

## Iowa Commission on Tobacco Use Prevention and Control

### Summary of Fiscal Year 2008 Tobacco Use Prevention and Control Division Expenditures

- The Division received a FY 2008 budget increase of \$5,786,754.
- FY 2008 state funding for the Division totals \$12,766,220.

#### Cessation programs to help Iowans quit: \$ 4,403,824

- State funding for cessation services was increased by \$4.1 million in FY 2008.
- Quitline Iowa provides free, telephone-based cessation counseling for any tobacco user in Iowa. Callers to Quitline Iowa can receive a free two-week supply of nicotine patches or gum and up to eight free counseling sessions.
- Iowa Nebraska Primary Care Association provides up to eight weeks of free, tobacco cessation pharmaceuticals to low-income adults at 15 community health centers across the state, as well as up to eight free counseling sessions from a healthcare provider or from Quitline Iowa.
- Four free clinics in Iowa provide free tobacco cessation pharmaceuticals and free counseling to uninsured adults.
- The Iowa Tobacco Research Center at the University of Iowa receives grant funding to work with healthcare providers across the state to promote tobacco cessation by providing one-on-one education about techniques for successful cessation counseling and referral to cessation services.
- Iowa Medicaid utilizes the free services of Quitline Iowa to provide the counseling required for Medicaid clients who are eligible to receive the Medicaid prescription benefit of up to 12 weeks of tobacco cessation pharmaceuticals.

#### Prevention programs to keep youth from starting: \$2,034,648

- Funding for youth tobacco use prevention was increased by more than \$800,000 in FY 2008.
- Just Eliminate Lies (JEL), Iowa's youth-led tobacco use prevention program is recognized as one of the premier prevention programs in the nation. More than 5,000 middle and high school-age youth are members of JEL and hundreds of youth take part in peer education and prevention activities in their schools and communities every year. JEL members determine the goals and messages of the JEL program, ensuring that JEL remains relevant and effective. In the process JEL members develop life-long leadership skills.
- Components of the JEL program include: local JEL chapters in middle & high schools and community youth groups; the tobacco use counter-marketing media campaign which reaches every Iowa media market, and the JEL Summit which brings together more than 200 Iowa youth leaders for peer education and hands-on leadership training

### Community Partnerships: Local tobacco prevention programs: \$2,916,753

- 97 of Iowa's 99 counties receive Community Partnership grant funding to support comprehensive, county-level tobacco prevention and control programs. Annual funding ranges from \$20,000 to \$199,793 per county. Community Partnerships carry out activities at the community level to prevent tobacco use by youth, promote the cessation of tobacco use, and reduce exposure to secondhand smoke.
- Community Partnerships provide support for JEL chapters and youth tobacco prevention activities in their communities.
- Community Partnerships work with local businesses to promote the adoption of voluntary smoke-free workplace policies, including providing on-site smoking cessation classes for employees.
- Community Partnerships work with physicians to promote cessation counseling and referral to cessation services, including Quitline Iowa.

### Enforcement of state and federal tobacco retail sales laws: \$1,267,500

- Funding for enforcement was increased by 15% in FY 2008.
- The Alcoholic Beverages Division administers the enforcement of Iowa's tobacco retail sales law and the federal Synar law, both of which prohibit tobacco sales to minors. ABD subcontracts with local law enforcement agencies in all 99 counties to conduct compliance checks of all tobacco retailers in Iowa at least once each year. Increased funding will allow for a second series of compliance checks, particularly of retailers found to be noncompliant during an initial check.
- ABD also administers the training program for tobacco retail sales clerks that covers requirements of Iowa law and how to check ID.
- The Division funded a collaborative project with the Department of Revenue to mount a billboard campaign to educate Iowans about the state law which prohibits purchase of more than two packs of cigarettes out-of-state for consumption in Iowa.
- The Attorney General's office receives funding to support litigation pertaining to enforcement of provisions of the Master Settlement Agreement and other Iowa laws pertaining to tobacco use. This includes identification of purchasers of untaxed tobacco products from internet retailers and subsequent collection of Iowa excise taxes on those sales.

### Priority Population Networks: services for diverse communities: \$132,853

- A new program to support tobacco prevention services for populations disproportionately impacted by tobacco use was initiated in FY 2008. An RFP scheduled for release in March 2008 will establish grants ranging from \$50,000 to \$150,000 annually for five community organizations to provide culturally appropriate tobacco prevention and cessation services to these populations: African American, Hispanic, Asian, Native American, and Gay/Lesbian. Bisexual/Transgender.
- Four, regional capacity-building trainings for community-based organizations interested in applying for a Priority Population Network grant are scheduled in February and March 2008. The goal of the free, 2-day trainings is to provide organizations which serve diverse populations with knowledge of tobacco control best practices and with the skills necessary to successfully apply for state grant.

### Programs to reduce exposure to secondhand smoke: \$721,310

- Funding to support programs to reduce exposure to secondhand smoke was increased by \$691,000 in FY 2008.
- Three community and college student organizations receive grant funds to promote voluntary smoke-free policies in their communities and campuses (earmarked funds).
- A media campaign to educate the public about the importance of smoke-free workplace policies, specifically in the hospitality industry, was placed in rural areas of the state in the fall of 2007 (ending November 14). The campaign was placed in Des Moines media markets beginning in mid-January 2008 and will continue for eight weeks. The campaign theme: "Everyone has the right to breathe smoke-free air."

### Program evaluation and surveillance: \$240,000

- The budget for evaluation was increased by \$132,500 in FY 2008.
- The Center for Social and Behavioral Research at the University of Northern Iowa conducts annual surveillance of tobacco use in Iowa. Youth and adult tobacco use surveys are conducted in alternate years with the Iowa Adult Tobacco Use Survey being conducted in 2008.
- The Center for Social and Behavioral Research also completes the Division of Tobacco Use Prevention and Control Progress Report required to be presented to the Iowa Legislature (scheduled for release in March 2008).
- Other evaluation projects conducted by UNI in FY 2008 include a pilot of an on-line youth tobacco survey and a study of the impact of Iowa's tobacco tax increase on cross-border sales of tobacco products. UNI also serves as the independent evaluator of the effectiveness of Quitline Iowa and IA/NEPCA cessation service.

### Program Administration and Support: \$1,049,332

- The Legislature approved the addition of four full-time staff for the Division in FY 2008. Personnel costs increased by approximately \$280,000.

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