

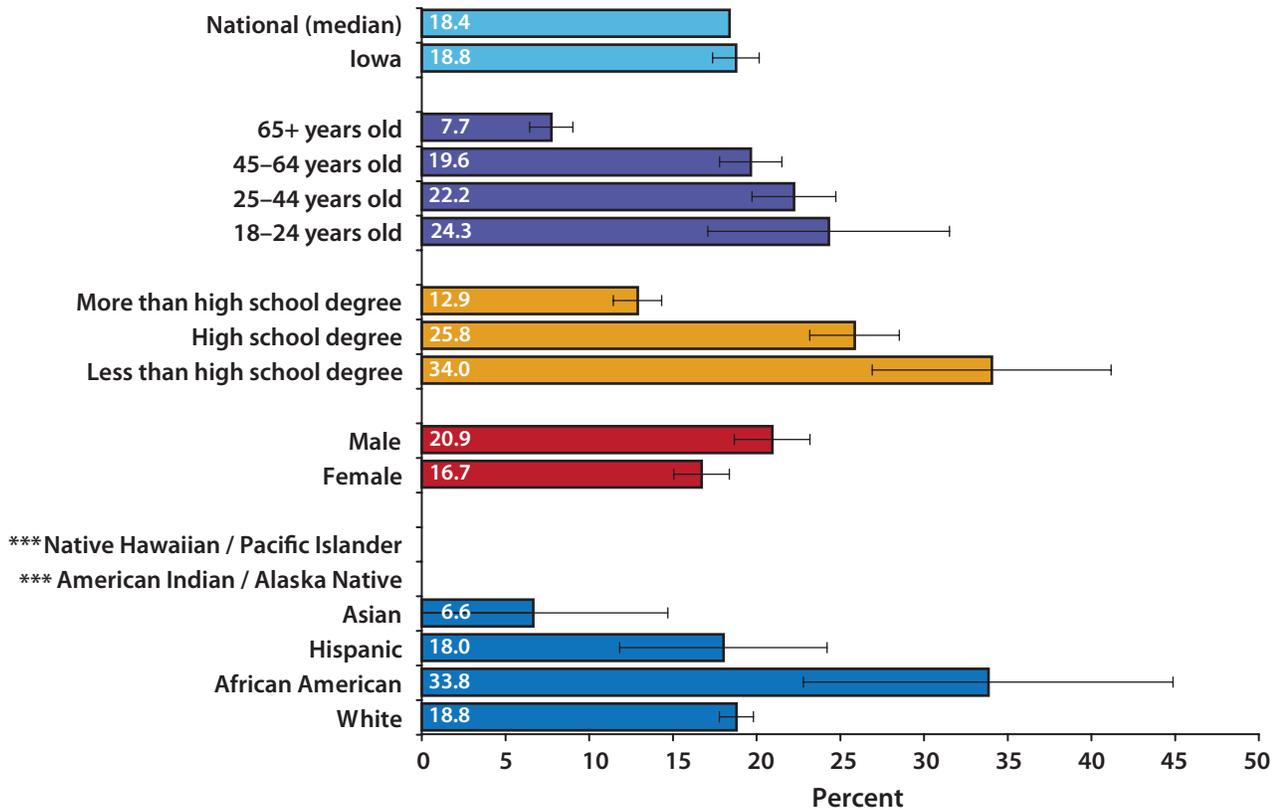
## Monitor

In Iowa, 18.8% of the adult population (aged 18+ years)—over 429,000 individuals—are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. Iowa ranks 29<sup>th</sup> among the states.

Among youth aged 12–17 years, 11.7% smoke in Iowa. The range across all states is 6.5% to 15.9%. Iowa ranks 33<sup>rd</sup> among the states.

Among adults aged 35+ years, over 4,400 died as a result of tobacco use per year, on average, during 2000–2004. This represents a smoking-attributable mortality rate of 248.0/100,000. Iowa's smoking-attributable mortality rate ranks 17<sup>th</sup> among the states.

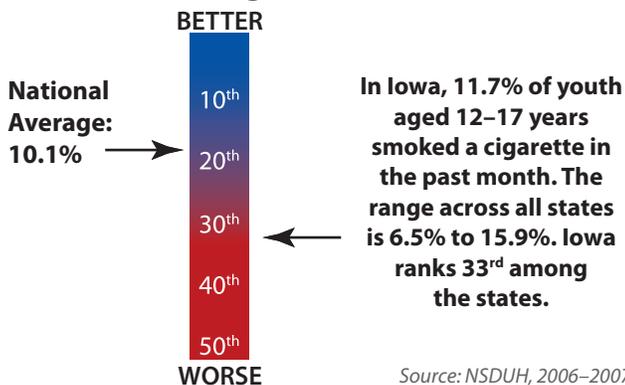
### Current Smoking Among Adults by Demographic Characteristics



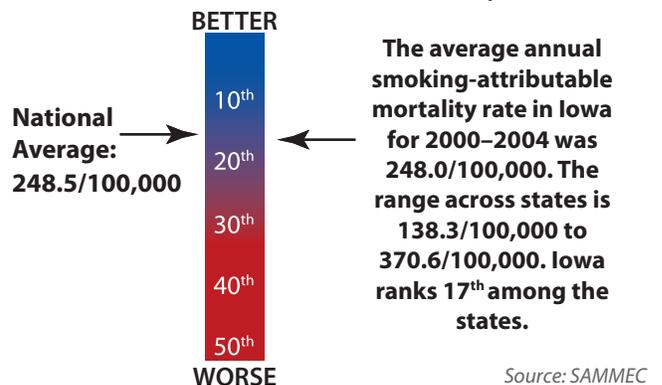
\*\*\* Data not shown because sample size is less than 50.

Source: BRFSS, 2007–2008

### Past-Month Cigarette Use Among Youth Aged 12–17 Years



### Smoking-Attributable Adult (35+ Years) Mortality



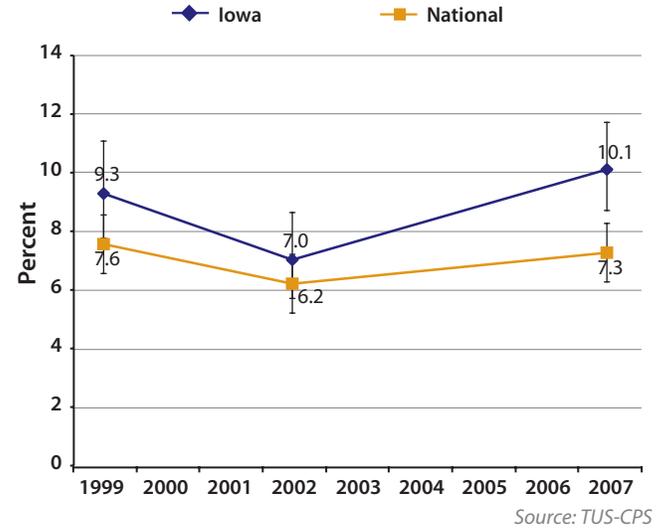
## Protect

Iowa has a smoke-free law that provides for strong protection against exposure to secondhand smoke in workplaces and public places.

State Smoke-Free Policy		
Smoke-Free Workplaces	Smoke-Free Restaurants	Smoke-Free Bars
 <b>Yes</b>	 <b>Yes</b>	 <b>Yes</b>

Source: STATE System, 2009

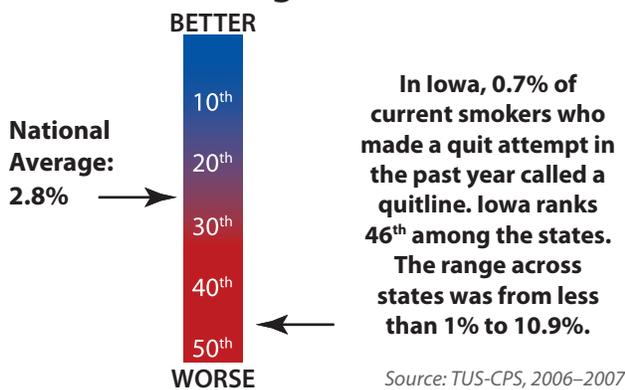
## Adults Who Reported Anyone Smoking in Work Area Within Past 2 Weeks



Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding 2 weeks has remained higher in Iowa than in the nation overall. Currently, Iowa ranks 44<sup>th</sup> among the states for workplace exposure, at 10.1%.

## Offer

### Percentage of Smokers Calling Quitline



*Best Practices* estimates 8% of smokers could access quitlines each year. In Iowa, 0.7% of current smokers who made a quit attempt in the past year called a quitline.

The Medicaid fee-for-service program in Iowa provides only partial coverage for tobacco dependence treatment. Iowa's Medicaid policy provides coverage for bupropion, but not for varenicline. Iowa's Medicaid policy does not provide coverage for group or telephone counseling but does provide coverage individual counseling, and this coverage is for pregnant women only.

### Medicaid Coverage for Counseling and Medications

Nicotine Replacement	Varenicline	Bupropion	Counseling
Partial	 <b>No</b>	 <b>Yes</b>	Partial

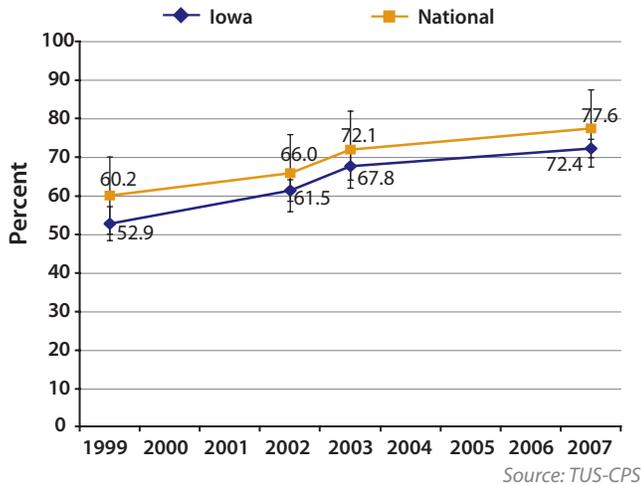
Source: MMWR 2009;58(43):1199–204

## Warn

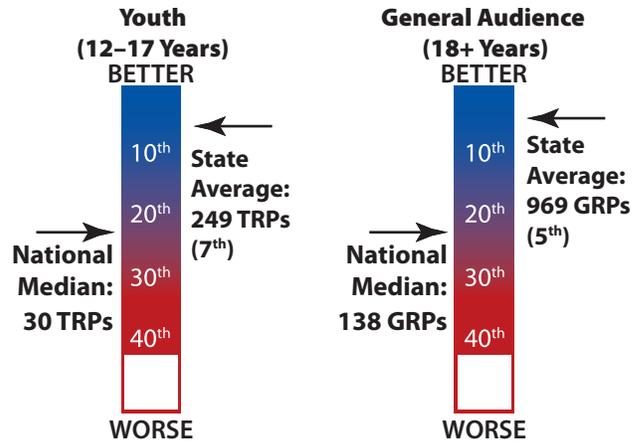
Smoke-free home rules represent awareness of the dangers of secondhand smoke. In Iowa, as in the nation, an increasing number of families have such a rule.

Currently, 72.4% of Iowa homes have this rule. Iowa ranks 40<sup>th</sup> among the states.

### Households with No-Smoking Rules



### Antitobacco Media Campaign Intensity, Per Quarter



Rating point data were available for 42 states and the District of Columbia. *Best Practices* recommendations translate into an average of 800 targeted rating points (TRPs) in effective youth and 1,200 gross rating points (GRPs) in effective general audience antitobacco media campaigns per quarter. Iowa's major media market(s) aired an average of 249 youth TRPs and 969 general audience GRPs per quarter in 2008. Iowa ranks 7<sup>th</sup> among the states for the number of youth TRPs and 5<sup>th</sup> among the states for the number of general audience GRPs aired.

## Enforce

Iowa allows local regulation of tobacco industry promotions, sampling, and display of tobacco products in commercial establishments.

### State Allows Local Advertising and Promotion Laws

Display	Promotion	Sampling
Yes	Yes	Yes

Source: STATE System, 2009

### Retail Environment Tobacco Licensure

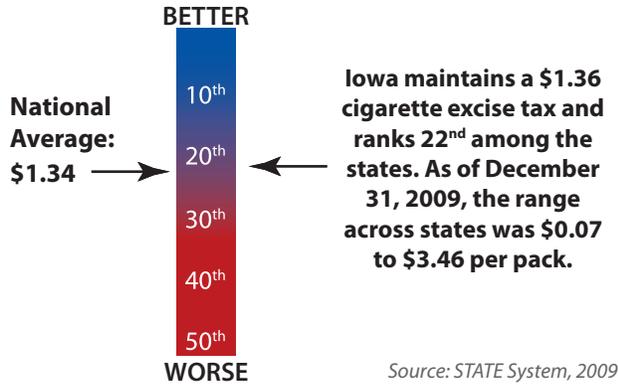
Over the Counter	Vending Machines
Yes	Yes

Source: STATE System, 2009

Iowa requires all establishments selling tobacco products over the counter and by vending machine to be licensed. Currently, 38 states require licensure for both over-the-counter and vending machine sales.

# Raise

## Amount of Cigarette Excise Tax

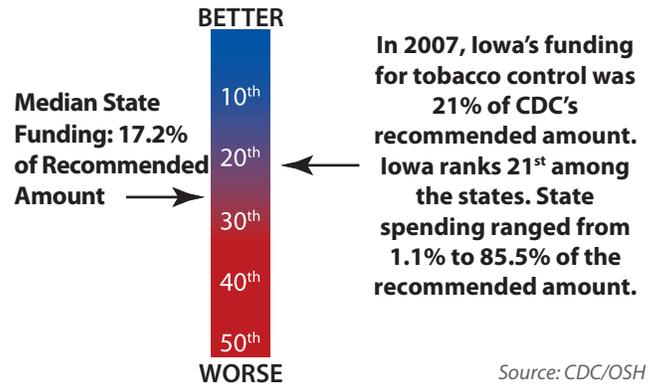


Iowa maintains a \$1.36 per pack tax and ranks 22<sup>nd</sup> among the states.

Iowa has a minimum price law. Wholesalers must mark up cigarettes by 4% and retailers must mark up cigarettes by at least 8%. This law has the effect of limiting the amount of discounting that can be offered through coupons and other types of sales promotions.

Approximately 25% of the annual revenue generated from state excise taxes and settlement payments would fund Iowa's tobacco control program at the *Best Practices* recommended amount. However, in 2007, Iowa's funding for tobacco control was 21.0% of the recommended level. Iowa ranks 21<sup>st</sup> among the states.

## State Funding for Tobacco Control



## Minimum Price Law for Cigarettes



Source: CDC/OSH