

# 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 more than 4,500 Iowans and more than 400,000 Americans every year.
- Twenty percent of Iowa high school students and 7% of Iowa middle school students currently smoke cigarettes while 8% of high school students and 2% of middle school students currently use spit tobacco.
- Fourteen percent of adults in Iowa currently smoke while 3% currently use spit tobacco.
- In addition to active tobacco use, more than 231,000 children in Iowa are exposed to second-hand smoke at home. Each year, between 370 and 660 adults, children and babies die from other's smoking, either from exposure to secondhand smoke or from smoking during pregnancy.

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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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 five 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](http://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

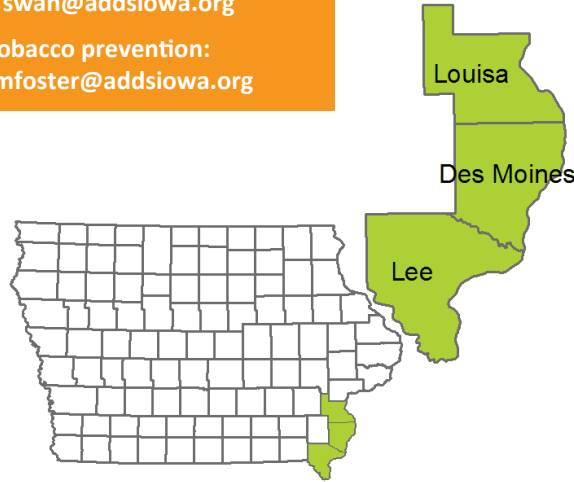
### Population and Funding

#### 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



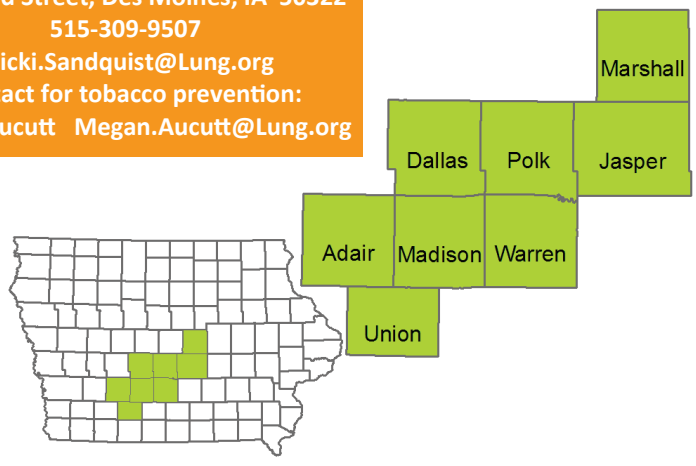


# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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**

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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

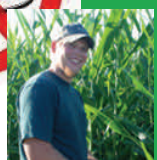
IA Behavioral Risk Factor Surveillance System, 2006-2012:

- 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.

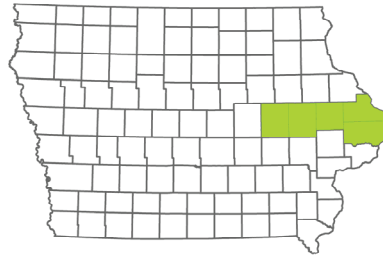
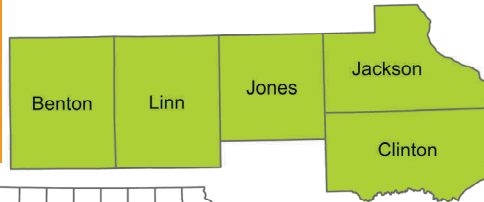
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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  
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 Prevention  
 and Control

Division  
 Director:  
 Jerilyn Oshel

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 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

## Bremer County – Waverly Health Center



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

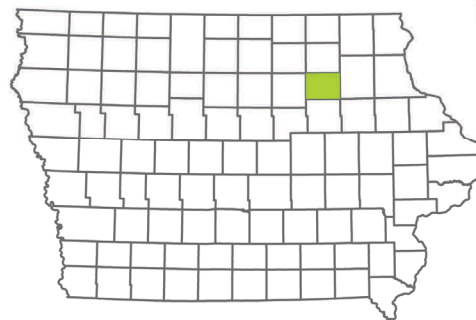
#### Funding per capita:

(annualized)  
 \$0.63

Iowa Department  
 of Public Health  
 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/](http://www.idph.state.ia.us/tupac/)



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: 14% (9.7% - 18.6%)

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 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

## 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:**

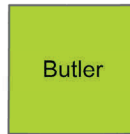
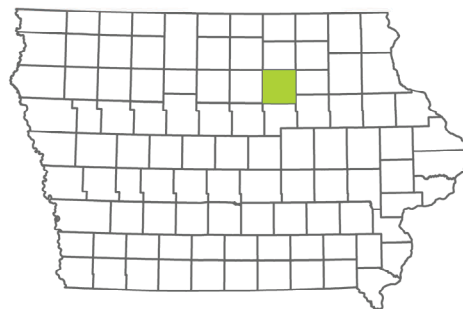
(annualized)

**\$1.00**

Iowa Department of Public Health  
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<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
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: 10% (6.7% - 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.



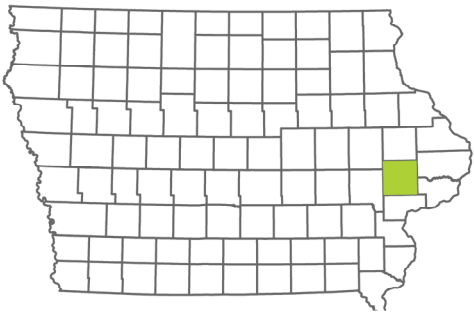
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## Cedar County Public Health



**Executive Director**  
**Bonnie Butler**  
 400 Cedar Street, Tipton, IA 52772  
 563-886-2226 [bbutler@cedarcounty.org](mailto:bbutler@cedarcounty.org)

**Contact for tobacco prevention:**  
**Kim Mente**  
[kmente@cedarcounty.org](mailto:kmente@cedarcounty.org)



Population and Funding

**Population served:**  
 Cedar: 18,393

**FY 2015 funding total:**  
**\$15,496**

**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  
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<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
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: 19% (12.9% - 25.8%)**

**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 from 2006-2008. Average annualized per capita state funding across all community partnerships was \$0.79 in FY2015.

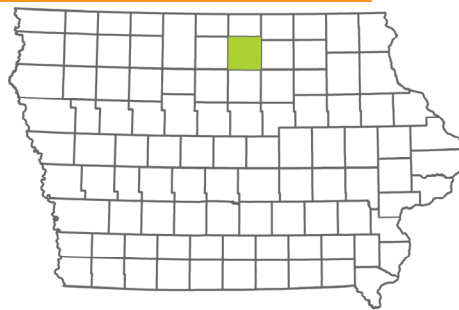
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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: 18% (14.2% - 22.4%)**

**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.



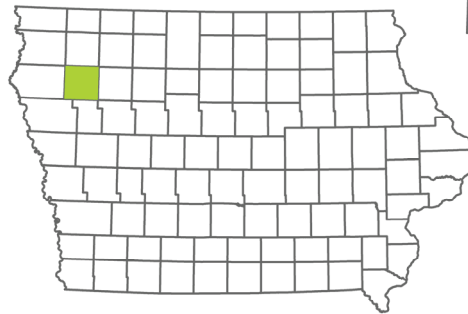
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## Cherokee Regional Medical Center



**Executive Director: John Comstock**  
 300 Sioux Vally Drive, Cherokee, IA 51012  
 712-225-1505 jmcom@cherokeermc.org

**Contacts 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

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
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: 10% (5.5% - 16.5%)**

**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

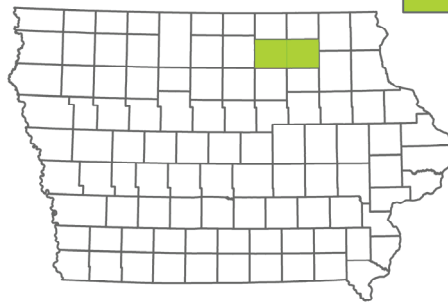
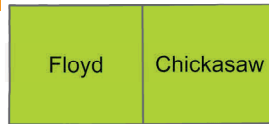
**FY 2015 funding total:**  
**\$18,995**

**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 lowans 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.





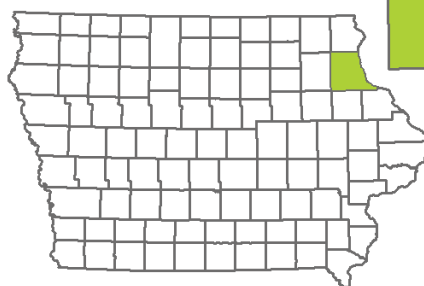
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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: 17% (11.4% - 24.4%)**

**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

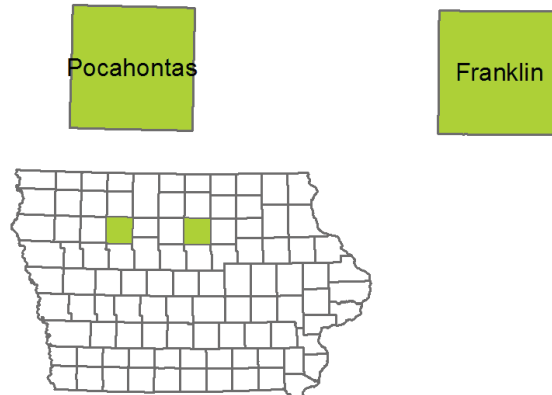
**FY 2015 funding total:**  
**\$13,732**

**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.



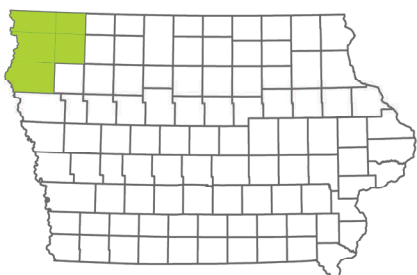
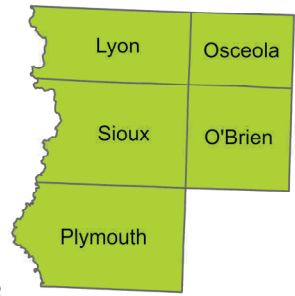
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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



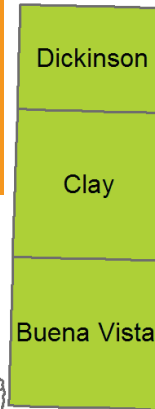
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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

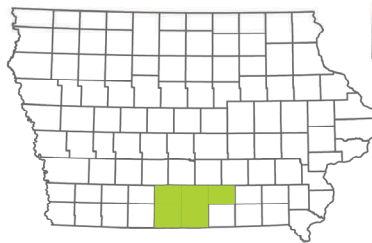
Population & Funding  
**Population served:**

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/](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



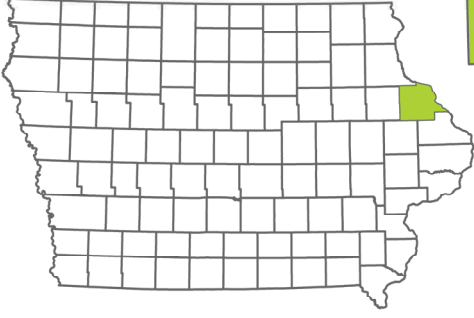
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## Hillcrest Family Services – Dubuque



**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: 10% (7.8% - 12.9%)**

**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. 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.



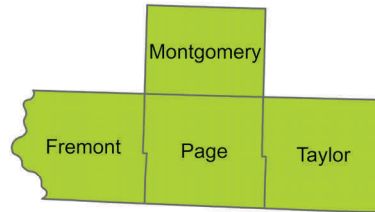
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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

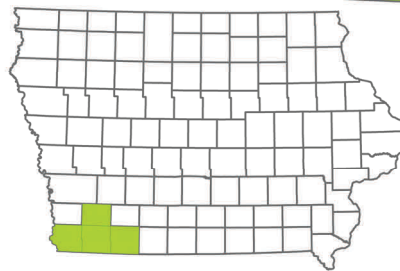
**FY 2015 funding:**  
**\$38,560**

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

Iowa  
 Department of  
 Public Health  
 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/](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

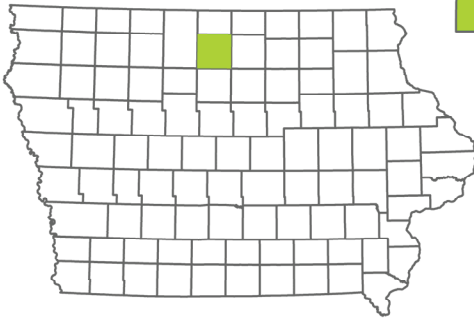
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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: 20% (13.6% - 28.2%)**

**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.



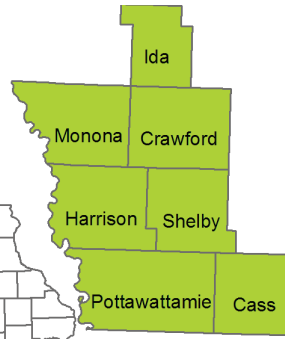


# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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:  
 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
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.

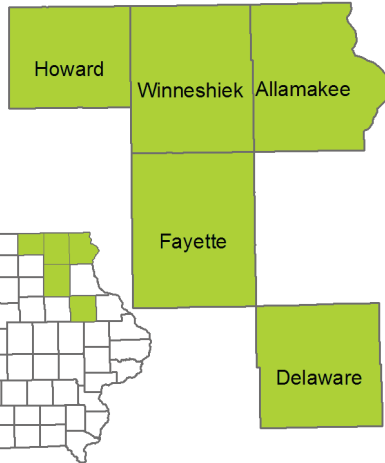
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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  
 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/](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:**

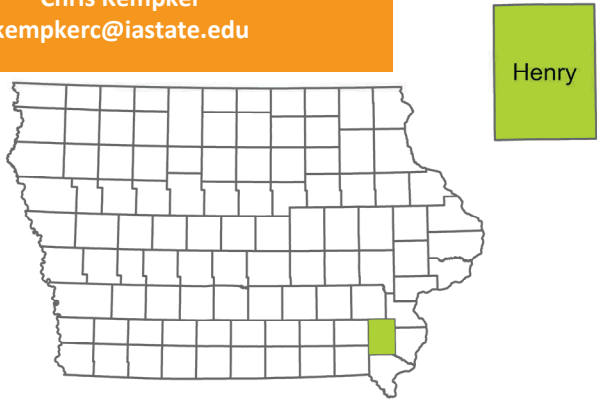
(annualized)

**\$1.01**

Iowa Department  
 of Public Health  
 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/](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
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: 17% (11.1% - 24.7%)

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

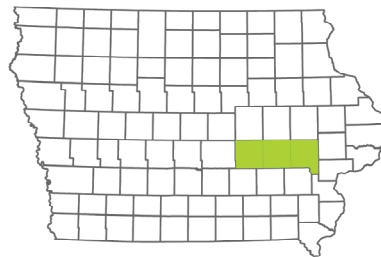
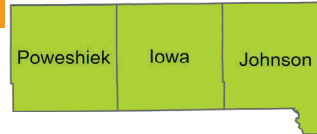
Population and Funding

### 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

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
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%



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

## 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:**

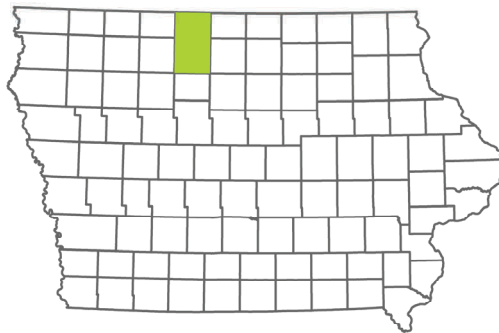
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**\$1.00**

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/>



Kossuth

### 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: 16% (10.3% - 22.7%)**

**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 641-828-2238

Population and Funding

**Population served:**

Marion: 33,252

**FY 2015 funding total:**

**\$28,501**

**Funding per capita:**

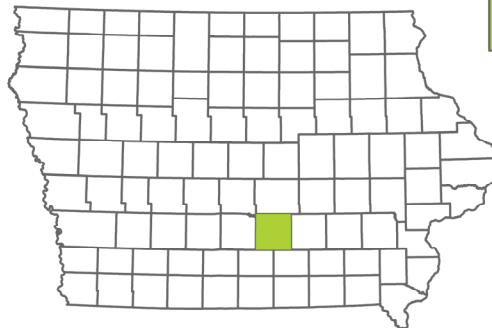
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**\$1.03**

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
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: 18% (13.8% - 23.7%)**

**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**  
 418 Sharp St., Glenwood, IA 51534  
 712-527-9699 sherib@mcph.us

**Contact for tobacco prevention:**  
**Julie Lynes**  
 juliel@mcph.us

Population and Funding

**Population served:**

Mills: 14,896

**FY 2015 funding total:**

**\$8,334**

**Funding per capita:**

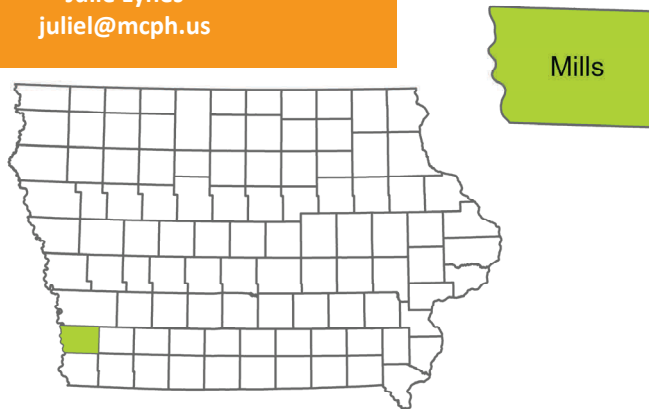
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**\$0.67**

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
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: 28% (20.3% - 37.6%)

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 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**  
Angela Gabriel

**Contacts for tobacco prevention:**  
Jaimie Cruse, Program Director  
1605 Cedar Street, Muscatine, IA 52761  
jaimie.cruse@unitypoint.org 563-264-9409  
Mandy Moody mandy.moody@unitypoint.org

Population and Funding

**Population served:**

Muscatine: 42,836

**FY 2015 funding total:**

**\$36,390**

**Funding per capita:**

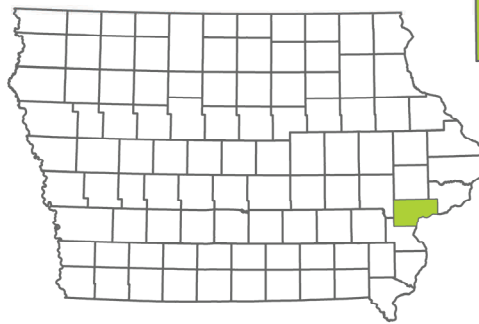
(annualized)

**\$1.02**

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/>



Muscatine

### 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% (16.7% - 26.1%)**

**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.





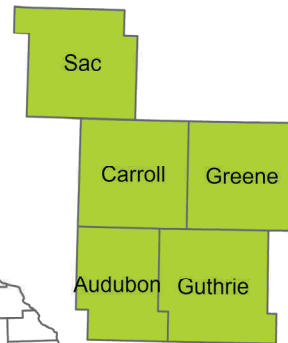
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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

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
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



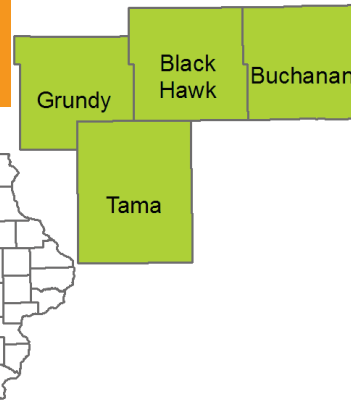
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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  
 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/](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 lowans 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:**

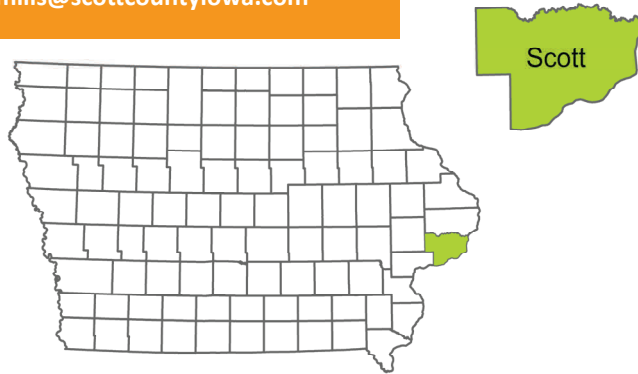
(annualized)

**\$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: 18% (15.4% - 19.8%)**

**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.

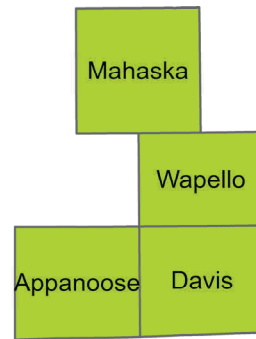
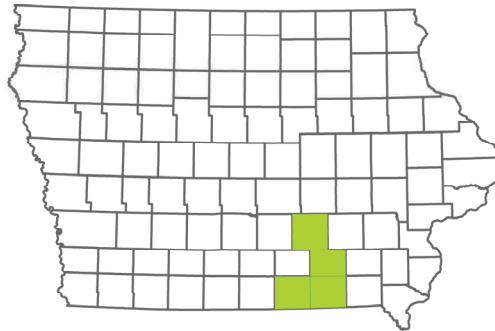


# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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

321 E. 12th  
 Street  
 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
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



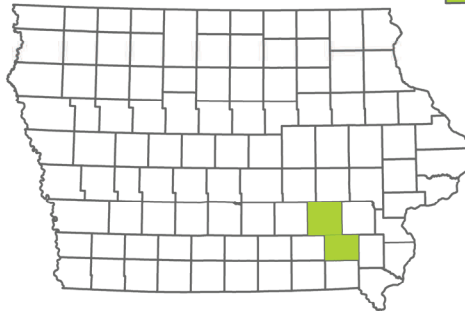
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## Tobacco Prevention Center



**Executive Director**  
 James Conroy, MD  
 707 E Pleasant Valley Street  
 Sigourney, IA 52591  
 641-660-5493 paiodocs@mchsi.com

**Contact for tobacco prevention:**  
 Ken Daley kdaley@mum.edu



### 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

### Estimated adult smoking prevalence

Iowa Behavioral Risk Factor Surveillance System, 2006-2012

Jefferson: 21% (12.6% - 34%)  
 Keokuk: 24% (15.9% - 34.1%)  
 State of Iowa (2013): 19.5%

### Youth tobacco use prevalence

Iowa Youth Survey 2012

Jefferson: 17%  
 Keokuk: 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

## Van Buren County Hospital



Community Wellness Coordinator and Contact for tobacco prevention:

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

Population and Funding

**Population served:**

Van Buren: 7,436

**FY 2015 funding total:**

**\$8,334**

**Funding per capita:**

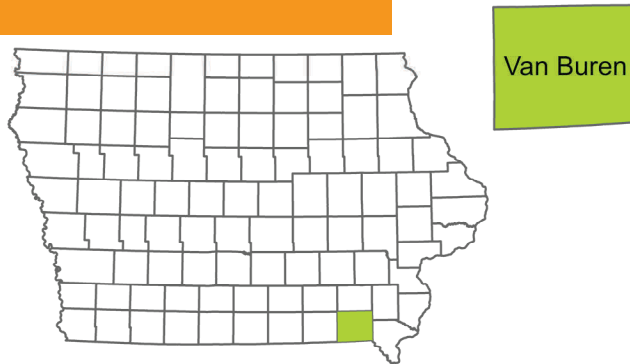
(annualized)

**\$1.34**

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

Division Director:  
 Jerilyn Oshel

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
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: 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. 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.



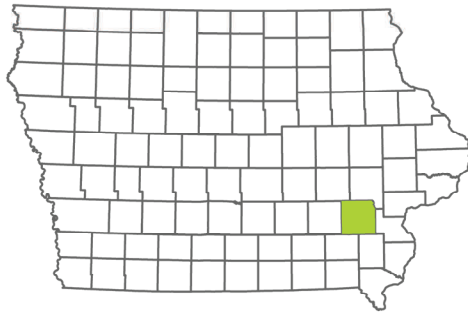
# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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:  
 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
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: 16% (10.9% - 23.5%)**

**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.

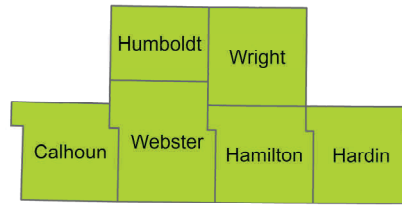


# Tobacco Prevention Community Partnership Snapshot — FY 2015

## 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

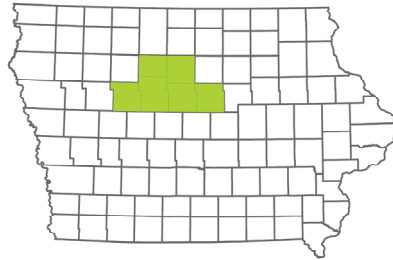
**FY 2015 funding:**  
**\$86,219**

**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**  
 jayne.shaffer@winnebagoiowa.gov

Population and Funding

**Population served:**

Winnebago: 10,554

**FY 2015 funding total:**

**\$8,830**

**Funding per capita:**

(annualized)

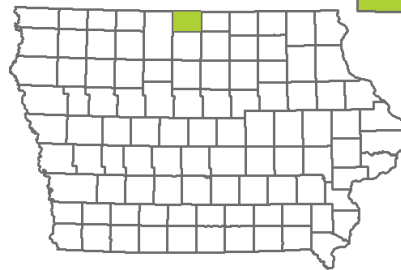
**\$1.00**

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/>

Winnebago



### 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: 10% (5.4% - 16.6%)**

**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 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

## 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

### 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

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

### 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: 23% (20.5% - 26.3%)**

**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)

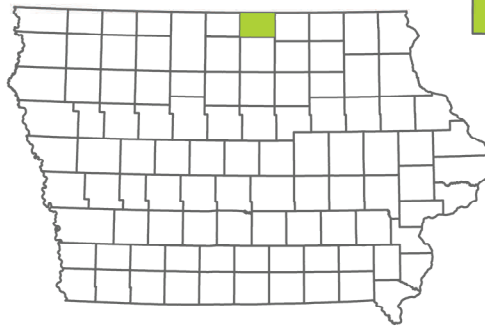
**\$1.33**

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/>

Worth



### 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: 17% (9.5% - 28.5%)

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

## 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

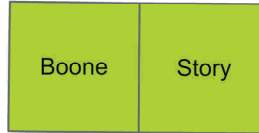
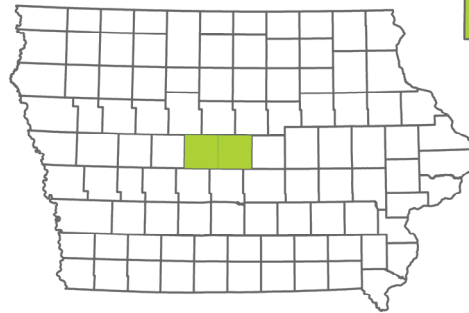
**FY 2015 funding total:**  
**\$74,343**

**Funding per capita:**  
 (annualized) \$0.75

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

Division Director:  
 Jerilyn Oshel

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
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 99Community 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 <b>Policymakers award funding consistent with CDC best practices</b>	Beginning fiscal year 2015 and continuing through 2018
2 <b>Policymakers are current on tobacco issues</b>	[tbd]
3 <b>Key policymakers have appropriate information and education</b>	[tbd]
4 <b>Improved relationships between community partners, advocates, policy makers and Division</b>	[tbd]
5 <b>Policymakers, advocates, Division use consistent messages</b>	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</p>
	<p>Dubuque</p>
	<p>Pottawattamie, Harrison, Shelby, Crawford, Monona, Ida, Cass</p>
	<p>Johnson, Iowa</p>
	<p>Des Moines, Lee, Louisa</p>
	<p>Clinton</p>
	<p>Fremont, Montgomery, Page, Taylor</p>
	<p>Polk, Dallas, Jasper, Warren, Madison, Marshall, Union</p>
	<p>Allamakee, Delaware, Fayette, Howard, Winneshiek</p>
	<p>Scott</p>
	<p>Bremer</p>
	<p>Humboldt, Hardin, Hamilton, Webster, Wright Mills</p>
	<p>Jefferson, Keokuk</p>
	<p>Increase or maintain the number of youth chapters (20 CPs, 56 counties)</p>
<p>Clayton</p>	
<p>Clarke, Decatur, Lucas, Monroe, Wayne</p>	
<p>Dubuque</p>	
<p>Pottawattamie, Harrison, Shelby, Crawford, Monona, Ida, Cass</p>	
<p>Henry</p>	
<p>Johnson, Iowa, Poweshiek</p>	
<p>Kossuth</p>	
<p>Des Moines, Lee, Louisa</p>	
<p>Jackson, Benton</p>	
<p>Marion</p>	
<p>Fremont</p>	
<p>Polk, Dallas, Jasper, Warren, Madison, Marshall, Union, Adair</p>	
<p>Lyon, Plymouth, Osceola, O’Brien, Sioux Story</p>	
<p>Appanoose, Wapello</p>	
<p>Washington Calhoun, Humboldt, Hardin, Hamilton,</p>	

	Webster, Wright
	Winneshiek, Allamakee, Delaware, Fayette, Howard
	Cherokee
	Butler
	Franklin, Pocahontas
<b>Implement diversion classes (3 CPs, 10 counties)</b>	Black Hawk, Buchanan, Grundy, Tama
	Polk, Dallas, Jasper, Warren, Madison
	Dubuque
<b>Increase the number of TF or TF/NF parks (14 CPs, 32 counties)</b>	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
<b>Educate on new tobacco and nicotine products and laws regarding the sale of these products</b>	Dubuque

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

<b>TF Community Events (3 CPs, 7 counties)</b>	Bremer
	Polk, Dallas, Jasper, Warren, Madison
	Woodbury
<b>Increase Number of SF Housing Properties (13 CPs, 33 counties)</b>	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
<b>Implement system change to address 2<sup>nd</sup> and subsequent complaints of the SFAA by partnering with local law enforcement and city/county authority (1 CP, 1 county)</b>	Dubuque
<b>SF/TF fair policy (1 CP, 6 counties)</b>	Calhoun, Humboldt, Hardin, Hamilton, Webster, Wright

### **Goal # 3 – Promote quitting among young people and adults**

<b>Health Professionals and Allied Health that adopt 2As and R system (16 CPs, 36 counties)</b>	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	
<b>Cessation Referral and follow-up</b>	Cerro Gordo
<b>Increase Fax Referrals (2 CPs, 8 counties)</b>	Pottawattamie, Harrison, Shelby, Crawford, Monona, Ida, Cass
	Marion

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