

Tobacco-Free QC Coalition

Year in Review | FY2014

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. The TFQC Coalition provides:

- ◆ Local support for the Smoke Free Air Acts in Iowa and Illinois.
- ◆ Assistance to businesses in developing tobacco-free & nicotine-free policies.
- ◆ Training on tobacco use and cessation to businesses and health care providers.
- ◆ Education to the community about the impact of tobacco use.
- ◆ Access to quitlines and cessation counseling for residents trying to quit.

Join us on Facebook or our Webpage

Social media has given us a great way to keep in touch and discuss important issues. It is wise to stay abreast of the latest tobacco issues and marketing techniques used by the tobacco industry.

The Tobacco-Free QC Coalition Facebook page has weekly updates on current information that spurs discussions about tobacco and nicotine issues.

The TFQC Coalition webpage has great resources and links to additional information. Get connected today by “liking” our Facebook page or viewing the webpage at the links provided below.

www.facebook.com/tobaccofreeqc.com

www.tobaccofreeqc.com

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Tobacco-Free QC Coalition meetings are held quarterly, beginning in February, on the third Tuesday of the month at 8:00 a.m.

To join or to learn more, please contact the TFQC Coalition at (563) 326-8618

or email:

health@scottcountyiowa.com



**Progress Toward
Smoke-Free Policies in Rock
Island County**

Smoke-free policies have taken a major step forward in Rock Island County in 2014.

The city of Moline passed a smoke-free parks policy. They join the city of East Moline and the Rock Island County Forest Preserve on the Illinois side of the river.

The Rock Island County Health Department has been working hard to promote these smoke-free policies as part of two grants it currently receives—the Illinois Tobacco-Free Communities (ITFC) grant and the REALITY Illinois grant. The Health Department is working with other park districts, housing authorities and apartment owners to further the cause of protecting the public from the dangers of second-hand smoke.

Through the REALITY Illinois grant, the Rock Island County Health Department has been partnering with the Rock Island High School Key Club in enact positive change in our community. The youth in the Key Club have decided to pursue change in the Rock Island parks policy to join the other major Illinois Quad Cities with regards to smoking.



KEEP THE CAR SMOKE-FREE

FACTS:

- Secondhand smoke in a car or truck is 23 times more dangerous than in a house, because of the small space.
- Rolling down a window will not get rid of secondhand smoke. In fact, no amount of air will get rid of the harmful effects of secondhand smoke.

WAYS TO AVOID SMOKING IN THE CAR:

- **KEEP YOUR HAND BUSY.** Hold onto a pencil, paper clip, water bottle, or squeeze ball. These are good substitutes to satisfy the need to have something in your hand.
- **PUT SOMETHING ELSE IN YOUR MOUTH.** Keep other things close by to put in your mouth when you are craving a cigarette. Chew sugar-free gum, snack on a carrot or celery stick, hard candy or sunflower seeds. Even chew on a toothpick.

Smoke Free Homes and Cars Pledge Cards

During the months of August through November the TFQC Coalition implemented a Smoke-Free Homes and Cars Pledge campaign at Head Start Centers in Scott County.

A letter was sent home to parents and guardians describing the importance of smoke-free homes and cars for the health of children. Along with the letter, pledge cards were sent home encouraging adults to take the pledge. By signing the pledge card, they agreed to keep their homes and cars smoke-free.

SMOKE-FREE CAR PLEDGE

I/WE _____
(YOUR NAMES)

ON _____
(DATE)

PLEDGE TO PROTECT MY/OUR FAMILY AND FRIENDS FROM THE HEALTH RISKS OF SECONDHAND SMOKE BY MAKING MY/OUR CAR SMOKE-FREE.

LOCAL SUPPORT:
Genesis Pulmonary Rehab (563) 421-1769
Trinity My Nurse (309) 779-2000
Toll-free Telephone Support for Iowa & Illinois 1-800-QUIT NOW (1-800-784-8669)
Web Support: www.quitlineiowa.org (Iowa) • www.quityes.org (Illinois)

www.tobaccofreeqc.org

Made possible through funds from Illinois Tobacco-Free Communities and the Iowa Department of Public Health.



Strengthening School Policies in Scott County

On July 22, 2009 the FDA warned of the toxic ingredients in e-cigarettes, yet their use continues to rise. The nicotine in e-cigarettes can facilitate youth initiation and addiction. E-cigarettes emit secondhand vapor (not smoke) that can be seen and smelled, but it has not been studied. We do know that nicotine deposits react with an element in the air to form potent carcinogens.

The Bettendorf School District has become the pioneer for the Scott County Districts. They developed a tobacco-free policy, which incorporated excluding tobacco and nicotine use and the consumption of look-a-like products, where the origin would include tobacco or nicotine. They have extended the policy to all students, employees and visitors, during all events, school or non-school sponsored.

The Iowa Department of Public Health, the American Cancer Society, American Heart Association, the Campaign for Tobacco-free Kids, and the American Lung Association recommend that smoke-free laws and policies prohibit the use of e-cigarettes, which models a smoking habit.



2014 Campaign-Is There a Safe Tobacco Product?

In 2014, the TFQC developed a campaign to educate the Quad Cities community about various tobacco and nicotine products. The TFQC again partnered with the National CineMedia (NCM) to develop a 15 second "Is There a Safe Tobacco Product?" animation. The animation was featured during all of the previews at the Rave Cinemas in Davenport for 6 weeks, which began in August of 2014. The purpose of the campaign was to encourage movie-goers to decide for themselves that there really is no such thing as a *safe* tobacco product.

Center for Alcohol & Drug Services (CADS) Youth Tobacco Prevention Group

Shades of Success is a leadership group held at Central High School in Davenport. They meet once a week to discuss colleges, participate in community service, and learn about the dangers of tobacco products. This past year the group has participated in several anti-smoking events, both in the community and at their school. In March, the Shades of Success members went to local parks for Kick Butts Day and picked up stray cigarette butts. In October, for Red Ribbon Week, the members set up a booth in their cafeteria during the lunch hour for students to sign a pledge to be drug free. Both events were covered on the news.

Most recently, the Shades of Success group held an event for the Great American Smokeout in November. The group spelled out the words "Don't Smoke" by sticking plastic cups in the fence of their school tennis court. This message was available for both the students and public to see, and was up for about a week. Images of this message were featured on Central High School's website and in the CADS monthly newsletter.

Shades of Success will continue to educate others about the harmful effects of tobacco use and work for more smoke-free areas throughout the coming year.



When someone is ready to quit using tobacco, the Iowa and Illinois Quitlines are available free of charge to help.

The Quitlines are designed so people can access cessation services when they are ready. In addition, when a person signs up for Quitline services either by phone or online, they will qualify for free Nicotine Replacement Therapy to support their quitting.

The quit coach will assist each person that signs up with an individual plan that will be easy to follow. They will provide guidance in preparing to quit, actually quitting and staying tobacco free.



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.

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

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