

Tobacco-Free QC Coalition

Year in Review
FY2010



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 twelve 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.

Smoke-FREE Homes & Cars Pledge Campaign

Quitting smoking is hard! But continuing to smoke can be harder, especially for the family and friends around those who smoke. The effects of secondhand smoke, or the mixture of the smoke from the burning end of cigarettes, pipes, and cigars and the smoke breathed out by smokers, can be very harmful to those who breathe it.

During the past year, the TFQC has implemented a Smoke-Free Homes and Cars Pledge Campaign which encourages individuals and families to voluntarily pledge to protect their family and friends from the health risks of secondhand smoke. They are encouraged to do this by making their home and/or car smoke-free. Many Quad City residents have already pledged to take the steps necessary to protect those around them from secondhand smoke exposure. Billboards in Scott County

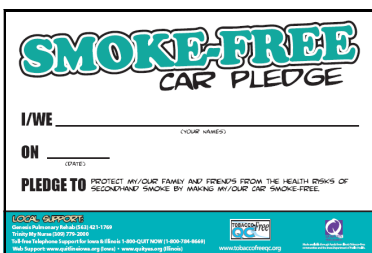
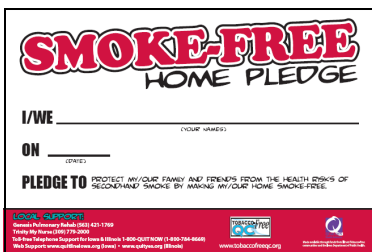
have also been created to spread the message. The Pledge Campaign is made available to the public at community events, educational presentations and by request by calling the Tobacco-Free QC at (563) 326-8618. For more information, please visit the TFQC website at www.tobaccofreeqc.com.

INSIDE THIS REPORT

SMOKE-FREE AIR LAW ASSISTANCE	2
QUITLINE IOWA FAX REFERRAL TRAINING	2
TOBACCO CESSATION IN ROCK ISLAND COUNTY	2
TFQC STRATEGIC PLAN FOR OUR COMMUNITY	3
JEL'in—YOUTH GETTING INVOLVED	4
GET INVOLVED!	4

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.



Smokefree Air Law Assistance

During the past year, Quad City residents have celebrated the two-year mark of smoke-free legislation in Iowa and Illinois. The TFQC has been pleased with the level of compliance with the law by area businesses.



In an effort to assist in the continuance of this high level of compliance, the TFQC continues to

support businesses in understanding the law and ensuring that requirements of the legislation are followed. The TFQC has created Iowa Smokefree Air Act fact sheets that detail the requirements for complying with the law. Fact sheets have been created for restaurants, bars and businesses and have been distributed along with required no-smoking clings to restaurants and bars in Scott County. A mailing to businesses is planned for the upcoming year. The TFQC continues to follow up with businesses in Illinois as well. The TFQC contacts Rock Island County businesses that are potentially in violation of the law and assists them by providing fact sheets on the law, educational letters and site visits.



Quitline Iowa Fax Referral Training



During the past year, the TFQC partnered with area health care providers to make tobacco cessation services more easily accessible to residents in Scott County. Educational sessions were provided to health care providers in Scott County to assist them in

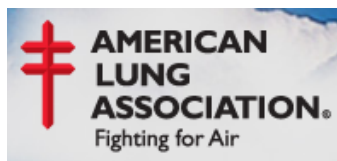
addressing tobacco use and tobacco cessation with their patients. Information was provided on steps to take to ask their patients about their tobacco use, to advise them in a personal manner to quit, and if the patient is willing to quit, to refer the patient to tobacco cessation services, including Quitline Iowa. Health care providers were also educated on a program available through Quitline Iowa to easily assist their patients called the Fax Referral Program. The Fax Referral Program allows health care providers to refer their patients to Quitline Iowa by filling out a form, documenting the patients' consent, and then faxing the completed form to Quitline Iowa. Quitline Iowa's trained counselors then make contact with the patient at the patient's convenience and offer to provide services such as telephone-based counseling and a personalized quit plan. Health care providers are also provided updates from Quitline Iowa. For individuals wishing to quit, contacting Quitline Iowa 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. Information on the Quitline Iowa Fax Referral Program is available at www.quitlineiowa.com.



Tobacco Cessation in Rock Island County

During the past year, tobacco cessation services were regularly made available to Rock Island County residents through a partnership between the Tobacco-Free QC and Rock Island County Health Department.

Residents were encouraged to enroll in the "Break the Habit" smoking cessation program to receive tobacco cessation counseling. Those enrolled who met the criteria of being 18 years old and not pregnant and receiving tobacco cessation counseling from the American Lung Association were offered the opportunity to receive up to six weeks of Nicotine Replacement Therapy (NRT) patches from the Rock Island County Health Department. In FY 2009, sixty-four clients received assistance through the Rock Island County Health Department, including NRT patches. Those interested in finding out more about this service



can contact the Rock Island County Health Department at (309) 793-1955. For more information on the American Lung Association, visit www.lungusa.org.

TFQC Strategic Plan for Our Community

The past two years, 2008 and 2009, were quite eventful for tobacco prevention and control: the passage of smoke-free public places legislation in Iowa and Illinois, the passage of a national 62-cent cigarette tax, and the enactment of legislation granting the Food and Drug Administration (FDA) unprecedented regulation over tobacco products and the tobacco industry. Following these recent accomplishments, the TFQC recognized the need to reevaluate the goals and strategies set for the Coalition in order to ensure continued success in its efforts to reduce tobacco use in the community. Three strategic planning sessions were held during the Spring and Fall of 2009 which brought to light common goals that remain relevant. Members who participated in these planning sessions reiterated the passion and dedication of our community to remain firm in our commitment to creating and maintaining a healthy Quad Cities.

Our Mission:
To reduce the impact of tobacco use
in our community



The group established two goals:

Goal 1

Increase the Knowledge of Our Community About the Impacts of Tobacco

Strategies

1. Provide tobacco-related education to community groups.
2. Educate elementary school youth on the dangers of tobacco use.
3. Partner with youth groups such as Iowa's Just Eliminate Lies (JEL) youth advocacy group, and others to educate and advocate for tobacco control-related issues.
4. Sponsor opportunities to provide education to health care professionals about tobacco and tobacco-related behavior changes.
5. Partner with community groups to provide tobacco-related education to specific populations (pregnant moms, the Lesbian, Gay, Bisexual, Transgender (LGBT) community, etc.).

Goal 2

Strengthen Tobacco-related Policies & Legislation in Our Community

Strategies

1. Provide education and assistance to area businesses and community groups on the benefits of strengthening existing tobacco use policies to make them tobacco-free.
2. Increase knowledge of the Tobacco-Free QC Coalition on local and state tobacco-related issues.
3. Educate local, state and national elected officials on the benefits of tobacco-control funding, efforts, and legislation.
4. Promote smoke-free cars policies.
5. Promote smoke-free homes policies.
6. Promote smoke-free parks policies.

JEL'in — Youth Getting Involved

Just Eliminate Lies (JEL) youth-led advocacy groups have continued to remain involved in reducing tobacco use in the Quad Cities community over the past year. JEL groups at North Scott High School, J.B. Intermediate School and Smart Intermediate School remain committed to the cause. Students involved in the groups meet regularly to plan and implement activities that educate others on the dangers of tobacco, the activities of the tobacco companies to addict young people, and the dangers of exposure to secondhand smoke. In addition, a blended JEL and Students Against Destructive Decisions (S.A.D.D.) group at North Scott High School have implemented activities at their school. Some of the activities implemented by the three Scott County JEL groups include 'Airing Out Big Tobacco's Dirty Laundry' displays, a tobacco quiz hung on bathroom stall doors, a numbers campaign highlighting the number of Iowans who die each year from tobacco, and a poster campaign telling the dangerous ingredients in tobacco, among other activities.



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 Health Departments to find out how you can help to reduce the impact of tobacco in the Quad Cities.

Scott County Health Department

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