



Tobacco Free Quad Cities

# TFQC

## Year in Review



FY20 - October 2020

# TFQC Year in Review

*Tobacco Free Quad Cities works to reduce the impact of tobacco use in our community by increasing knowledge and strengthening tobacco-related policies.*



MULTI-UNIT HOUSING IMPACT

4

POLICIES STRENGTHENED

## Policies & Referrals

by **Kim Mills, Scott County Health Department**

Based on the Community Health Improvement Plan for Scott and Rock Island Counties, the TFQC works to reduce tobacco related health issues with the assistance of two tobacco prevention grants. The goals of the grants include working with multi-unit housing managers to strengthen current tobacco use policies, which can include going completely smoke-free and/or nicotine-free or providing designated outdoor smoking areas. There were four multi-unit housing policies strengthened this fiscal year.



QUITLINE IOWA ACTIVITY

82

4.5%

SCOTT COUNTY  
REFERRALS

OF IOWA'S TOTAL  
REFERRALS

The TFQC Coalition works to help smokers quit tobacco by offering the Iowa and Illinois Quitline's Ask, Advise and Refer training to healthcare providers. The Iowa and Illinois Quitlines are a free service that anyone can utilize for cessation support. Counselors are available to help smokers develop a customized quit plan and nicotine replacement therapy is available to those who qualify. Once trained, the healthcare provider can ask every patient about their tobacco use and assist with a quit attempt by faxing the patient's information into the Quitline. Four healthcare providers were trained in FY20 on how to utilize the Ask, Advise and Refer Fax Referral System.

## Community Education

by **Mariah Benson, Rock Island County Health Department**

The coalition provides community education on tobacco prevention, policy, and cessation (both [Illinois Tobacco Quitline](#) and [Quitline Iowa](#)). Education can occur through outreach events such as health fairs, community events, or presentations. During the fiscal year, the coalition provided two presentations to addiction counselors and school nurses, both in partnership with Rosecrance New Life Outpatient Center. The presentation, titled *Clearing the Air: The Truth About Vaping*, highlighted information on electronic smoking devices, tobacco, and cancer prevention. We continue to seek speaking opportunities which can be requested at any time.



REACH OF EDUCATIONAL PROGRAMS

2313

QUAD CITIZENS





## Youth Programming

by Kim Mills, Scott County Health Department



YOUTH PREVENTION EDUCATION  
2 | 20  
SCOTT COUNTY YOUTH GROUPS | SCOTT COUNTY STUDENTS

Iowa Student for Tobacco Education and Prevention (ISTEP) is a youth-led activism organization that spans across the State of Iowa. The group members involved educate other students, community leaders, and loved ones about the dangers of tobacco and vaping. There are two ISTEP groups hosted in Davenport - The Shades of Success at Central High School and a group held at the Safer Foundation. The students enrolled choose which activities to host and put the work into implementing them in the community.



The Educational Escape Room Experience

by Jason Otten, Center for Alcohol and Drug Services, Inc.

*Escape the Vape: The Educational Escape Room Experience* was a collaboration between Center for Alcohol & Drug Services, Inc. (CADS) and the Youth Development Bureau. Research was conducted by students from the Davenport North High School Youth Development Bureau and led by a CADS Prevention Specialist. Using the Strategic Prevention Framework (SPF) process, students addressed the topic of vaping as the assessment data because local and national data indicated that there was a large number of the student population that were current users or have used in the past. The students then created a service learning project to educate the community about the dangers and effects of vaping.

Clues and puzzles were created from the data and the escape room opened in December 2019. More than 100 people - adults and adolescents - have experienced the thrills and excitement of the escape room. After the main activity, participants were educated further by a CADS Prevention Specialist and shown the evolution of vaping products. Resources and materials were distributed representing groups such as [Your Life Iowa](#) and [Quitline Iowa](#).

Overall the experience has been a success. Evaluations from the experience have indicated that participants enjoyed the experience and gained knowledge along the way. And best of all... it was free!



## Champion Award

by **Mariah Benson, Rock Island County Health Department**

The Tobacco-Free QC Coalition will be piloting a new recognition program, called the *Champion Award*, where we will be recognizing community businesses, organizations, and campuses for having a tobacco-free or nicotine-free policy. The purpose of this award is to celebrate policies that go above and beyond the state laws that only require public places and indoor spaces to be smoke-free. We invite the community to share their tobacco-free and nicotine-free policies with us so we can recognize them on our website, social media pages, and provide a Champion Award certificate to the business or organization.

## Clearing the Air Resource Guide

by **Faith Meuser, Martin Luther King Jr. Community Center**

In the fall of 2019, Tobacco Free Quad Cities members created and published a resource guide regarding e-cigarettes and vaping – *Clearing the Air*. The purpose of this document is to educate the public by describing electronic smoking devices (ESDs), youth use rates, potential health effects, cessation resources, and more. Showcased data compares local county youth use to national youth use as well as ESD use to combustible cigarette use.



The resource guide was submitted to the Centers for Disease Control and Prevention (CDC) as an example of regional action related to the E-Cigarette Vaping Product Associated Lung Injury ([EVALI](#)) outbreak. On November 22, 2019, *Clearing the Air* was highlighted in the CDC’s weekly update email. Since then, TFQC members have also compiled a 60+ page toolkit geared toward parents and teachers. It includes posters, fact sheets, activities, and published research reports. These documents are available for free download on the [TFQC website](#).

## About TFQC

The bi-state Tobacco-Free QC Coalition, or TFQC, is comprised of a variety of member organizations and individuals dedicated to reducing the impact of tobacco use in the Quad Cities. This group meets routinely throughout the year to discuss the direction of the Coalition. We welcome new members.

If you are interested in joining, please contact:

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### Partnering Organizations

Center for Alcohol & Drug Services, Inc.  
Genesis Health System  
Davenport Police Department  
Davenport Community School District  
Martin Luther King Jr. Community Center  
Quad City Health Initiative  
Rock Island County Health Department  
Scott County Health Department  
UnityPoint Health