

FEB 15 2001
HUMAN RESOURCES

HOUSE FILE 282
BY MASCHER

Passed House, Date _____ Passed Senate, Date _____
Vote: Ayes _____ Nays _____ Vote: Ayes _____ Nays _____
Approved _____

A BILL FOR

1 An Act relating to the tobacco use prevention and control
2 initiative.

3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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1 Section 1. Section 142A.1, subsections 2 and 3, Code 2001,
2 are amended to read as follows:

3 2. It is the intent of the general assembly that the
4 comprehensive tobacco use prevention and control initiative
5 established in this chapter will specifically address
6 reduction of tobacco use by youth and pregnant-women adults,
7 promotion of compliance by minors and retailers with tobacco
8 sales laws and ordinances, and enhancement of the capacity of
9 youth and adults to make healthy choices. ~~The-initiative~~
10 ~~shall-allow-extensive-involvement-of-youth-in-attaining-these~~
11 ~~results-~~

12 3. It is also the intent of the general assembly that the
13 comprehensive tobacco use prevention and control initiative
14 will foster a social and legal climate in which tobacco use
15 becomes undesirable and unacceptable, in which role models and
16 those who influence youth social behavior promote healthy
17 social norms and demonstrate behavior that counteracts the
18 glamorization of tobacco use, and in which tobacco becomes
19 less accessible ~~to-youth~~. The intent of the general assembly
20 shall be accomplished by engaging all who are affected by the
21 use of tobacco in the state, including smokers and nonsmokers,
22 youth, and adults.

23 Sec. 2. Section 142A.6, subsection 2, Code 2001, is
24 amended to read as follows:

25 2. The purpose of the initiative is to attain the
26 following results:

27 a. Reduction of tobacco use by youth and adults.

28 b. Strong, active youth involvement in activities to
29 prevent youth tobacco use and to promote cessation of youth
30 tobacco use.

31 c. Enhanced capacity of youth and adults to make healthy
32 choices.

33 ~~d.--Reduction-of-tobacco-use-by-pregnant-women-~~

34 ~~e-~~ d. Increased compliance by minors and retailers with
35 tobacco sales laws and ordinances.

1 Sec. 3. Section 142A.6, subsection 3, paragraph b, Code
2 2001, is amended to read as follows:

3 b. Survey results indicating widespread support among
4 youth and adults for the initiative's tobacco use prevention
5 and control activities; for programs that enhance the ability
6 of youth and adults to make healthy choices including those
7 related to use of tobacco, alcohol, and other substances; and
8 for the media, marketing, and communications efforts
9 supporting the initiative's desired results. Any survey
10 conducted may also include an assessment of the effectiveness
11 of tobacco use prevention and control activities in affecting
12 other unhealthy youth behaviors including sexual activity and
13 violent behavior.

14 Sec. 4. Section 142A.6, subsection 4, Code 2001, is
15 amended to read as follows:

16 4. The division shall implement the initiative in a manner
17 that ensures that youth and adults are extensively involved in
18 the decision making for the programs implemented under the
19 initiative. The initiative shall also involve parents,
20 schools, and community members in activities to achieve the
21 results desired for the initiative. The division shall
22 encourage collaboration at the state and local levels to
23 maximize available resources and to provide flexibility to
24 support community efforts.

25 EXPLANATION

26 This bill applies the purpose, intent, and goals of the
27 tobacco use prevention and control initiative to both youth
28 and adults. Currently, the focus of the initiative is youth
29 and pregnant women.

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