

# Tobacco-Free QC Coalition

## Year in Review | FY2012

### Welcome to the Tobacco-Free QC Coalition!

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 groups in the community dedicated to reducing the impact of tobacco. During this year we welcomed Kim Mills as the Program Coordinator in Scott County. She brings six years of experience to her new position. With help from many community partners, 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.



### Knock Tobacco Out of the Park

For the first time in history, Major League Baseball (MLB) clubs played ball without the visibility of tobacco products on the field or in front of fans and cameras. As part of a five year collective bargaining agreement reached between MLB and the players' association, the players, coaches, managers and other team personnel are banned from stashing a can or package of smokeless tobacco in their back pockets or anywhere else in their uniform whenever fans are in the ball park. Also they will not be permitted to have a wad of chew tucked under their lip when signing autographs or participating in camera interviews or fan meet and greets. The new restrictions are a positive step toward curtailing smokeless tobacco's devastating impact on health.

The TFQC Coalition teamed up with Modern Woodmen Park to host a "Thru With Chew" event during a home game of the River Bandits. Stress balls, with an educational message, were tossed to fans between innings. Baseball players provided personal testimonies that reinforced how tobacco use and sports do not mix. Tobacco facts were played over the sound system between the innings of the game. TFQC members hosted tables with tobacco and cessation information for children and adults.

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Tobacco-Free QC Coalition meetings are held quarterly, beginning in February, 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.



## Community Assessments

To understand the tobacco environment in Scott County, the Tobacco-Free QC continued to work on assessments in businesses in the county during this past year. Assessments of 60% of gas stations and convenience stores were completed to provide information about the amount of tobacco products and advertisements that exist in our community. Results from the assessments were provided to the Iowa Department of Public Health and will assist in determining future tobacco control activities. The results also provide insight that will help the TFQC to better address tobacco use within the community.



A new generation of smokeless, flavored tobacco products are being marketed by the tobacco industry. These products resemble breath mints, candy and gum. They are just as addicting as cigarettes and may appeal to youth.

## “Kicking the Habit” in Rock Island



**Public Health**  
Prevent. Promote. Protect.  
Rock Island County  
Health Department

In an effort to increase the knowledge of our community about the impact of tobacco use, the TFQC maintains a focus on supporting individuals in the community who have made the decision to quit tobacco use. Rock Island County, through support from the Illinois Department of Public Health, assisted 95 clients with tobacco cessation in fiscal year 2012 by providing them access to Nicotine Replacement Therapy (NRT) products such as nicotine patches. Illinois clients interested in quitting tobacco are able to access this assistance by contacting the Illinois Quitline. After a brief interview, clients are referred to the Rock Island County Health Department where those that are eligible receive a 6-week supply of patches as well as weekly counseling from the American Lung Association. The TFQC is fortunate to have access to this program in our community. Studies show that the combination of tobacco cessation counseling and NRT products together increases the likelihood an individual successfully quits tobacco use.

### Save a Life in 3 Minutes

As little as three minutes can allow a provider to ask, advise, and refer a patient or client to services to help him/her quit using tobacco. Health care providers remain key players in the decision to quit tobacco use for many individuals. By understanding the role they can play in addressing tobacco cessation with their patients and how free tobacco cessation services can be accessed through Quitline Iowa and Illinois, health care providers can incorporate tobacco cessation into their regular programs.

By visiting the new fax referral training website called “Addressing Tobacco Use in Iowa: The Brief Tobacco Intervention” at [www.iatobaccointervention.org](http://www.iatobaccointervention.org), health care professionals can easily learn the information needed to assist patients in quitting. Once at the site, there are two paths: one for Physicians, Dentists, and NP/PAs and a second track for other Allied Health Professionals.

Call Quitline Iowa at (800-784-8669) or the Illinois Tobacco Quitline at (866-784-8937) for help today!



## Legislative Activity

Funding for tobacco use prevention activities was threatened this past year by proposed cuts to existing funds. Legislators volleyed back-and-forth with budget changes as they worked to balance Iowa's finances. In the end, funding remained in the final budget. However, the 55% cut from the previous year's budget brought the investment in program funding from \$7.4 million to \$3.3 million. This is the lowest level of funding for tobacco control programs in Iowa in the last decade.

Locally, the Legislative Committee, charged with strengthening tobacco-related policies and legislation in Scott County, worked with Davenport Parks and Recreation to propose a 100% smoke-free park ordinance for Davenport. While the request was not granted by Davenport council members, an awareness about the issue was gained in the community.



## Spreading the Word

Spreading the word about the danger of tobacco use, secondhand smoke and the benefits of quitting is part of the mission of the Tobacco-Free QC Coalition. In Rock Island County, special emphasis is placed on sharing this information with high risk populations. Participants enrolled in WIC, a nutrition program for low income families and the "Nest", which is a project of the Junior Board of Rock Island and

targets women in high risk pregnancies and clients seeking services in family planning, are routinely educated about the dangers of tobacco use, tips for keeping one's home and car completely smoke free and services available to assist in quitting.

Information on the benefits of quitting tobacco use, the health impact of secondhand smoke, services available and the benefits of living tobacco free are shared at community health fairs, festivals, workplace wellness sessions and other local gatherings. During fiscal year 2012, TFQC Coalition information was shared at over thirty Rock Island County area special events.

**"Like" on Facebook**  
***Prevent Iowa Youth Addiction***

Whether in their school or in their community, the Scott County Youth Tobacco Prevention (YTP) teen group is busy spreading the message about the dangers of tobacco use. The YTP teen group at

Davenport Central High School remains committed to clearing up the misconceptions about tobacco products and the advertising strategies used by the tobacco industry. During the year, Davenport Central High School used the school's lunch time to educate students about the dangers of chewing tobacco and to hand out "no chew" kits. The YTP teen group also attended a Davenport Central High School baseball game to hand out stress ball baseballs with an educational message and no chew kits to spectators.



## Thru with Chew Campaign 2012

The Tobacco-Free QC developed a campaign to educate the Quad Cities community about the dangers of chewing tobacco and new tobacco products called dissolvables. The TFQC partnered with National Cinemedia (NCM) to develop a 15 second animated “Be Thru with Chew” advertisement. The animation was played 2800 times at the Rave Cinemas in Davenport, during a six week period.



### 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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Ph: (563) 326-8618  
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**Rock Island County Health Department**  
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Visit our website at  
[www.tobaccofreeqc.com](http://www.tobaccofreeqc.com)



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



## Tobacco Treatment Specialists

Through support from the TFQC, two registered respiratory therapists, from Genesis Health System, attended Mayo Clinic’s Tobacco Treatment Specialist Training in Rochester, Minnesota. The training recertifies both individuals as Tobacco Treatment Specialists.

With the recertification, they will continue working with inpatients through the Chronic Obstructive Pulmonary Disease (COPD) Case Management Program to assist individuals with quitting tobacco use.

The Tobacco Treatment Specialists have also utilized this training to assist in providing tobacco cessation classes for individuals who want to quit tobacco use.