

Tobacco-Free QC Coalition

Year in Review
FY2009



Welcome to the Tobacco-Free QC Coalition!

Welcome to the Tobacco-Free QC Coalition (TFQC)! The TFQC is a bi-state coalition formed out of a visionary effort to unite many local resources to reduce the impact of tobacco and improve the health of the Quad City community. Since the initial meeting of the TFQC in September 1998, the Coalition has grown to include representatives from health care, local law enforcement, schools, and other various groups in the community dedicated to reducing the impact of tobacco. After eleven years, the TFQC continues its commitment to bring about change by focusing its efforts in a variety of areas that relate to tobacco and tobacco use.

CELEBRATE! Big Strides for Tobacco Control!

What a year! The past year will hold a place in history for changing the culture of tobacco. In the wake of the implementation of the Smoke-free Illinois Act in January of 2008, the Tobacco-Free QC has experienced a year full of monumental achievements in tobacco: the implementation of the Iowa Smokefree Air Act in July 2008, the passage and implementation of a federal tobacco tax in April 2009 and the passage of the Family Smoking Prevention and Control Act, giving the Food and Drug Administration (FDA) unprecedented regulation over tobacco products in the United States, in June 2009. Revenues collected from the 61-cent federal tobacco tax fund the State Children's Health Insurance Program (known as the *hawk-i* program in Iowa) to provide affordable health insurance coverage to children from low-income, working families that are not eligible for Medicaid. The Family Smoking Prevention and Control Act provides for regulation of tobacco products by the FDA and includes provisions that ban the use of terms such as "lite" and "low tar", flavorings like fruit and candy spices that are appealing to children, regulates tobacco advertising, and requires larger warning labels on cigarette packs and advertising. The triumphs that were achieved during this past year are thanks to the hard work and dedication of tobacco control advocates across our nation, state and community. In the wake of these achievements, the TFQC remains committed to continuing our efforts to combat tobacco in other ways in our community.

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Tobacco-Free QC Coalition meetings are held every other month, beginning in January, on the second Tuesday of the month at 3:00 p.m.

To join us or to learn more, please call the TFQC at (563) 326-8618.



Smoke-free Clings

As a resource to the community, the Tobacco-Free QC remains dedicated to providing education and assistance to the public. A facet of providing information and education includes cultivating relationships with individuals and businesses in the community. In an effort to educate community businesses on the requirements and regulations under the Iowa Smokefree Air Act and to assist them in their compliance with the law, the TFQC has created and distributed no-smoking window clings to businesses in Scott County. The window clings, which are required under the Iowa Smokefree Air Act to be displayed in entrances to areas where smoking is prohibited, indicate to the public that the area they are entering is smoke-free. Information on how to report potential violations of the Iowa Smokefree Air Act is also stated on the clings. The window clings and other correspondence that have been provided to Scott County businesses assist in continuing to strengthen and nurture the relationship between the Tobacco-Free QC and the community.



Keep the Home and Car SMOKE-FREE!

In continuing to educate about the dangers of secondhand smoke, the Tobacco-Free QC began a campaign to educate the public about smoking in the home and car in an effort to encourage individuals and families to protect themselves by making their homes and their cars smoke-free. Currently, smoking is not regulated in homes and cars; yet children and families are often exposed to secondhand



smoke in these areas. To spread the message about the dangers of secondhand smoke in homes and cars, the TFQC designed a Smoke-Free Homes and Smoke-Free Cars fact sheet to be distributed to individuals and families to help educate them on ways to keep their homes and cars smoke-free. The educational fact sheet has been distributed to physicians and health care professionals and will be distributed to daycare providers and schools in the Quad City area to share with families. As the TFQC continues to educate about smoke-free homes and cars, the Coalition will begin a smoke-free homes and vehicles pledge program during the upcoming year to encourage families to pledge to make their homes and/or cars smoke-free.

It's Never too Late to Quit!

The Tobacco-Free QC continues its efforts to make resources available for tobacco users who are ready to quit their tobacco habit. Across the United States, a free resource, in the form of a national telephone service called Quitline, is available to assist tobacco users in quitting tobacco. The Quitline has been created to provide tobacco users with the following tools to help them quit successfully: trained coaches, Nicotine Replacement Therapies (NRTs) such as nicotine gum, patches or lozenges, and other types of individual support. The TFQC continues to promote the national Quitline in the Quad Cities community and makes information about the program available at community events and presentations. It is as easy as dialing the toll-free number, 1-800 QUIT NOW. Help is accessible 7-days a week to those who are ready to quit. During 2009, the TFQC also partnered with local health care providers to provide training on how to assess an individual's readiness to quit tobacco use. Such training increases the knowledge of health care providers on tobacco cessation and increases the likelihood that they will encourage their patients to quit and provide resources to assist them.

Quitline Statistics

Rock Island County:

- Average calls to Quitline per year: **600**
- Number of clients receiving 6 weeks worth of patches and phone counseling (FY09): **55**

Scott County:

- Number of closed contact calls to Quitline (FY09): **1,042**

State of Iowa:

- Number of NRT products ordered July 2008 through May 2009: **8,263**

Youth—Gettin' Involved!

Students in Scott County are doing their best to “Just Eliminate Lies” told by tobacco companies in their community. Students at North Scott High School, J.B. Young Intermediate School and Smart Intermediate School participated in JEL (Just Eliminate Lies) groups at their schools. The JEL program was created to assist students to take on tobacco companies by revealing the dangers and impacts of tobacco. North Scott High School’s JEL group has partnered with the S.A.D.D.



(Students Against Destructive Decisions) group to host activities throughout the school year to raise awareness about tobacco. Some of the activities have included printing anti-tobacco messages onto popcorn bags at a double-header basketball game, reading to elementary students during Red Ribbon Week, decorating a tree for the Festival of Trees event, and handing out candies with anti-tobacco messages. Students used Lifesaver candies and sugar-free gum and attached messages such as “Save a life...your own. Don’t use tobacco;” “Be a lifesaver-secondhand smoke kills too;” and “Chew on

this instead of chewing tobacco.” Students also created a display that showed the deadly ingredients found in tobacco for Kick Butts Day on March 25, 2009. Students at J.B. Young Intermediate School and Smart Intermediate School also raised awareness about tobacco through activities at their schools. During Red Ribbon Week, students created posters showing their handprints and other activities they can do besides using drugs and tobacco. The theme of the poster campaign was “Hand in Hand, Let’s Take a Stand” in the fight against the tobacco industry and drugs. Students also highlighted the deadly ingredients in tobacco by showing the common household products that contain the same ingredients. Students at J.B. Young Intermediate School presented to their fellow students about JEL and then, with participation from their fellow non-JEL students, participated in an activity that demonstrated how fast tobacco kills.

For more information on JEL, visit www.jeliowa.com



Tobacco-Free QC Strategic Plan 2009

The Tobacco-Free QC and tobacco control advocates across the state met many milestones in tobacco control during the last year: implementation of smoke-free air legislation, federal tobacco tax, and FDA regulation of tobacco products. Following such wide-ranging accomplishments, the TFQC stepped back to analyze where the TFQC’s efforts have brought us and what future efforts for reducing tobacco use are required. The Tobacco-Free QC held three strategic planning sessions with attendance by a large number of Coalition members to assess the Coalition’s efforts to date and to look forward toward establishing a new focus and new goals to drive the Coalition’s future. The outcome of the strategic planning session was unanimous: “Our work is not yet done!” As new and revised goals and strategies for the TFQC are verbalized, continued efforts will be made to improve the health of our community by reducing tobacco’s impact.



Smoke-Free — That's the QC!

Take a deep breath of fresh air! Thanks to the hard work and dedication of legislators and public health advocates in both Illinois and Iowa, Quad Citians have been able to breathe a little easier and healthier! Prior to the passage of the Smoke-Free Illinois and Iowa Smokefree Air Acts, relatively few individuals were protected from secondhand smoke in their workplace. After the implementation of the Iowa Smokefree Air Act, more than 99% of individuals in Iowa are protected from secondhand smoke in their workplace. The Smoke-Free Illinois Act created similar comprehensive protections. The Tobacco-Free QC has also been pleased with the level of compliance shown by businesses in both Iowa and Illinois. During the first year the Iowa Smokefree Air Act has been in place, less than 1.3% of businesses in Scott County covered by the law have received a First Notice of Potential Violation. As we continue our efforts, the TFQC looks forward to celebrating another year of being smoke-free and working with businesses to keep our community healthy.



The TFQC Out and About

As you walk around the Quad Cities, you will likely see the Tobacco-Free QC out and about, providing education and informing the public, community groups, schools and more about the impacts of tobacco on our community and its citizens.



TFQC representatives can often be found providing information or hosting a booth at local health fairs at locations such as businesses, schools and community events. TFQC representatives provide information on a variety of topics, including the health impacts of tobacco, the benefits of quitting tobacco use, and resources for quitting. The TFQC values not only providing education to

the general public, but also to youth. Through partnerships with the D.A.R.E. program and local law enforcement officials, TFQC representatives provide education on tobacco to elementary and intermediate school students in area schools. The education and presentations stress making good decisions and living healthy lifestyles. As new education opportunities arise, the Tobacco-Free QC will answer the call!



Get Involved!

Interested in getting involved with the Tobacco-Free QC Coalition? Your time and talents can always be used! Please contact one of the TFQC project coordinators to find out how you can help to reduce the impact of tobacco in the Quad Cities.

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