring this person was to ensure that as we focus on Tobacco Prevention our activities will reinforce the Iowa Health Wellness Plan goals of education and prevention regarding the use of the tobacco products.

Challenges to reducing tobacco use among Iowans remain, including

- Fewer restrictions on the funding to the Tobacco Prevention Division, which can provide greater flexibility in achieving our tobacco use goals.
- Limited/elimination of tobacco prevention surveys and evaluations.
- Educating policy makers of the work of community partnerships.

In 2015, the Tobacco Use Prevention and Control Commission recommends state policymakers focus on the following priorities:

- Obtain adequate funding and staff to implement strategies stated in the 2014-2018 Strategic Plan.
- Create a process/system to collect data.
- Create consistency in policy, practice, education and messaging to all policymakers and stakeholders.
- Educate Iowans on the potential harms of electronic cigarettes.

Finally, I am attaching to this report the following information to provide more information and insight into the detail of our work:

- The fiscal year 2015 Community Partnership Action Plan Objectives
- The 2014-2018 Strategic Plan
- County Profile Snap Shots

I know that the Commission looks forward to supporting your policy and budgetary work during the upcoming session. Please contact me if I can be of any assistance.

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2. Appendix I-Tobacco Community Partnerships County Snapshots
3. Appendix II – Tobacco Commission 2014-2018 Strategic Plan
4. Appendix III – FY15 Community Partnership Action Plan Objectives

Appendix I

Tobacco Community Partnerships
County Snapshots

Tobacco Prevention in Iowa: 37 Community Partnerships

IDPH
Division of Tobacco Use Prevention and Control
Division Director: Jerilyn Oshel
321 E. 12th Street
Des Moines, IA 50319
515-281-6225
<http://www.idph.state.ia.us/tupac/>

Partnership name	FY15 contract amount	Counties served	Partnership name	FY15 contract amount	Counties served
Alcohol & Drug Dependency Services of SE IA (ADDS)	\$72,681	Des Moines, Lee, Louisa	Kossuth Regional Health Center	\$12,787	Kossuth
American Lung Association	\$376,271	Adair, Dallas, Jasper, Madison, Marshall, Polk, Union, Warren	Marion County Board of Health	\$28,501	Marion
Area Substance Abuse Council	\$193,628	Benton, Clinton, Jackson, Jones, Linn	MECCA SERVICES	\$11,468	Washington
Butler County Public Health	\$10,008	Butler	Mills County Public Health	\$8,334	Mills
Cedar County Public Health	\$15,496	Cedar	New Opportunities	\$50,745	Audubon, Carroll, Greene, Guthrie, Sac
Cerro Gordo County Dept. of Public Health	\$36,166	Cerro Gordo	Pathways Behavioral Services	\$109,035	Black Hawk, Buchanan, Grundy, Tama,
Cherokee Regional Medical Center	\$9,805	Cherokee	Scott County Health Department	\$87,943	Scott
Chickasaw County Public Health and Home Care Services	\$18,995	Chickasaw, Floyd	SIEDA	\$67,207	Appanoose, Davis, Mahaska, Wapello
Community and Family Resources	\$13,732	Franklin, Pocahontas	Siouxland District Health Department	\$54,051	Woodbury
Community Health Partners	\$73,045	Lyon, Obrien, Osceola, Plymouth, Sioux	Substance Abuse Services for Clayton County	\$14,859	Clayton
Compass Pointe	\$41,670	Buena Vista, Clay, Dickinson	Tobacco Prevention Center	\$17,827	Jefferson, Keokuk
Decatur County Public Health & Home Care	\$41,670	Clarke, Decatur, Lucas, Monroe, Wayne	Trinity Muscatine - New Horizons	\$36,390	Muscatine
Free People from Tobacco	\$38,560	Fremont, Montgomery, Page, Taylor,	Van Buren County Hospital	\$8,334	Van Buren
Hancock County Public Health Services	\$9,325	Hancock	Waverly Health Center - Bremer County	\$12,857	Bremer
Health Promotion Strategies	\$109,664	Cass, Crawford, Harrison, Ida, Monona, Pottawattamie, Shelby	Webster County Health Department	\$86,219	Calhoun, Hamilton, Hardin, Humboldt, Webster, Wright
Helping Services for Northeast Iowa, Inc.	\$70,168	Allamakee, Delaware, Fayette, Howard,	Winnebago County Public Health	\$8,830	Winnebago
Henry County Agricultural Extension District	\$16,954	Henry	Worth County Public Health	\$8,334	Worth
Hillcrest Family Services	\$49,529	Dubuque	Youth and Shelter Services, Inc.	\$74,343	Boone, Story
Johnson County Public Health	\$99,622	Iowa, Johnson, Poweshiek			

Partnership Quick Facts:

Iowa's 37 community partnerships serve 94 of 99 counties: These 94 counties include 99% of Iowa's population.

(3,050,000 of 3,090,000 Iowans)

Fiscal year 2015 funding: \$2,276,698*

Annualized Funding per Iowa resident: \$0.79

Estimated adult smoking prevalence 2013:

19.5%

Estimated youth tobacco use prevalence 2012:

17%

IA Tobacco Related-Disease Burden

Cause of Death/Hospitalization	Age-Adjusted Rate per 100,000
Cancer deaths	173.1
Heart disease deaths	170.5
Stroke deaths	40.9
Chronic lower respiratory disease: deaths	47.9
Chronic lower respiratory disease: hospitalizations	175.2
Asthma hospitalizations	70.6



Population served is based on 2013 population estimates from the U.S. Census Bureau. Adult Prevalence estimates are self-reported rates of cigarette smoking in adults 18 and over and youth rates are self-reported rates in 11th graders. Of this amount, \$381,267 was allocated to community partnerships through extensions to their FY 2014 contracts. As a result, this \$381,267 is not reflected in the FY 2015 contract amounts shown for each partnership. IA Dept. of Public Health, 2014

Iowa Tobacco Control Community Partnership

Activities and Success Stories

Partnership Activities:

- Working with physicians and other health providers to promote Quitline Iowa.
- Engaging youth in the community to develop and deliver prevention messaging to their peers.
- Educating community members about the harmful effects of tobacco usage.
- Educating school administrators and parents on the benefits of tobacco/nicotine-free school policies.
- Working with local housing authorities and multi-unit housing property owners/managers to transition to voluntary smoke-free housing policies.
- Educating local business owners on compliance with the Smokefree Air Act.
- Providing education and assistance to businesses looking to create tobacco-free workplaces and offer cessation services.

Community Partnerships serve as the definitive local resource for individuals, health care providers and community organizations that want to encourage cessation, reduce secondhand smoke exposure and reduce tobacco use initiation.

In its eight-county service area, the American Lung Association (ALA) has had multiple successes in assisting worksites and schools to become tobacco and nicotine-free. ALA continues to provide Quitline Iowa resources to administrative staff, employees and students in schools and worksites throughout these eight counties.

In southwest Iowa, the community partnerships and other community and health care organizations continue to train health care providers on how make fax referrals to Quitline Iowa. These collaborations have reached thousands of high-risk families with cessation messaging and resources that help them quit.

Iowa Dept. of
Public Health

Division of
Tobacco Use
Prevention
and Control

515-281-6225

[http://
www.idph.
state.ia.us/
tupac/](http://www.idph.state.ia.us/tupac/)

Helping Services of Northeast Iowa, the partnership serving Allamakee, Delaware, Howard, Fayette, and Winneshiek counties, sent out 'Quit Kits' to more than 50 health care providers significantly increasing Quitline referrals from this very rural area.

In Mills County, all county parks and recreation trails have become tobacco-free. In addition, the Mills County community partnership, like many other partnerships across the state, is supporting both public and private school in its service area as their schools move to become nicotine and tobacco-free.

In Cerro Gordo county, the tobacco community partnership work with the North Iowa Mercy Medical Center and a local substance abuse treatment program to promote cessation and expand the use of Quitline Iowa. At worksites across the county, cessation workshops were held and cessation support groups created.

In Bremer County, members of the Wartburg College Biology Honor Society continue to develop tobacco-free messaging for their campus. In Wartburg students met with and mentored local high school students and educators on how to successfully plan and carry out peer-to-peer tobacco prevention education in a secondary school setting.



TOBACCO

QUITLINE IOWA

1 800 QUIT NOW | 1 800 784 8669

www.QUITLINEIOWA.org

Tobacco Prevention Community Partnership Snapshot — FY 2015

ADDS



Executive Director: Richard Swanson
 1340 Mt Pleasant Street, Burlington, IA 52601
 319-753-6567 swan@addsiowa.org

Contact for tobacco prevention:
 Melissa Foster mfoster@addsiowa.org

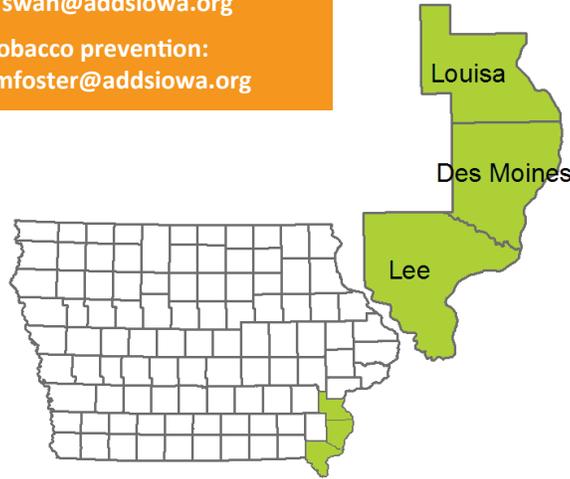
Population and Funding

Population served:

Des Moines: 40,480
 Lee: 35,682
 Louisa: 11,282

FY 2015 funding:
\$72,681

Funding per capita:
 (annualized) \$1.00



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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>

Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Des Moines	165.5	189.8	36.6	54.3	333	104
Lee	177.9	251.1	39.8	61.1	351	150
Louisa	156.9	201.5	32.3**	61.3	206	39
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System 2006-2012

Des Moines: 21% (16.8% - 25.4%)

Lee: 21% (16.2% - 26.2%)

Louisa: 23% (15.7% - 32.3%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Des Moines: 15%***

Lee: 22%

Louisa: 16%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and conf. intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. COPD, stroke deaths are from 2009-12, heart disease, cancer deaths are from 2010-12 and hospitalizations from 2006-2008. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015



Tobacco Prevention Community Partnership Snapshot — FY 2015

American Lung Association



Executive Director: Micki Sandquist
 2530 73rd Street, Des Moines, IA 50322
 515-309-9507
 Micki.Sandquist@Lung.org
 Contact for tobacco prevention:
 Megan Aucutt Megan.Aucutt@Lung.org



Population and Funding

Population served:

- Adair: 7,472
- Dallas: 74,641
- Jasper: 36,641
- Madison: 15,448
- Marshall: 40,994
- Polk: 451,677
- Union: 12,583
- Warren: 47,336

FY 2015 funding: \$376,271

**Funding per capita:
 (annualized) \$0.68**

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
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Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Adair	177.4	182.2	32.9	57.2	86	29
Dallas	136.1	128.1	31	46.8	114	30
Jasper	189.3	170.3	35.5	43.1	181	53
Madison	160.8	167.1	34.7	41.9	128	48
Marshall	179.8	177.5	32.6	64.2	138	50
Polk	186.4	155.1	38.6	55.5	164	72
Union	171.2	229.8	29	44.3	172	70
Warren	176.9	114.8	28.4	51	132	46
State of Iowa	171.2	170.0	45.8	47.0	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2006-2012:

- Adair: 19% (12.1% - 27.1%)
- Dallas: 12% (9% - 14.8%)
- Jasper: 19% (14.4% - 24.4%)
- Madison: 13% (8.2% - 20.2%)
- Marshall: 22% (17.1% - 28.3%)
- Polk: 18% (16.1% - 19.3%)
- Union: 15% (8.8% - 24.3%)
- Warren: 14% (10.3% - 18.6%)
- State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012:

- Adair: 13%
- Dallas: 18%
- Jasper: 16%***
- Madison: 17%
- Marshall: 14%
- Polk: 15%***
- Union: 8%
- Warren: 20%
- State of Iowa: 17.0%



Population counts are based on 2013 population estimates from the U.S. Census. Adult prevalence estimates are self-reported rates and conf. intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are from: COPD and stroke, 2009-12, heart disease and cancer 2010-12. Hospitalizations are from 2006-2008. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.

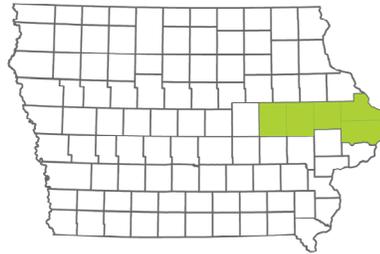
Tobacco Prevention Community Partnership Snapshot — FY 2015

Area Substance Abuse Council



Executive Director: Barb Gay
 3601 16th Ave SW
 Cedar Rapids, Iowa 52404
 319-390-4611 Bgay@asac.us

Contact for tobacco prevention:
 Melissa Walker
 mwalker@asac.us



Population and Funding

Population served:

Benton: 25,699
 Clinton: 48,420
 Jackson: 19,587
 Jones: 20,611
 Linn: 216,111

FY 2015 funding:
\$193,628

Funding per capita:
 (annualized) \$0.70

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

Division
 Director:
 Jerilyn Oshel

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 state.ia.us/
 tupac/](http://www.idph.state.ia.us/tupac/)

Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Benton	163.3	190.3	22.3	35.7	131	77
Clinton	211.6	228.3	39	35.8	205	100
Jackson	195.3	200.1	38	39.5	120	42
Jones	139.7	174.5	31.7	39.1	164	37
Linn	169.7	150.2	32.4	47	139	82
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2006-2012

Benton: 22% (15.6% - 30.8%)
Clinton: 28% (21.8% - 34%)
Jackson: 11% (6.6% - 16.5%)
Jones: 22% (13.8% - 32.5%)
Linn: 16% (14.3% - 17.9%)
State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Benton: 19%
Clinton: 19%
Jackson: 25%
Jones: 21%
Linn: 13%
State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. COPD, stroke deaths are from 2009-12, heart disease, cancer deaths are from 2010-12 and hospitalizations from 2006-08. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015



Tobacco Prevention Community Partnership Snapshot — FY 2015

Butler County Public Health



Executive Director
Jennifer Becker
 428 6th Street, Allison, IA 50602
 319-267-2934 jebecker@butlercoiowa.org

Contact for tobacco prevention:
Renae Johnson
 rjohnson@butlercoiowa.org

Population and Funding

Population served:

Butler: 15,021

FY 2015 funding total:

\$10,008

Funding per capita:

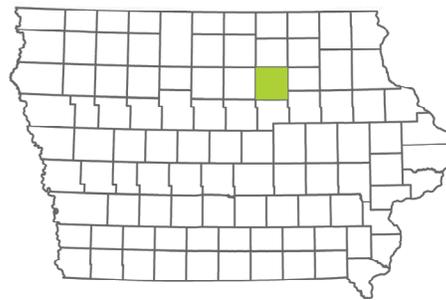
(annualized)

\$1.00

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>



Butler

Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Butler	153.4	198.3	37	38.9	127	61
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Butler: 10% (6.7% - 16%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Butler: 22%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Waverly Health Center - Bremer County



Executive Director
 Heidi Solheim
 312 9th Street SW, Waverly, IA 50677
 HSolheim@WaverlyHealthCenter.org

Contact for tobacco prevention:
 Brian Pins
 bpins@waverlyhealthcenter.org 319-483-1361

Population and Funding

Population served:

Bremer: 24,624

FY 2015 funding total:

\$12,857

Funding per capita:

(annualized)

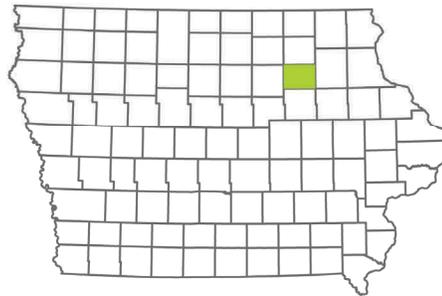
\$0.63

Iowa Department of Public Health
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Division Director:
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Bremer



Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Bremer	126.4	162.1	32.4	24.2	113	46
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Bremer: 14% (9.7% - 18.6%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Bremer: 17%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Cedar County Public Health



Executive Director
Bonnie Butler
 400 Cedar Street, Tipton, IA 52772
 563- 886-2226 bbutler@cedarcounty.org

Contact for tobacco prevention:
Kim Mente
 kmente@cedarcounty.org

Population and Funding

Population served:

Cedar: 18,393

FY 2015 funding total:

\$15,496

Funding per capita:

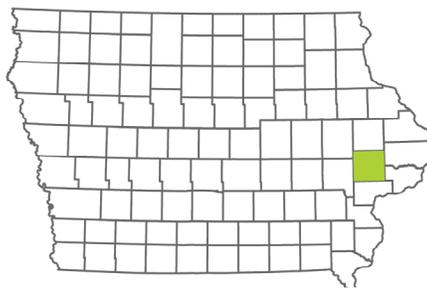
(annualized)

\$1.01

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Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Cedar	150.3	191.9	46.7	27.5	143	55
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Cedar: 19% (12.9% - 25.8%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Cedar: 15%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Cherokee Regional Medical Center



Executive Director
John Comstock

300 Sioux Vally Drive, Cherokee, IA 51012
712-225-1505 jmcom@cherokeermc.org

Contact for tobacco prevention:
Lynn Ivarson and Janice Carlson
livarson@cherokeermc.org
jcarlson@cherokeermc.org

Population and Funding

Population served:

Cherokee: 11,945

FY 2015 funding total:

\$9,805

Funding per capita:

(annualized)

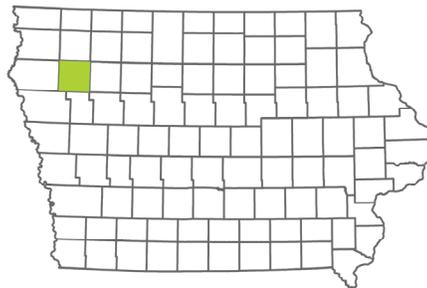
\$0.98

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

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Cherokee



Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Cherokee	122.7	165.6	28.4	42.7	173	45
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Cherokee: 10% (5.5% - 16.5%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Cherokee: 5%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Chickasaw Co. Public Health & Home Care



Executive Director: Kathryn Babcock
 260 East Prospect Street
 New Hampton, IA 50659
 641-394-4053 kbabcock@iowatelecom.net

Contact for tobacco prevention:
 Kathy Babcock kbabcock@iowatelecom.net

Population and Funding

Population served:

Chickasaw: 12,321
 Floyd: 16,092

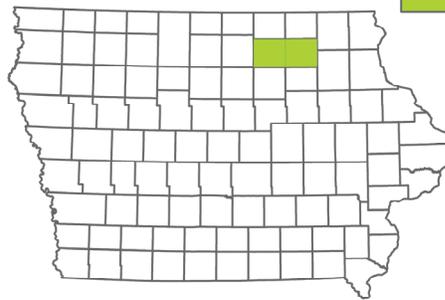
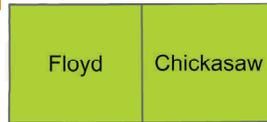
FY 2015 funding total:
\$18,995

Funding per capita:
 (annualized) **\$1.00**

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>



Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Chickasaw	152.6	208.1	30	41.5	99	42
Floyd	159.7	181.2	30	50.9	163	105
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Chickasaw: 15% (8.8% - 23.2%)

Floyd: 16% (10.3% - 24%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Chickasaw: 22%

Floyd: 14%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Clayton County

Substance Abuse Services for Clayton County



Executive Director
Merry French
 600 Gunder Rd NE, Suite 7, Elkader, IA 52043
 563-245-1546
 mfrench@sas4cc.com

Contact for tobacco prevention:
Adam Sadewasser
 asadewasser@sas4cc.com

Population and Funding

Population served:

Clayton: 17,773

FY 2015 funding total:

\$14,859

Funding per capita:

(annualized)

\$1.00

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>



Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Clayton	167.3	145.2	39.5	33.1	134	27
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Clayton: 17% (11.4% - 24.4%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Clayton: 22%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Cerro Gordo County Dept. of Public Health



Executive Director
Ron Osterholm
 22 N Georgia Ave, Suite 300, Mason City, IA 50401
 641-421-9306 ron@cghealth.com

Contact for tobacco prevention:
Penny McCaslin
 admin2@cghealth.com

Population and Funding

Population served:

Cerro Gordo: 43,575

FY 2015 funding total:

\$36,166

Funding per capita:

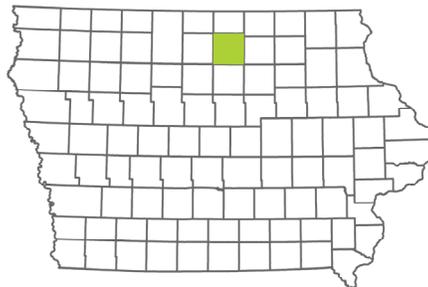
(annualized)

\$1.00

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

Division Director:
Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>



Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Cerro Gordo	156.2	189.1	34	40.3	147	121
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Cerro Gordo: 18% (14.2% - 22.4%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Cerro Gordo: 19%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Community and Family Resources



Executive Director
Michelle De La Riva
 726 South 17th Street, Fort Dodge, IA 50501
 515-576-7261 michelled@cfrhelps.org

Contact for tobacco prevention:
 Shelly Zabel shellyz@cfrhelps.org

Population and Funding

Population served:

Franklin: 10,548
 Pocahontas: 7,154

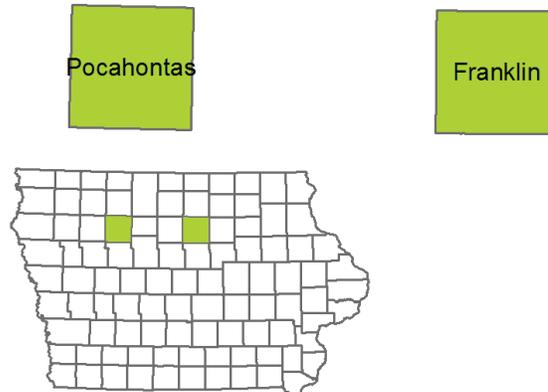
FY 2015 funding total:
\$13,732

Funding per capita:
 (annualized) \$1.16

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>



Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Franklin	178	192.4	37.4	60.3	90	61
Pocahontas	144.2	186.7	35.9	58.7	272	36
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Franklin: 19% (12.1% - 27.9%)
 Pocahontas: 20% (12.3% - 30.8%)
 State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Franklin: 19%
 Pocahontas: 8%
 State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



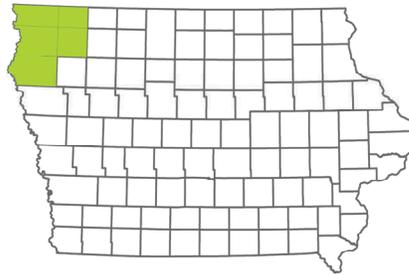
Tobacco Prevention Community Partnership Snapshot — FY 2015

Community Health Partners



Executive Director: Deb Vander Plas
 211 Central Ave SE
 Orange City, Iowa 51041
 712-737-2971 deb.vanderplas@siouxcountychp.org

Contact for tobacco prevention:
 Shay Davis
 shay.davis@siouxcountychp.org



Population and Funding

Population served:

Lyon: 11,712
 O'Brien: 14,044
 Osceola: 6,211
 Plymouth: 24,957
 Sioux: 34,547

FY 2015 funding:
\$73,045

Funding per capita:
 (annualized) \$0.96

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>

Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Lyon	156.7	172.6	43.4	19.6**	73	20
O'Brien	177.6	142	35.8	35.9	145	77
Osceola	178.8	207.3	68.7	37.6**	110	11
Plymouth	155	113.9	26.3	36.7	130	33
Sioux	140.8	134.7	33	31.2	87	38
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2006-2012

Lyon: 17% (10.5% - 26.2%)
 O'Brien: na
 Osceola: na
 Plymouth: 14% (9.9% - 19.7%)
 Sioux: 12% (8.8% - 15.8%)
 State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Lyon: 29%
 O'Brien: 10%
 Osceola: 9%
 Plymouth: 17%
 Sioux: 9%
 State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. COPD, stroke deaths are from 2009-12, heart disease, cancer deaths are from 2010-12 and hospitalizations from 2006-08. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015



Tobacco Prevention Community Partnership Snapshot — FY 2015

Compass Pointe



Executive Director: JoAnn DeYoung
 1902 Grand Ave, Suite A, Spencer, IA 51301
 712-262-7405 jo_ann@compass-pointe.org

Contacts for tobacco prevention:
 Buena Vista: Cindy Johnson cindy@compass-pointe.org
 Clay, Dickinson: Angie Mitchell angiem@compass-pointe.org



Population and Funding

Population served:

Buena Vista: 20,567
 Clay: 16,491
 Dickinson: 16,955

FY 2015 funding:
\$41,670

Funding per capita:
 (annualized) \$1.00

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>

Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Buena Vista	168.6	162	32	46.1	128	69
Clay	178.6	129.8	33.4	47.3	157	39
Dickinson	157	175.2	41.2	35.1	123	54
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System 2006-2012

Buena Vista: 12% (8.3% - 16.1%)
 Clay: 20% (13.7% - 28.4%)
 Dickinson: 20% (13.5% - 29.3%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Buena Vista: 16%
 Clay: 18%
 Dickinson: 6%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and conf. intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. COPD, stroke deaths are from 2009-12, heart disease, cancer deaths are from 2010-12 and hospitalizations from 2006-2008. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015



Tobacco Prevention Community Partnership Snapshot — FY 2015

Decatur County Public Health & Home Care

Executive Director: Shelley Bickel
 207 NE Idaho Street, Leon, Iowa 50144
 641-446-6518 sbickel@decaturph.com

Contacts for tobacco prevention:
 Clarke, Decatur and Wayne:
 Angie.Scudder.ascudder@decaturph.com
 Lucas: LeAnn Yates yatesl@lucasco.org
 Monroe: Autumn DeNato adenato@iastate.edu

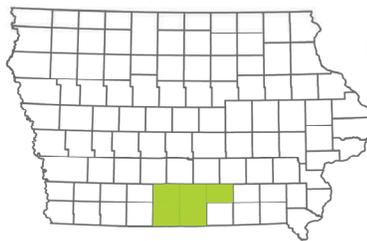
Population & Funding
Population served:

Clarke: 9,325
 Decatur: 8,136
 Lucas: 8,746
 Monroe: 8,012
 Wayne: 6,402

FY 2015 funding:
\$41,670

Funding per capita:
 (annualized)
\$1.23

Clarke	Lucas	Monroe
Decatur	Wayne	



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

Division
 Director:
 Jerilyn Oshel

321 E. 12th
 Street
 Des Moines
 IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>

Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Clarke	184.7	244.7	21.8 **	38.8	96	35
Decatur	186.6	207	36.8	48.8	207	12
Lucas	205.1	150.3	36.5	34.9	241	77
Monroe	243.5	160.7	58.5	54.2	291	77
Wayne	166.7	179.8	59.1	45.6	277	55
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2006-2012

Clarke: 33% (20.5% - 47.7%)
 Decatur: 19% (11.8% - 29%)
 Lucas: na
 Monroe: 15% (8.9% - 23.8%)
 Wayne: 20% (11.9% - 31.1%)
 State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Clarke: 15%
 Decatur: 18%
 Lucas: 17%
 Monroe: 24%
 Wayne: na
 State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. COPD, stroke deaths are from 2009-12, heart disease, cancer deaths are from 2010-12 and hospitalizations from 2006-08. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015



Tobacco Prevention Community Partnership Snapshot — FY 2015

Dubuque — Hillcrest Family Services



Executive Director
 Gary Gansemer
 220 West 7th St, Dubuque, IA 52001
 563-583-6431 gary.gansemer@hillcrest-fs.org

Contact for tobacco prevention:
 Vicki Gassman
 vicki.gassman@hillcrest-fs.org

Population and Funding

Population served:

Dubuque: 95,697

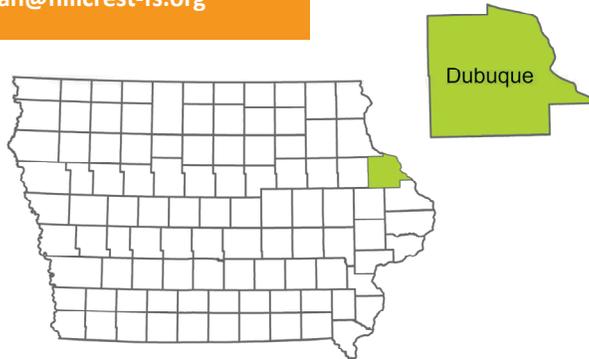
FY 2015 funding total:
 \$49,529

Funding per capita:
 (annualized)
 \$0.62

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>



Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Dubuque	171.1	153.4	44	42.5	156	48
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Dubuque: 10% (7.8% - 12.9%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Dubuque: 17%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



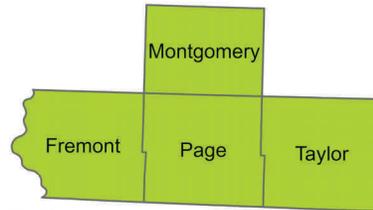
Tobacco Prevention Community Partnership Snapshot — FY 2015

Free People from Tobacco



Executive Director
 Angela Hakes
 1208 W. Nishna Road, Suite B
 Shenandoah, Iowa 51601
 712-246-2332 pcphom@mchsi.com

Contact for tobacco prevention:
 Brandy Powers
 pcphbp@mediacombb.net



Population and Funding
Population served:
 Fremont: 7,080
 Montgomery: 10,424
 Page: 15,713
 Taylor: 6,161

FY 2015 funding:
\$38,560

Funding per capita:
 (annualized) **\$1.18**

Iowa
 Department of
 Public Health
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 Tobacco Use
 Prevention
 and Control

Division
 Director:
 Jerilyn Oshel

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 515-281-6225
[http://
 www.idph.
 state.ia.us/
 tupac/](http://www.idph.state.ia.us/tupac/)

Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Fremont	196.1	166.3	35.6**	62.1	274	30
Montgomery	142.1	212.5	52.7	75.9	400	45
Page	182.4	211.8	36.8	62.1	232	106
Taylor	189.9	196.5	na	26.8**	138	157
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2004-2010

Fremont: 17% (10.9% - 25.3%)

Montgomery: 24% (16.3% - 34.5%)

Page: 16% (11% - 23.4%)

Taylor: 19% (10.6% - 31.2%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Fremont: na

Montgomery: 23%

Page: 23%

Taylor: 20%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. COPD, stroke deaths are from 2009-12, heart disease, cancer deaths are from 2010-12 and hospitalizations from 2006-2008. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015



Tobacco Prevention Community Partnership Snapshot — FY 2015

Hancock County Public Health Services



Executive Director
Vance Jackson
 532 First St. NW, Britt, IA 50423
 641-843-5152 jacksonv@mercyhealth.com

Contact for tobacco prevention:
Kelly Hutcheson
 hutchesk@mercyhealth.com

Population and Funding

Population served:

Hancock: 11,094

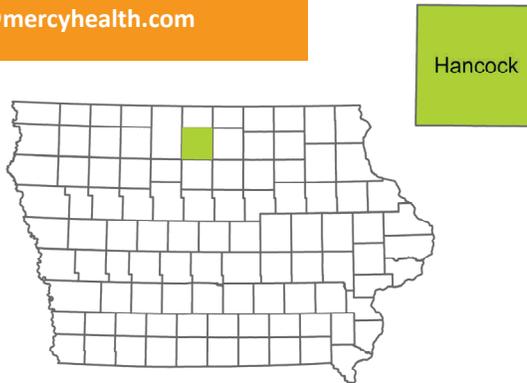
FY 2015 funding total:
\$9,325

Funding per capita:
 (annualized)
\$1.01

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>



Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Hancock	157.9	151	43.4	40.8	228	72
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Hancock: 20% (13.6% - 28.2%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Hancock: 18%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Health Promotion Strategies



Executive Director: Brenton Saron
 2919 Eagle Ridge Dr., Missouri Valley, IA
 515-291-9414
 brent@healthps.org
Contact for tobacco prevention:
 Julie Florian
 julie@healthps.org



Population and Funding
Population served:
 Cass: 13,598
 Crawford: 17,434
 Harrison: 14,431
 Ida: 7,141
 Monona: 9,121
 Pottawattamie: 92,728
 Shelby: 11,961
FY 2015 funding:
\$109,664
Funding per capita:
 (annualized) \$0.79

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

Division Director:
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Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Cass	230.2	198.4	36.6	51.1	166	15
Crawford	154.7	144.9	22.5	59.7	171	22
Harrison	166.8	171.5	37.2	59.8	196	61
Ida	168.5	139.1	36.9	52.7	272	60
Monona	160	238.6	33.4	47.1	274	66
Pottawattamie	187.8	170.4	36.7	56.5	242	50
Shelby	134.9	165.6	17.1**	32.6	200	56
State of Iowa	171.2	170.0	45.8	47.0	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2006-12:

Cass: 15% (10.8% - 21.6%)
Crawford: 13% (8.9% - 18.6%)
Harrison: 22% (16.1% - 30.2%)
 Ida: na
Monona: 17% (9.5% - 28.5%)
Pottawattamie: 22% (18.4% - 24.9%)
Shelby: 21% (13.7% - 29.4%)
State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012:

Cass: 29%***
Crawford: 13%
Harrison: 15%
 Ida: 7%
Monona: 19%
Pottawattamie: 14%
 Shelby: na
State of Iowa: 17.0%



Population counts are based on 2013 population estimates from the U.S. Census. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are from: COPD and stroke, 2009-12, heart disease and cancer 2010-12. Hospitalizations are from 2006-08. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.

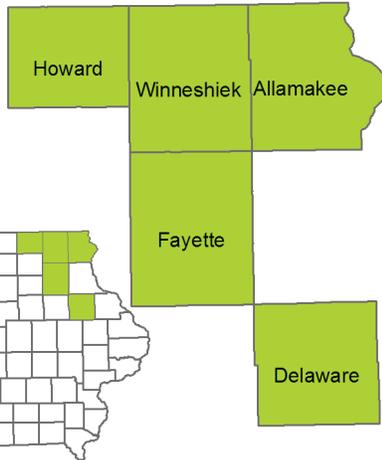
Tobacco Prevention Community Partnership Snapshot — FY 2015

Helping Services for Northeast Iowa, Inc.



Executive Director
 David Runyon
 PO Box 372
 Decorah, Iowa 52101
 563-387-1720
drunyon@helpingservices.org

Contact for tobacco prevention:
 Tessa Willie twillie@helpingservices.org



Population and Funding

Population served:

Allamakee: 14,169
 Delaware: 17,534
 Fayette: 20,502
 Howard: 9,526
 Winneshiek: 20,994

FY 2015 funding:
\$70,168

Funding per capita:
 (annualized) **\$1.02**

Iowa
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 Division of
 Tobacco Use
 Prevention
 and Control

Division
 Director:
 Jerilyn Oshel

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 Street
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 515-281-6225
[http://
 www.idph.
 state.ia.us/
 tupac/](http://www.idph.state.ia.us/tupac/)

Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Allamakee	165.3	177.7	45.6	41.9	99	15
Delaware	153.3	175.7	46.5	32.3	109	30
Fayette	147.2	211.3	40.1	43.8	164	55
Howard	154.6	175.4	37.8	19.9**	75	16
Winneshiek	141	141.9	32.4	39.1	94	38
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2006-2012

Allamakee: 17% (11.1% - 25.6%)
 Delaware: 20% (13.1% - 30.1%)
 Fayette: 21% (15.9% - 27%)
 Howard: 11% (6% - 19%)
 Winneshiek: 11% (7.4% - 15.7%)
 State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Allamakee: 24%***
 Delaware: 21%
 Fayette: 9%***
 Howard: 20%
 Winneshiek: 18%
 State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. COPD, stroke deaths are from 2009-12, heart disease, cancer deaths are from 2010-12 and hospitalizations from 2006-08. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015



Tobacco Prevention Community Partnership Snapshot — FY 2015

Henry Co. Agricultural Extension District



Executive Director
Robert Dodds
 127 N Main, Mt. Pleasant, IA 52641
 319-385-8126 redodds@iastate.edu

Contact for tobacco prevention:
Chris Kempker
 kempkerc@iastate.edu

Population and Funding

Population served:

Henry: 20,222

FY 2015 funding total:

\$16,954

Funding per capita:

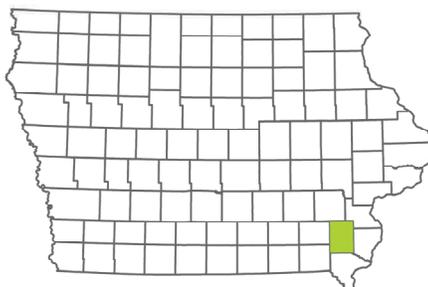
(annualized)

\$1.01

Iowa Department of Public Health
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Division Director:
 Jerilyn Oshel

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 515-281-6225
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Henry

Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Henry	190.5	199.8	56.3	49	113	46
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Henry: 17% (11.1% - 24.7%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Henry: 27%***

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Johnson County Public Health



Executive Director: Douglas Beardsley
 855 S Dubuque St, Suite 217, Iowa City, IA 52240
 319-356-6040 dbearlsley@co.johnson.ia.us

Contact for tobacco prevention:
 Susan Vileta svileta@co.johnson.ia.us

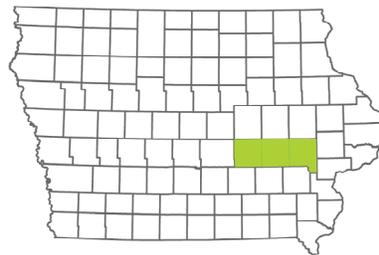
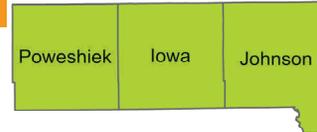
Population and Funding

Population served:

Iowa: 16,330
 Johnson: 139,155
 Poweshiek: 18,601

FY 2015 funding:
\$99,622

Funding per capita:
 (annualized) \$0.69



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

Division Director:
 Jerilyn Oshel

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Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Iowa	147.1	165.5	30.2	26.5	108	52
Johnson	153.8	142.9	30.5	29.5	106	67
Poweshiek	142.8	192.9	52.1	51.9	127	78
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System 2006-2012

Iowa: 12% (8.3% - 17.6%)
 Johnson: 14% (11.1% - 16.4%)
 Poweshiek: 17% (11.3% - 24.5%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Iowa: 19%
 Johnson: 10%
 Poweshiek: 45%***

State of Iowa: 17.0%



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Tobacco Prevention Community Partnership Snapshot — FY 2015

Kossuth Regional Health Center



Executive Director
Dixie Meyer

1515 South Phillips St, Algona, IA 50511
515-295-4430 meyerd@mercyhealth.com

Contact for tobacco prevention:
Joanne Lighter
lighterj@mercyhealth.com

Population and Funding

Population served:

Kossuth: 15,321

FY 2015 funding total:

\$12,787

Funding per capita:

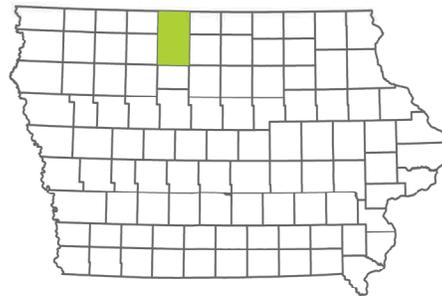
(annualized)

\$1.00

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Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Kossuth	140.9	151.5	52.8	36.9	122	32
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Kossuth: 16% (10.3% - 22.7%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Kossuth: 24%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Marion County Board of Health



Executive Director
Kim Dorn

214 E Main St., Knoxville, IA 50138
641-828-2238 kdorn@marionph.org

Contact for tobacco prevention:
Jennifer Bourbonnais
jbourbonnais@marionph.org

Population and Funding

Population served:

Marion: 33,252

FY 2015 funding total:
\$28,501

Funding per capita:
(annualized)
\$1.03

Iowa Department
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and Control

Division
Director:
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state.ia.us/
tupac/](http://www.idph.state.ia.us/tupac/)



Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Marion	169.9	206.8	32.6	36	158	52
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor
Surveillance System, 2006-2012

Marion: 18% (13.8% - 23.7%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey
2012

Marion: 20%***

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

MECCA SERVICES



Executive Director
Ron Berg

430 Southgate Avenue, Iowa City, IA 52240
319-351-4357 rberg@meccaia.com

Contact for tobacco prevention:
Sarah Smith
ssmith@meccaia.com

Population and Funding

Population served:

Washington: 22,015

FY 2015 funding total:

\$11,468

Funding per capita:

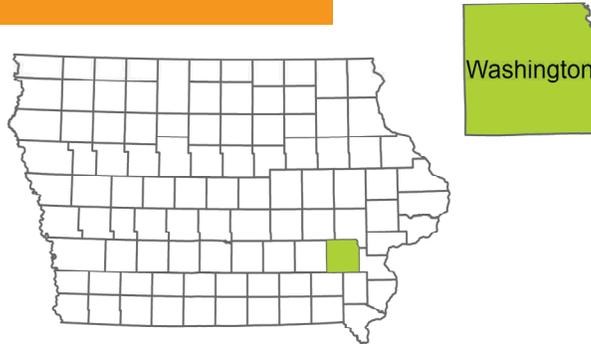
(annualized)

\$0.63

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

Division Director:
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Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Washington	175.4	170.6	43.4	42.1	161	60
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Washington: 16% (10.9% - 23.5%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Washington: 13%***

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Mills County Public Health



Executive Director
Sheri Bowen
 212 Independence St. Glenwood, IA
 712-527-9699 sherib@mcph.us

Contact for tobacco prevention:
 Julie Lynes, Program Coor.
 juliel@mcph.us

Population and Funding

Population served:

Mills: 14,896

FY 2015 funding total:

\$8,334

Funding per capita:

(annualized)

\$0.67

Iowa Department
 of Public Health
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 and Control

Division
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 www.idph.
 state.ia.us/
 tupac/](http://www.idph.state.ia.us/tupac/)



Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Mills	220.8	199.9	50.4	44.9	171	26
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor
 Surveillance System, 2006-2012

Mills: 28% (20.3% - 37.6%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey
 2012

Mills: 16%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Trinity Muscatine - New Horizons



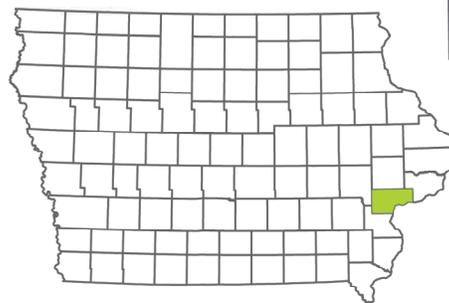
Executive Director
Jaimie CruseAngela Gabriel
 1605 Cedar Street, Muscatine, IA 52761
 563-264-9409 jaimie.cruse@unitypoint.org

Contact for tobacco prevention:
Jaimie Cruse
 jaimie.cruse@unitypoint.org

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

Division Director:
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Muscatine

Population and Funding

Population served:

Muscatine: 42,836

FY 2015 funding total:

\$36,390

Funding per capita:

(annualized)

\$1.02

Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Muscatine	175.1	191.7	45.7	53.3	149	45
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Muscatine: 21% (16.7% - 26.1%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Muscatine: 21%***

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. n=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



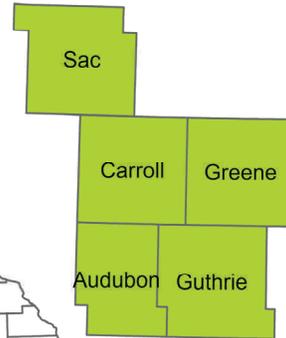
Tobacco Prevention Community Partnership Snapshot — FY 2015

New Opportunities



Executive Director: Chad Jensen
 23751 Highway 30, Box 427
 Carroll, Iowa 51401
 712-790-2728 cjensen@newopp.org

Contact for tobacco prevention:
 Christy Jenkins
 cjenkins@newopp.org



Population and Funding

Population served:

Audubon: 5,873
 Carroll: 20,598
 Greene: 9,139
 Guthrie: 10,687
 Sac: 10,071

FY 2015 funding:
\$50,745

Funding per capita:
 (annualized) \$1.08

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

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Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Audubon	195.3	148	39.9	32.1**	70	35
Carroll	186.3	162.7	39	45.9	128	42
Greene	196.7	177.6	37	45.2	145	91
Guthrie	170.8	120.5	40	48.2	124	53
Sac	169.5	148.2	55.9	49.8	275	63
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2006-2012

Audubon: 24% (13.6% - 37.4%)
 Carroll: 21% (14.9% - 29.5%)
 Greene: 23% (12.3% - 38.6%)
 Guthrie: 9% (5.4% - 14.6%)
 Sac: 21% (13.8% - 30.5%)
 State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Audubon: 23%
 Carroll: 12%***
 Greene: 27%
 Guthrie: 14%
 Sac: 25%
 State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. COPD, stroke deaths are from 2009-12, heart disease, cancer deaths are from 2010-12 and hospitalizations from 2006-08. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015



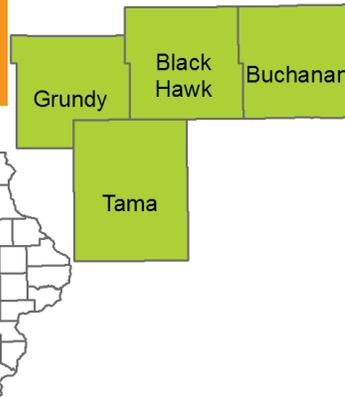
Tobacco Prevention Community Partnership Snapshot — FY 2015

Pathways Behavioral Services



Executive Director: Chris Hoffman
 3362 University Avenue, Waterloo, IA 50701
 319-235-6571 choffman@pathwaysb.org

Contact for tobacco prevention:
 Buchanan: Nora Kurtovic KurtovicN@pathwaysb.org
 Tama, Grundy: Kallie McCartney
 Kallie.McCartney@pathwaysb.org
 Black Hawk: Jackie Preston PrestonJ@pathwayb.org



Population and Funding

Population served:

Black Hawk: 132,546
 Buchanan: 20,976
 Grundy: 12,314
 Tama: 17,576

FY 2015 funding:
\$109,035

Funding per capita:
 (annualized) \$0.71

Iowa
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 state.ia.us/
 tupac/](http://www.idph.state.ia.us/tupac/)

Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Black Hawk	170.9	157.2	36.6	54.3	180	104
Buchanan	202.2	193.4	45.1	40.8	154	52
Grundy	165.7	144.7	35.3	23.4 (Unreliable)	80	45
Tama	180.2	138.7	36.9	52.5	133	65
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2004-2010

Black Hawk: 21% (18.1% - 23.3%)
 Buchanan: 18% (12.6% - 25%)
 Grundy: 11% (6.7% - 17.8%)
 Tama: 18% (12.2% - 25.6%)
 State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Black Hawk: 18%***
 Buchanan: 18%
 Grundy: 33%***
 Tama: 24%***
 State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. COPD, stroke deaths are from 2009-12, heart disease, cancer deaths are from 2010-12 and hospitalizations from 2006-2008. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015



Tobacco Prevention Community Partnership Snapshot — FY 2015

Scott County Health Department



Executive Director
Edward Rivers

600 W 4th Street, Davenport, IA 52801
563-326-8618 health@scottcountyiowa.com

Contact for tobacco prevention:
Kim Mills
kim.mills@scottcountyiowa.com

Population and Funding

Population served:

Scott: 170,385

FY 2015 funding total:

\$87,943

Funding per capita:

(annualized)

\$0.62

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

Division Director:
Jerilyn Oshel

321 E. 12th Street
Des Moines IA 50319
515-281-6225
<http://www.idph.state.ia.us/tupac/>



Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Scott	191.9	166.9	39.3	55.4	251	83
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Scott: 18% (15.4% - 19.8%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Scott: 15%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.

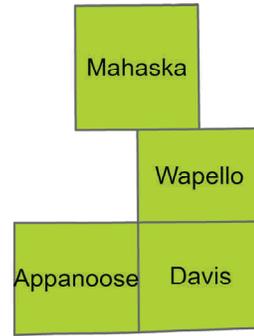
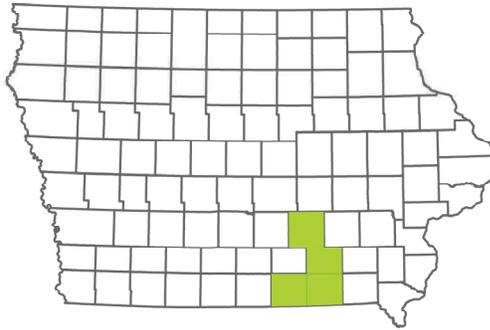


Tobacco Prevention Community Partnership Snapshot — FY 2015

SIEDA



Executive Director: Brian Dunn
 229 West Main St., Box 658, Ottumwa, Iowa 52501
 641-682-8741 bdunn@sieda.org
 Contact for tobacco prevention:
 Lisa Guest lguest@sieda.org



Population and Funding

Population served:

Appanoose: 12,692
 Davis: 8,791
 Mahaska: 22,417
 Wapello: 35,391

FY 2015 funding:
\$67,207

Funding per capita:
 (annualized) **\$1.02**

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

Division Director:
 Jerilyn Oshel

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Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Appanoose	166	234.8	30.9	39.4	301	105
Davis	180	173.9	35.2**	37.9**	195	44
Mahaska	183.5	147.8	47.9	46.8	153	37
Wapello	191.1	216.8	51.7	51.1	248	67
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2004-2010

Appanoose: 28% (18.8% - 38.5%)
 Davis: 23% (14.5% - 35.5%)
 Mahaska: 15% (10.6% - 20.9%)
 Wapello: 21% (16.6% - 26.8%)
 State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012

Appanoose: 31%
 Davis: 19%
 Mahaska: 7%***
 Wapello: 21%
 State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. COPD, stroke deaths are from 2009-12, heart disease, cancer deaths are from 2010-12 and hospitalizations from 2006-2008. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015



Tobacco Prevention Community Partnership Snapshot — FY 2015

Siouxland District Health Department



Executive Director
Kevin Grieme

1014 Nebraska Street, Sioux City, IA 51105
712-279-6119 kgrieme@sioux-city.org

Contact for tobacco prevention:
Becky Carlson
jrcarlson@sioux-city.org

Population and Funding

Population served:

Woodbury: 102,130

FY 2015 funding total:

\$54,051

Funding per capita:

(annualized)

\$0.64

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

Division
Director:
Jerilyn Oshel

321 E. 12th
Street
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www.idph.
state.ia.us/
tupac/](http://www.idph.state.ia.us/tupac/)



Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Woodbury	170.3	164.3	35.3	68.8	241	82
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor
Surveillance System, 2006-2012

Woodbury: 23% (20.5% - 26.3%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey
2012

Woodbury: 17%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

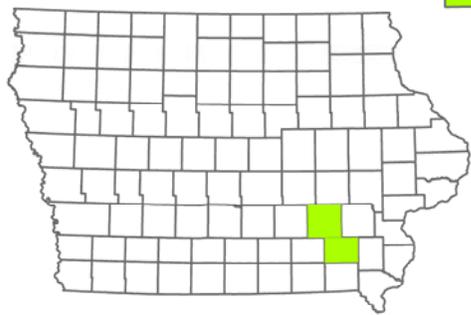
Tobacco Prevention Center



Executive Director
 James Conroy, MD
 707 E Pleasant Valley Street
 Sigourney, IA 52591
 paiodocs@mchsi.com

Contact for tobacco prevention:
 Ken Daley 641-209-9893 kdaley@lisco.com

Keokuk
 Jefferson



Population and Funding
Population served:
 Jefferson: 16,810
 Keokuk: 10,329

FY 2015 funding total:
\$17,827

Funding per capita:
 (annualized) \$0.99

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>

Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Jefferson	156	178	40.3	29.4	164	42
Keokuk	172.5	164.2	28.7**	44	156	62
State of Iowa	173.1	178.3	45.3	47.6	174	69

<p>Estimated adult smoking prevalence Iowa Behavioral Risk Factor Surveillance System, 2006-2012</p> <p>Jefferson: 21% (12.6% - 34%) Keokuk: 24% (15.9% - 34.1%) State of Iowa (2013): 19.5%</p>	<p>Youth tobacco use prevalence Iowa Youth Survey 2012</p> <p>Jefferson: 17% Keokuk: 22% State of Iowa: 17.0%</p>
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Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.

Tobacco Prevention Community Partnership Snapshot — FY 2015

Van Buren County Hospital



Executive Director
Melissa Daugherty
 304 Franklin St., Keosauqua, IA 52565
 319-293-3171 melissa.daugherty@vbch.org

Contact for tobacco prevention:
Melissa Daugherty
 melissa.daugherty@vbch.org

Population and Funding

Population served:

Van Buren: 7,436

FY 2015 funding total:

\$8,334

Funding per capita:

(annualized)

\$1.34

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

Division
 Director:
 Jerilyn Oshel

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 Des Moines
 IA 50319
 515-281-6225
[http://
 www.idph.
 state.ia.us/
 tupac/](http://www.idph.state.ia.us/tupac/)



Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Van Buren	164.3	202.3	42.2	48.4	346	81
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor
 Surveillance System, 2006-2012

Van Buren: na

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey
 2012

Van Buren: 20%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.

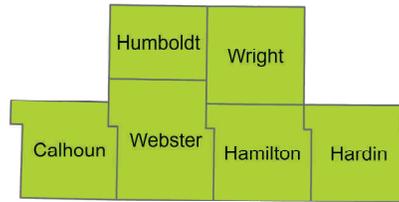


Tobacco Prevention Community Partnership Snapshot — FY 2015

Webster County Health Department



Executive Director: Kari Prescott
 723 1st Avenue S
 Fort Dodge, Iowa
 515-573-4107
 kprescott@webstercountya.org
 Contact for tobacco prevention:
 Lindsay Kavanaugh
 lkavanaugh@webstercountya.org



Population and Funding

Population served:

Calhoun: 9,926
 Hamilton: 15,312
 Hardin: 17,441
 Humboldt: 9,688
 Webster: 37,044
 Wright: 12,972

FY 2015 funding:
\$86,219

Funding per capita:
 (annualized) **\$1.01**

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>



Tobacco Related-Disease Burden age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Calhoun	169.3	170.1	34.7	47.2	206	131
Hamilton	143	157.1	33.9	31.4	227	138
Hardin	175.3	166.7	38.5	31.5	141	70
Humboldt	145	213.1	26.6 **	45.5	127	97
Webster	179	214.4	40.2	82.7	205	187
Wright	138.4	147.3	29.41	40.5	230	90
State of Iowa	171.2	170.0	45.8	47.0	174	69

Estimated adult smoking prevalence

IA Behavioral Risk Factor Surveillance System, 2006-12:

Calhoun: 22% (13.2% - 35.4%)
 Hamilton: 23% (16.3% - 30.1%)
 Hardin: 20% (13.7% - 28.7%)
 Humboldt: 17% (10.2% - 28.2%)
 Webster: 20% (15.6% - 24.7%)
 Wright: 17% (11.2% - 24.2%)
 State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey, 2012:

Calhoun: 24%
 Hamilton: 20%
 Hardin: 16%
 Humboldt: 17%
 Webster: 24%
 Wright: 29%***
 State of Iowa: 17.0%



Population counts are based on 2013 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. ***Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are from: COPD and stroke, 2009-12, heart disease and cancer 2010-12. Hospitalizations are from 2006-2008. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

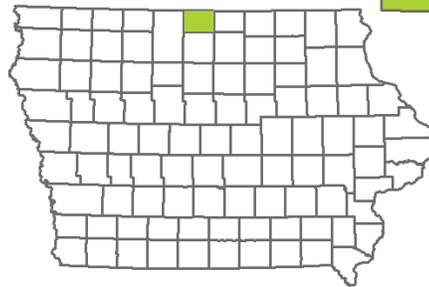
Winnebago County Public Health



Executive Director
Jayne Shaffer
 216 South 4th Street, Forest City, IA 50436
 641-585-4763
 jayne.shaffer@winnebagoiowa.gov

Contact for tobacco prevention:
 Jayne Shaffer

Winnebago



Population and Funding

Population served:

Winnebago: 10,554

FY 2015 funding total:

\$8,830

Funding per capita:

(annualized)

\$1.00

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

Division Director:
 Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>

Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Winnebago	163.2	174.3	32.6	33.2	83	87
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Winnebago: 10% (5.4% - 16.6%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Winnebago: 14%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Worth County Public Health



Executive Director
Teresa Johnson
 1000 Central Ave., Northwood, IA 50459
 641-324-1741 teresa.johnson@worthcounty.org

Contact for tobacco prevention:
Shana Butler
shana.butler@worthcounty.org

Population and Funding

Population served:

Worth: 7,541

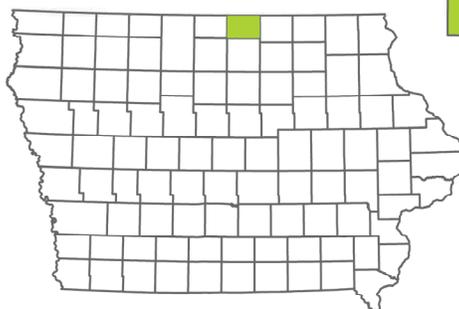
FY 2015 funding total:

\$8,334

Funding per capita:

(annualized)
\$1.33

Worth



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

Division Director:
Jerilyn Oshel

321 E. 12th Street
 Des Moines IA 50319
 515-281-6225
<http://www.idph.state.ia.us/tupac/>

Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Worth	177.5	144.7	34.1**	27.5**	103	89
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Worth: 17% (9.5% - 28.5%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Worth: 20%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Tobacco Prevention Community Partnership Snapshot — FY 2015

Youth and Shelter Services, Inc.



Executive Director
George Belitsos
 420 Kellogg Avenue, Ames, IA 50010
 GBelitsos@yss.ames.ia.us

Contact for tobacco prevention:
 Laura Bell lbell@yss.ames.ia.us
 515-382-6774

Population and Funding

Population served:

Boone: 26,364
 Story: 92,406

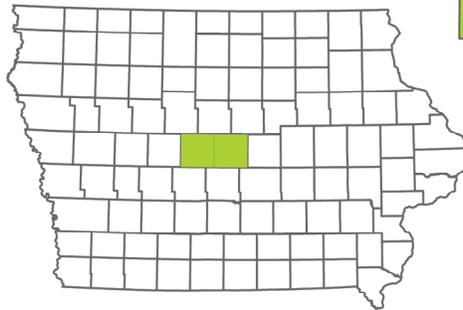
FY 2015 funding total:
\$74,343

Funding per capita:
 (annualized) \$0.75

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

Division Director:
 Jerilyn Oshel

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Tobacco Related-Disease Burden

age-adjusted rate/100,000 population

County	Death rate				Hospitalization rate	
	cancer	heart disease	stroke	COPD/emphysema	COPD/emphysema	asthma
Boone	174.3	202.5	38.1	51.6	223	47
Story	152.2	130.2	31.2	28	145	60
State of Iowa	173.1	178.3	45.3	47.6	174	69

Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Boone: 22% (17% - 29%)
 Story: 11% (8.1% - 13.9%)

State of Iowa (2013): 19.5%

Youth tobacco use prevalence

Iowa Youth Survey 2012

Boone: 22%
 Story: 13%

State of Iowa: 17.0%



Population counts are based on 2012 population estimates from the U.S. Census Bureau. Adult prevalence estimates are self-reported rates and confidence intervals of rates of cigarette smoking in Iowans 18 and older; youth rates are self-reported tobacco use rates in 11th grade students. **Rates where number of events is less than 20. *At least 5% of all county inpatient records are missing. *** Less than half of 11th grade students in this county participated in the survey. Rates that are asterisked should be interpreted with caution and not compared with other counties. na=number students participating too low to reliably report rates. Deaths are 2009-2010 for COPD and stroke, 2010-12 for heart disease and cancer and hospitalizations are 2006-2008 vintage. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.



Appendix II

Tobacco Commission
2014-2018 Strategic Plan

2014-2018 Strategic Plan

Last updated December 20, 2013

The Division of Tobacco Use Prevention and Control works to reduce tobacco use and the toll of tobacco-caused disease and death by preventing youth from starting, helping Iowans to quit, and preventing exposure to secondhand smoke. Tobacco is the leading preventable cause of death for Iowans, taking the lives of more than 4,400 adults each year. Estimated annual health care costs in Iowa directly related to tobacco use now total \$1 billion. To achieve the initiatives below, the Division follows Centers for Disease Prevention and Control (CDC) guidelines for comprehensive tobacco control programs. State-level initiatives include:

1. Quitline Iowa cessation services
2. Youth tobacco-use prevention programming
3. Enforcement of the Iowa Smokefree Air Act
4. Enforcement of laws prohibiting tobacco sales to minors
5. Local tobacco control programs, called Community Partnerships, support tobacco prevention and cessation initiatives at the community level
6. Ongoing surveillance of youth and adult tobacco use in Iowa

Our Mission

The mission of the Division of Tobacco Use Prevention and Control is 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.

2014 – 2018 Strategic Initiatives

Over the next five years, introduction of new tobacco related products, potential reduction in funding, ongoing changes with regulatory and legal climate will create new challenges for the Division. To prepare for these changes and continue to provide ongoing services, the Tobacco Commission has outlined the strategic priorities for the next five years.

- 1. Use existing and new surveillance data to create a more comprehensive tobacco control focused program to better understand existing and emerging trends and how best to direct our resources.**
- 2. Educate and gain support of policymakers to increase funding, staff and support in order to implement strategies effectively.**
- 3. Provide consistent communication and training to the 99 Community Partnerships to improve their efficiency.**

2014-2018 Strategic Plan

Strategic Initiative #1

USE EXISTING AND NEW SURVEILLANCE AND DATA TO CREATE A MORE COMPREHENSIVE TOBACCO CONTROL FOCUSED SURVEILLANCE TO BETTER UNDERSTAND EXISTING AND EMERGING TRENDS AND PROBLEMS AND HOW BEST TO DIRECT OUR EFFORTS TO SOLVE THEM.

Critical Initiatives over next 5 years

- 1 Determine 5-yr data that needs to be collected and how to gather it (including alternatives to Iowa Youth Tobacco Survey (IYTS) & Iowa Adult Tobacco Survey (IATS), with additional focus on reviewing data needs to track trends with disparate population use (e.g. youth, veterans)
- 2 Obtain approval and funding to gather needed data
- 3 Create process/system to collect data
- 4 Develop a plan to analyze, report, and disseminate information to stakeholders on a regular basis to inform and educate
- 5 Continue existing surveys (e.g. Quitline, BRFSS, IYS)

Owners/Key Resources

Division Director, Epidemiologist	Leads
BRFSS Coordinator	Key Resource

Measures of Success

Re-establishment of the youth and adult tobacco focused surveys	Implement by 3Q2014, this date needs to be reviewed, thoughts
Increased knowledge of trends (5-yr)	Data introduced by late 2014 with first trending in 2016
Available comparative data	<i>[date tbd]</i>
Knowledge of new products through surveys and other surveillance	Increased data by end of 2015 with most data by 2017
Consistent and complete program evaluation	Consistent program evaluations introduced by end 2014 with trending by 2015

Risks We Will Manage

- Strategic initiative for additional data collection is not approved and/or funded
- Schools do not want to do or choose not to participate in surveys
- IATS survey is not re-established
- Data isn't complete

2014-2018 Strategic Plan

Strategic Initiative #2

EDUCATE AND GAIN ADVOCACY OF POLICYMAKERS TO GAIN FUNDING AND SUPPORT IN ORDER TO REDUCE THE DEATH AND DISEASE CAUSED BY TOBACCO.

Critical Initiatives over next 5 years

- 1 **Create consistency in policy, practice, education and messaging to all policymakers and stakeholders.**
- 2 **Create a plan to inform and educate candidates and new law makers of key tobacco issues in Iowa and related best practices.**
- 3 **Strengthen the cohesiveness of the tobacco advocates.**
- 4 **Improve partnership between Community Partners and advocates through role clarity, greater communication and information sharing, and ongoing education.**
- 5 **Educate and inform policymakers on issues, actions and progress related to disparate populations at greater risk (e.g. youth, veterans, minorities and Medicaid clients).**

Owners/Key Resources

American Cancer Society Cancer Action Network (ACS CAN)	Lead
Other members of the tobacco coalition, Commission Members	Key Resources

Measures of Success

1 Policymakers award funding consistent with CDC best practices	Beginning fiscal year 2015 and continuing through 2018
2 Policymakers are current on tobacco issues	[tbd]
3 Key policymakers have appropriate information and education	[tbd]
4 Improved relationships between community partners, advocates, policy makers and Division	[tbd]
5 Policymakers, advocates, Division use consistent messages	3Q2014

Risks We Will Manage

- Elections over five years will bring changes in policymakers, supporters and their view
- Focused time with legislators to discuss tobacco related issues
- Quickly and easily gathering “local” data from Community Partners to provide to policymakers for their specific area
- Consistent message across all groups
- Most appropriate person bringing the right messages to key policymakers

2014-2018 Strategic Plan

Strategic Initiative #3

IMPROVE ABILITY FOR 99 COMMUNITY PARTNERS TO HELP COMMUNITIES WITH TOBACCO CONTROL AND PREVENTION THROUGH CONSISTENT COMMUNICATION AND TRAINING

Critical Initiatives over next 3 years

- 1 Create and execute a communication plan and strategy to ensure clear and consistent communication within the Division to Community Partners related to issues, technical assistance for all topics, Community Health Consultant (CHC) support services and, updates on new tobacco information.
- 2 Provide simple, timely training to Community Partners on key issues (consistent messaging- broad, best practices, how they fit in).
- 3 Create and deploy consistent orientation for new Community Partners. (e.g. training, orientation manual or resources guide)
- 4 Create forum for Community Partners to exchange ideas and info (e.g. mentors, conference calls, Facebook page, champions, newsletters, regularly share ideas and success stories).
- 5 Provide information, programs and resources to Community Partners to support the needs of disparate populations at greatest risk (e.g. youth, veterans, mental health, Medicaid clients).
- 6 Implement and ensure that all CHC's are using the same language and approval system .

Owners/Key Resources

Tobacco Division- Lead (Division Director)	Lead
Advocacy Partners-Team, Community Partners	Key Resources

Measures of Success

- | | |
|--|-------|
| 1 Improved and deepened understanding of tobacco control program, Best practices, and current issues by Community Partnerships | [tbd] |
| 2 Increase in the frequency and types of communication between Community Partners leading to greater exchange in ideas and information | [tbd] |
| 3 Ability to create comparison between community partnerships against set standards | [tbd] |

Risks We Will Manage

Reduction in funding over last few years
Inconsistency across Community Partners in terms of funding and/or staffing
Community Partners have diverse issues and responsibilities, with tobacco control being only one of many
Currently there are conflicting messages going to Community Partners
Every community is different
Limited CHC's to cover all 99 Community Partners

2014-2018 Strategic Plan

Strategic Initiative #4

OBTAIN ADEQUATE FUNDING AND STAFF TO IMPLEMENT STRATEGIES
EFFECTIVELY

Critical Initiatives over next 5 years

1 Funding:

1. Educate Legislators about needed funding
2. Appropriately allocate funding
3. Apply for and win competitive CDC funding

2 Staff:

1. Educate staff on key tobacco best practice, data/trends, and progress
2. Provide resources and training to staff so they are able to communicate key messages more effectively.
3. Fill critical positions (e.g. CHCs, Administrative Assistant, Youth Position, Division Director)

Owners/Key Resources

Advocacy Group, Department Director, Legislature	Funding
Division Director	Staff

Measures of Success

1	Adequate funding levels consistent with CDC best practices	tbd
2	Staff is engaged and showing passion for tobacco control	tbd
3	Staff is performing at needed levels	tbd
4	Division has "enough staff"	tbd
5	Division is awarded CDC funding	March 2014; \$xx

Risks We Will Manage

State Politics
State Policies
Policymakers
Department policies
Funding
No approval for additional staffing

Appendix III

FY15 Community Partnership
Action Plan Objectives

FY15 Community Partnership Action Plan Objectives

Goal # 1 – Prevent the initiation of tobacco use among young people

<p>Curriculum based or peer-to-peer education programming</p>	<p>Bremer</p>
<p>Increase number of public and accredited non-public schools including colleges that have voluntary TF and NF campus policies (13 CPs, 38 counties)</p>	<p>Guthrie, Audubon Dubuque Pottawattamie, Harrison, Shelby, Crawford, Monona, Ida, Cass Johnson, Iowa Des Moines, Lee, Louisa Clinton Fremont, Montgomery, Page, Taylor Polk, Dallas, Jasper, Warren, Madison, Marshall, Union Allamakee, Delaware, Fayette, Howard, Winneshiek Scott Bremer Humboldt, Hardin, Hamilton, Webster, Wright Mills Jefferson, Keokuk</p>
<p>Increase or maintain the number of youth chapters (20 CPs, 56 counties)</p>	<p>Black Hawk, Buchanan, Grundy, Tama Clayton Clarke, Decatur, Lucas, Monroe, Wayne Dubuque Pottawattamie, Harrison, Shelby, Crawford, Monona, Ida, Cass Henry Johnson, Iowa, Poweshiek Kossuth Des Moines, Lee, Louisa Jackson, Benton Marion Fremont Polk, Dallas, Jasper, Warren, Madison, Marshall, Union, Adair Lyon, Plymouth, Osceola, O’Brien, Sioux Story Appanoose, Wapello Washington Calhoun, Humboldt, Hardin, Hamilton,</p>

	Webster, Wright
	Winneshiek, Allamakee, Delaware, Fayette, Howard
	Cherokee
	Butler
	Franklin, Pocahontas
Implement diversion classes (3 CPs, 10 counties)	Black Hawk, Buchanan, Grundy, Tama
	Polk, Dallas, Jasper, Warren, Madison
	Dubuque
Increase the number of TF or TF/NF parks (14 CPs, 32 counties)	Clarke, Decatur, Lucas, Monroe, Wayne
	Hancock
	Johnson
	Linn
	Muscatine
	Polk, Dallas, Jasper, Warren, Madison
	Scott
	Allamakee, Delaware, Fayette, Howard, Winneshiek
	Woodbury
	Winnebago
	Clay, Dickinson
	Dubuque
	Calhoun, Humboldt, Hardin, Hamilton, Webster, Wright
	Van Buren
	Chickasaw, Floyd
Educate on new tobacco and nicotine products and laws regarding the sale of these products	Dubuque

Goal # 2 – Eliminate non-smokers’ exposure to second hand smoke

TF Community Events (3 CPs, 7 counties)	Bremer
	Polk, Dallas, Jasper, Warren, Madison
	Woodbury
Increase Number of SF Housing Properties (13 CPs, 33 counties)	Bremer
	Black Hawk, Buchanan, Grundy, Tama
	Cerro Gordo
	Dubuque
	Pottawattamie, Harrison, Shelby, Crawford, Monona, Ida, Cass

	Henry
	Johnson
	Linn, Clinton, Jones
	Polk, Dallas, Jasper, Warren, Madison, Marshall
	Scott
	Story
	Calhoun, Humboldt, Hardin, Hamilton, Webster, Wright
	Woodbury
	Buena Vista
Implement system change to address 2nd and subsequent complaints of the SFAA by partnering with local law enforcement and city/county authority (1 CP, 1 county)	Dubuque
SF/TF fair policy (1 CP, 6 counties)	Calhoun, Humboldt, Hardin, Hamilton, Webster, Wright

Goal # 3 – Promote quitting among young people and adults

Health Professionals and Allied Health that adopt 2As and R system (16 CPs, 36 counties)	Black Hawk, Buchanan, Grundy, Tama
	Carroll, Greene, Sac
	Cedar
	Clarke, Decatur, Lucas, Monroe, Wayne
	Dubuque
	Johnson
	Des Moines
	Linn
	Muscatine
	Polk, Dallas, Jasper, Warren, Madison, Marshall, Union, Adair
	Scott
	Lyon, Plymouth, Osceola, O’Brien, Sioux
	Story, Boone
	Davis, Mahaska, Wapello
	Woodbury
Worth	
Cessation Referral and follow-up	Cerro Gordo
Increase Fax Referrals (2 CPs, 8 counties)	Pottawattamie, Harrison, Shelby, Crawford, Monona, Ida, Cass
	Marion

Increase the number of pharmacies that agree to not sell tobacco or non FDA approved nicotine products (2 CPs and counties)	Polk
	Dubuque
Provide Cessation Classes (2 CPs, 3 counties)	Webster
	Black Hawk, Buchanan