



FY21

YEAR IN REVIEW

TOBACCO-FREE QUAD CITIES COALITION

PUBLISHED OCTOBER 2021



Two Counties.

Two States.

One Mission.

What is our mission?

The Tobacco-Free QC Coalition, or TFQC, works to reduce the impact of tobacco and nicotine use in our community.

How do we do this?

We do this by increasing the knowledge of our community about the impacts of tobacco and nicotine. We also work to strengthen tobacco and nicotine-related policies in our community.

Our Structure

The bi-state Tobacco-Free Quad Cities Coalition, or TFQC, is comprised of a variety of member organizations and individuals dedicated to reducing the impact of tobacco and nicotine use in the Quad Cities. This group meets routinely throughout the year to discuss the direction of the Coalition. TFQC members form workgroups as needed to address tobacco issues by focusing on initiation, prevention and reduction through cessation, education, and influencing policy change.

Our Partnering Organizations:

- Big Brothers Big Sisters of the Mississippi Valley
- Center for Alcohol & Drug Services, Inc.
- Davenport Community School District
- Davenport Parks and Recreation
- Davenport Police Department
- Genesis Health System
- Quad City Health Initiative
- Rock Island County Health Department
- Scott County Health Department
- UnityPoint Health - Trinity

Join TFQC!

If you are interested in joining, contact:

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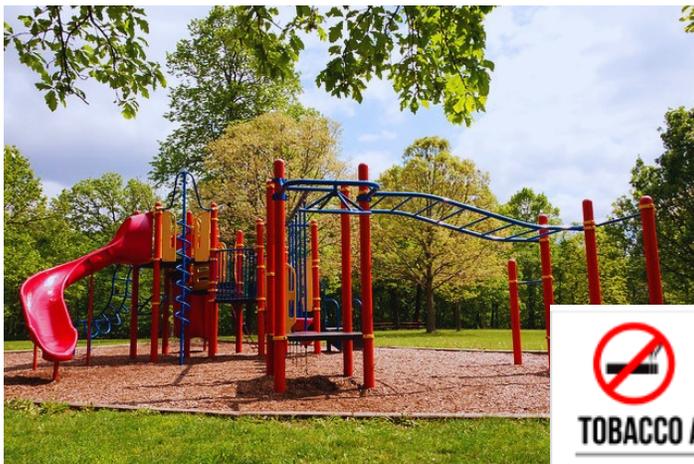
mbenson@co.rock-island.il.us

Policy Work

City of Davenport Passed Tobacco and Nicotine-Free Parks Policy

TFQC and local tobacco program staff work to create a healthier community by lessening the impact of tobacco and nicotine use and exposure on both sides of the river. One way that they do this is by offering assistance with the passage of tobacco and nicotine-free policies in places like businesses, multi-unit housing locations, and parks. This fiscal year, staff offered policy support to the City of Davenport, who subsequently adopted a tobacco and nicotine-free parks ordinance in March 2021. It covers 38 parks and 30 miles of trails.

Legislation, like Davenport's, serve to strengthen the guidelines already put in place by the Smokefree Air Acts of both states. This is essential, as there is no safe level of exposure to secondhand smoke, indoors or outdoors. Tobacco and nicotine use also results in litter that can cause pollution and increased maintenance costs; as well as threaten the safety of children, pets, and wildlife. Additionally, tobacco control policies encourage healthier lifestyles, and prevent tobacco and nicotine use from becoming commonplace, which is especially important for the young people of our community.



Cessation Connections

Support is Offered to Providers to Increase Cessation Program Connections

Tobacco use continues to be a leading cause of preventable death and illness in Iowa and Illinois. The good news is that there are free programs in both states focused on helping tobacco and nicotine users to quit. For adults, there is Quitline Iowa (<https://www.quitlineiowa.org/en-US/>, 1-800-QUIT-NOW) and the Illinois Tobacco Quitline (<https://www.quityes.org/>, 1-866-QUIT-YES). Iowa and Illinois Teenagers and young adults can text “Start My Quit” to 36072 to access My Life My Quit, a cessation program that is tailored specifically for people their age. Program services are free and confidential, and typically offer one on one counseling sessions; support and advice with cessation medications; tools on how to overcome urges; tailored quit plans; and other cessation focused materials.

To increase the number of Rock Island and Scott County residents getting cessation help, TFQC and local tobacco program staff reach out to health care providers to promote the available cessation programs; to offer guidance on how to make Quitline and My Life My Quit referrals; and to supply providers with informational materials that they can share with patients. During FY 21, staff made additional focused outreach attempts to behavioral health and diabetes professionals, and met virtually with a nurse liaison that works with elderly patients.



Youth Programming

ISTEP Continues to Spread the Tobacco Prevention Message through COVID

As of FY 21, there were two Iowa Students for Tobacco Education and Prevention (ISTEP) groups in Scott County, including Davenport Central High School's (CHS) Shades of Success and a group at the Safer Foundation. The students who participate in ISTEP are leading the way towards the end of tobacco use in Iowa. They plan and implement activities in Scott County that help to educate their peers, community leaders, and loved ones on the dangers of tobacco. These dedicated students and their teachers did not let COVID-19 stop them. They went above and beyond to keep spreading their important message!

CHS' group reports that some of their favorite activities included a cleanup of cigarette butts around the school campus, making a TikTok video about the dangers of vaping, and sharing announcements over the school's public address system regarding the health hazards of tobacco use. They also made many pictures and posters to display, and handed out candy for Red Ribbon Week. Jennifer Johnson, a CHS Educator, stated, "My students knew that we were experiencing a global pandemic and getting COVID-19 was dangerous, but it was even more dangerous if you got COVID-19 and also used tobacco. My students felt that we were helping spread the message tobacco use of any kind is dangerous. We discussed how much we could help tobacco users quit the habit and hopefully become healthier and happier people."



Community Education

TFQC Provided Important Prevention Education to Students at Assumption

One of the key goals of the Tobacco-Free Quad Cities Coalition is to provide education and resources to community members. When community members have access to up-to-date, research-based information, they are more aware of the consequences, dangers, and impacts of tobacco use and are able to make informed decisions. Coalition members work together to provide information to members across the lifespan to address the unique trends and risk factors that impact each age group. For example, school-based presentations include discussions on how tobacco companies are targeting youth to purchase their products.

TFQC experienced a great success with providing tobacco-related education in February 2021 when members from two community organizations set up a school-wide presentation at Assumption High School in Davenport, Iowa. Coalition members from the Scott County Health Department and the Center for Alcohol & Drug Services, Inc. teamed up to present information regarding vaping and nicotine to over 500 students. The students were separated by grade level in order to provide age-appropriate information and give students the opportunity to interact with presenters. Feedback from the event was overwhelmingly positive. Students enjoyed interacting with the presenters and found the information to be important and relevant. Staff was grateful for the information to be shared and expressed interest in working together again in the future.



TFQC Website

TFQC is Proud to Announce the Launch of a Newly Redesigned Website

A big priority for the TFQC coalition this year was to re-brand and create a new website. The coalition has been active for two decades and it was time to create a website to represent our growth and evolution.

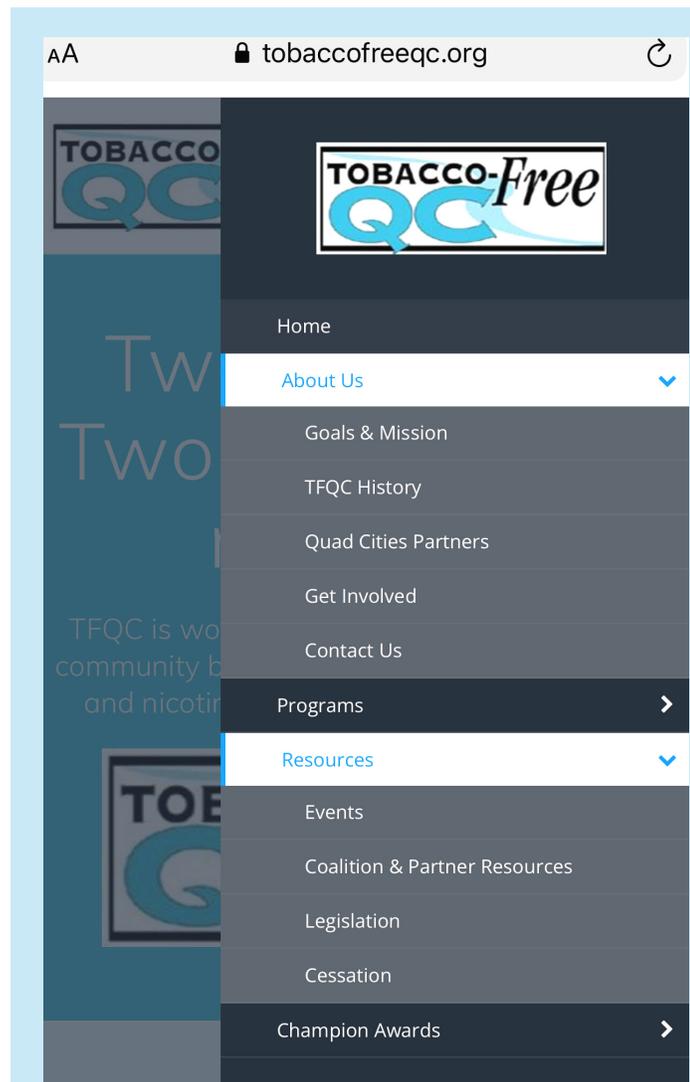
Throughout FY21, coalition members worked frequently on the new site by discussing new hosting platforms, content, branding, marketing, and more. The previous version of the website was hosted by one of the coalition partners, so the coalition decided to search for a third-party website host to represent a unified front.

There were also other benefits to creating a new site, including but not limited to, having a simpler web address, being able to find the site quicker in a web search, and having a more organized layout.

Additionally, the new website gives the coalition members the ability to post to the *Latest News* section to highlight tobacco-related news and upcoming national and local events.

The website launch also encouraged the expansion of site content, which now includes added information about resources we provide, services we offer, and our Champion Award Initiative. The layout of the new site allows community members to easily navigate through each website page effortlessly.

www.tobaccofreeqc.org



FY21 by the Numbers



TFQC consists of
10 partner organizations



Scott County has six tobacco-free park policies:

Blue Grass, Davenport, Donahue, Long Grove, Princeton, and Scott County Conservation



QUITLINE IOWA
1 800 QUIT NOW | 1 800 784 8669

61 Scott County Quitline referrals, about 4.5% of Iowa's Quitline calls



267 Rock Island County Quitline referrals.
87 were new callers



Two Scott County ISTEP Chapters,
28 total members



500+ tobacco education recipients

TOBACCO-Free QCC



DAVENPORT
Community Schools
GROWING EXCELLENCE



DAVENPORT
PARKS & RECREATION



UnityPoint Health
Trinity



QUAD CITY
Health Initiative



**Big Brothers
Big Sisters.**
OF THE MISSISSIPPI
VALLEY



UnityPoint Health
Robert Young Center



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