



# TOBACCO-FREE QC COALITION

FISCAL YEAR 2008

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## Welcome to the Tobacco-Free QC Coalition!

Welcome to the Tobacco Free QC Coalition (TFQC)! The TFQC is a bi-state coalition uniting many local resources to reduce the impact of tobacco in the Quad City community. The TFQC was founded in

1998 and has grown over the years to include numerous health care organizations and interested community agencies and members. Seeing the area as a single community rather

than a group of individual neighborhoods or cities has enabled the TFQC to focus on tobacco issues in the entire Quad City area.



## IOWA AND ILLINOIS GO SMOKE-FREE

It was a great day for public health and the TFQC on April 15, 2008, when Governor Chet Culver signed a bill that bans smoking in most public areas. The law took effect July 1, 2008. The TFQC worked diligently to educate both community members and elected officials on the benefits of limiting the places where people can use tobacco. Members of the TFQC attended events throughout the community and even traveled to the Capitol to share their message.

The Smokefree Air Law regulates smoking in public places, places of employment, and outdoor

areas. The purpose of the law is to reduce the level of exposure by the general public and employees to environmental tobacco smoke to improve the public health of Iowans.



Gov. Chet Culver signed the bill April 15, 2008.

The administrative rules define the areas that are covered by the Smokefree Air Law in more detail and

can be found at [www.IowaSmokefreeAir.gov](http://www.IowaSmokefreeAir.gov).

The state of Illinois implemented a smoke-free air law on January 1, 2008. Illinois took a tougher stand in its state by making all public places smoke-free including casinos. While the laws in each state have differences, both work to protect the health of the Quad City community.

The TFQC celebrates the two new laws and continues to work to educate people in an effort to create a healthy environment for everyone!

### Partnership of the Year

The Tobacco-Free QC Coalition was selected by its peers as the 2007 Iowa Tobacco Partnership of the Year!



Public Health  
Prevent. Promote. Protect.

CESSATION EDUCATION

**ASK, ADVISE, AND REFER**

Educating the health professionals about the 2 A's and R (Ask, Advise, and Refer) tobacco cessation program is vital to preventing one of the most common causes of premature mortality and morbidity. The TFQC

hosted "Kicking Ash: Treating Tobacco Use and Dependence", a workshop for health professionals. Over 35 health professionals learned how to ask their patients about tobacco use, effectively counsel the tobacco user to quit, and to

proactively refer them to effective professional counseling. Whether counseling is provided through local services or state quit lines, health professionals are vital to initiating the process.

Ask  
Advise  
Refer



CESSATION

**CHIROPRACTORS LEARN MORE ABOUT CESSATION**

The TFQC sponsored cessation education at the Palmer College of Chiropractic's 2008 National Chiropractic Conference. Dr. Christopher Squier, associate dean for research and graduate studies at

the University of Iowa, provided tobacco-related information along with training on the implementation of the fax referral cessation program. Over 75 chiropractors from across the U.S. were in attendance. Chiropractors

recognize that they see patients on a regular basis and can be vital in motivating individuals to consider quitting their tobacco use.



Jel teens take their message to the Capitol!

**GREAT AMERICAN SMOKEOUT®**

GREAT AMERICAN SMOKE OUT

"Living Smoke-free" was the theme for last year's Great American Smoke Out event held at Augustana College's Pepsico Center. The TFQC collaborated with the American Cancer

Society to spearhead the event. The evening included live music, cheerleaders chanting anti-tobacco messages, hypnotist demonstrations, and door prizes. Health educators were

available to provide lung capacity screens, and to answer questions concerning quitting tobacco use.



The TFQC is an affiliate project of the Quad City Health Initiative

**PREGNANT MOMS WORKGROUP**

**SECONDHAND SMOKE AND YOUR FAMILY**

“Clear the air!” That is the cry of the TFQC. Whether it is in the house or in the car, exposure to secondhand smoke can affect the lungs of young children. The toxins found in secondhand smoke can be responsible for causing bronchitis, ear infections and asthma in small children. In an

effort to protect little lungs, the Tobacco-Free QC Coalition prepared and distributed information to registered daycare providers to send home with every child to share with their parent or guardian in both Scott and Rock Island County. Over 1500 children received the

“Secondhand Smoke and Your Family” educational piece to share with their family. The TFQC continues to educate parents about the dangers of secondhand smoke by sharing the tool with health professionals throughout the Quad City area.



**TEENS ARE JEL'N AT NORTH SCOTT HIGH SCHOOL**

**JUST ELIMINATAE LIES**

Scott County teens from North Scott High School and Pleasant Valley High School joined other teens throughout the state in participating in a group called JEL (Just Eliminate Lies). JEL was created in 2000 to involve teens who have a passion, commitment to truth, and desire to take on Big Tobacco in the fight against secondhand smoke.

The JEL group at North Scott High School partnered with the S.A.D.D. (Students Against Destructive

Decisions) group to address the importance of making good decisions. Their activities throughout the year included face painting at the homecoming football game, printing anti-drug messages on popcorn bags for the football games, reading to elementary students during Red Ribbon week, and decorating two trees for the Festival of Trees event where they earned



a third place ribbon. For the Great American Smokeout event, the teens created a crime scene that showed the number of North Scott High School students who will someday die from a tobacco-related death and a video was shown to at-risk students attending North Scott Junior High that focused on making good choices as they relate to tobacco.

Teens at Pleasant Valley High School decorated a

tree for the Festival of Trees using an anti-smoking, green theme. Cigarette butts and packing peanuts were used as garland and ashtrays and cigarette cartons were transformed into ornaments. Their creativity earned them a red ribbon.

To learn more about JEL, visit <http://jeliowa.org/>.



# I-Pledge Program

The TFQC is actively involved in assuring that underage teens are not sold tobacco products. The TFQC partners with the Scott County Sheriff's Department, Davenport Police Department, Eldridge Police Department and Blue Grass Police Department

to provide workshops to educate tobacco retailers about the law, how to identify underage teens, and the fines associated with selling tobacco to teens. This program is called the I-Pledge program



and is offered in Scott County on a monthly basis.

I-Pledge is paying off in Scott County!

Compliance checks are regularly performed on businesses with tobacco licenses and in 2007, 87% of the 240 businesses observed checked IDs and did not

sell to underage teens. There is still work to do. Since the program's inception, businesses have been steadily improving and making it a priority to decrease the availability of tobacco products to youth.

## Getting the Word Out!

The TFQC Coalition is answering the call for education in the QC area. Whether it is a health fair at the Rock Island Family YMCA or simply participating in the Red Cross Family Safety Day, members of the TFQC are there to provide information

and to link individuals to tobacco-related services in the Quad City area.

The TFQC takes education beyond the health fairs and into the classrooms. They partner with local law enforcement officers to provide education to youth as part of the

D.A.R.E. program. They talk to youth about the importance of keeping tobacco out of their lives.

The TFQC helps businesses with education as well. Often requests are made of TFQC members to provide presentations

on the changes that are taking place in the community as they relate to tobacco.

Times are changing and the TFQC is there to help!

*Scott County Health Department— (563) 326-8618*

*Rock Island County Health Department— (309) 558-2950*



Teens educating youth through fun and games!

