

Health & Human Services Joint Appropriations Subcommittee

February 16, 2012

Good morning! My name is Cathy Callaway and I'm the current chair of the Iowa Commission on Tobacco Use Prevention and Control and I'm the Associate Director for the state and local campaign team for the American Cancer Society Cancer Action Network. I also had the pleasure of serving as the Director of the Division of Tobacco Use Prevention and Control for the Iowa Department of Public Health from 2000-2002 when the division was first created, which means I have been advocating for funding for tobacco control, this Division and Commission for a very long time.

I'll begin with a statement from Morgan Brittain, a senior at Winterset High School, and the vice president of I-STEP (Iowa Students for Tobacco Education and Prevention), formerly known as JEL...

"Good morning! I wish I could've been here in person today, but I had another commitment--some like to call it school. I have asked Cathy to share the following with you on my behalf: For the past two years, I have had the privilege of serving on the executive council for the youth tobacco prevention program here in Iowa, and this year as the vice president of I-STEP. As I'm sure all of you are aware, the budget for youth tobacco prevention was dramatically slashed along with the entire Division of Tobacco Use Prevention and Control budget this year. Theodore Roosevelt once said, "Do what you can, with what you have, where you are." We have risen to that challenge. Unfortunately though, what we have doesn't correspond with where we are. We live in Iowa, a state where there are more than 700,000 people under the age of 18. \$22,000 is not enough money to effectively prevent that many people from using tobacco. I have already started to notice changing attitudes toward tobacco use among my peers. What once was an attitude of disapproval has become one of apathy and even acceptance. We all have the common goal of making Iowa the healthiest state in the nation. In order to do that, our state must make the choice to prioritize the health of Iowa's youth and restore the Division of Tobacco Use Prevention and Control budget to \$7.8 million. Thank you!"
– Morgan Brittain, Senior, Winterset High School

Morgan and his peers are the reason the tobacco control division was created. This movement is not just about reducing tobacco use; it's also about grooming the future leaders of Iowa. Morgan plans to attend the University of Iowa in the fall.

Based on the needs and size of our population, the CDC recommends a tobacco control budget of \$36.7M – we are currently spending less than 9% of that.

approximately 2,980 more kids will grow up to become addicted smokers and 1,070 more kids will die prematurely costing the state \$52.1 million in future health expenditures. The money is there. This year alone Iowa is scheduled to receive an estimated \$294 million in revenue from the tobacco settlement and tobacco taxes. Yet we are only spending 1% of this revenue to reduce tobacco use.

It would be one thing to leave the number one cause of preventable death in Iowa up to personal responsibility if we were living in a neutral environment. The 2000 WHO Zeltner Report stated – “Tobacco is unlike other threats to global health. Infectious diseases do not employ multinational public relations firms. There are no front groups to promote the spread of cholera. Mosquitos have no lobbyists.” May explain why we have to fight this battle for funding every year. It certainly isn't because the program hasn't been effective.

Despite all the rhetoric that we've fixed the problem, the tobacco companies continue to spend more than \$102 million every year promoting their products in Iowa. We've heard, “but they can't market to kids anymore,” yet still 7.5 million packs of cigarettes are bought or smoked by kids in Iowa each year.

In 2010, community partnerships surveyed 2251 convenience stores and gas stations around the state and found more than 455,100 sales counter ads, banners and products which is an average of 202 impressions per store. Candy flavored tobacco is still available and appealing to Iowa's young people. At last check there were more than 100 co-sponsors on a federal bill to exempt cigars from FDA regulation. The tobacco industry is introducing new and cheaper products such as snus and dissolvables which are also appealing to young people and keeping adults addicted.

I've brought a few samples of the products and promotions that our facing our young people today. As you make budget decisions I urge you to consider the future of our state, consider the 70% of tobacco users who want to quit, and preventing future generations from becoming addicted to these deadly products. I urge you to restore funding for tobacco control to \$7.8 million for FY2013, maintain the structure of the Division and restore the duties of the Commission. Thank you!