

FY22

YEAR IN REVIEW



TOBACCO-FREE QUAD CITIES COALITION

PUBLISHED AUGUST 2022





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 sharing information and educating our community about the impacts of tobacco and nicotine. We also work to strengthen tobacco and nicotine-related policies in our community.

Our Structure

TFQC is a bi-state coalition that 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 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 Council on Addictions
- Rock Island County Health Department
- Scott County Health Department
- UnityPoint Health - Trinity

Want to join TFQC? Contact us to learn more.



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tobaccofreeqc.org



facebook.com/tobaccofreeqc



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Policy Work: Parks

We Help Communities with Tobacco and Nicotine Free Parks Policies

Tobacco and nicotine-free (TF/NF) parks policies are key ways that communities can show their commitment to the health and well-being of their citizens. They also help to:

- Prevent secondhand smoke exposure, which is not safe indoors or outdoors
- Reduce the amount of tobacco litter in parks, which is especially dangerous to children, pets, and wildlife
- Prevent youth tobacco and nicotine use
- Support a healthier lifestyle for all

During FY22, TFQC helped three Scott County, Iowa communities create new and strengthen existing TF/NF policies. Riverdale and Maysville passed new comprehensive TF/NF policies. Walcott strengthened their existing city code to add electronic smoking devices to their list of prohibited tobacco and nicotine products. The park policy technical support offered by TFQC is a free service. Additionally, communities that adopt comprehensive policies may qualify for free TF/NF signs for their parks. Let us help your community! Email tobaccofreeqc@gmail.com to get started.



**Tobacco & Nicotine Free Parks
in Scott County, Iowa**



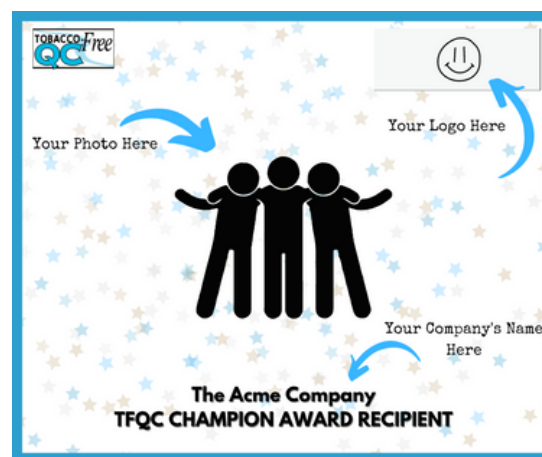
BLUE GRASS	DAVENPORT	DONAHUE
MAYSVILLE	PRINCETON	LONG GROVE
SCOTT COUNTY	RIVERDALE	WALCOTT

Policy Work: Businesses

We Offer TF/NF Workplace Policy Support and Honor Businesses with the TFQC Champion Award

In addition to the reduction in secondhand smoke exposure, having a TF/NF workplace policy in place can decrease health care costs, property maintenance expenses, and employee absenteeism. It can also boost employee morale and engagement, and is a great way for companies to show their dedication to employee health. As with TF/NF park policies, TFQC offers free TF/NF policy technical support to organizations that want to create a new or strengthen an existing workplace policy. Employers who have comprehensive TF/NF policies may qualify for free signs as well. According to the Iowa Department of Public Health (IDPH), a strong policy should include the following components: 1) prohibits all types of tobacco, nicotine, and electronic smoking devices not approved by the U.S. Food & Drug Administration (FDA); 2) extends to employees and visitors; 3) applies at all times; 4) includes company vehicles; and 5) extends to the entire business property whenever possible.

TFQC celebrates workplaces that have comprehensive TF/NF policies by recognizing qualifying organizations with the TFQC Champion Award. Honorees receive a framed award, as well as an electronic logo that can be added to the organization's website and social media pages. TFQC also shares a photo of the honoree on the TFQC website and social media pages. In FY22, TFQC honored nine new organizations – check out their photos on the next three pages. If your workplace is interested in free TF/NF policy technical support and the Champion Award, we are happy to help!



FY22 TFQC Champion Awards



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Cessation Connections

We Offer Support 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 and confidential programs on both sides of the river that focus on helping tobacco and nicotine users to quit. The programs (listed below) 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.

- **Quitline Iowa** (for Iowa adults; quitlineiowa.org/en-US/, 1-800-QUIT-NOW)
- **Illinois Tobacco Quitline** (for Illinois adults; quityes.org/, 1-866-QUIT-YES)
- **My Life My Quit** (for both Iowa and Illinois teens and young adults, mylifemyquit.org/index, text "Start My Quit" to 36072)

This fiscal year, we focused on making connections with behavioral and mental health providers, as well as those that focus on nutrition and wellness. By partnering with the **Quad Cities Health Initiative (QCHI)**, we provided guidance to stakeholders from the **Quad Cities Behavioral Health Coalition (QCBHC)**, the **Be Healthy QC Coalition**, and **Be Healthy QC's Access to Healthy Foods Workgroup** on how to make effective referrals to the free Iowa and Illinois cessation programs. Patients typically expect to be encouraged by their provider, a trusted health guide, to quit tobacco and nicotine. Having a conversation about cessation with their provider can increase a patient's level of satisfaction with their overall health care services while keeping a focus on wellness. Additionally, individuals who are referred by their provider are more likely to reach out for cessation services.



Youth Programming

ISTEP Helps to Spread the Tobacco Prevention Message

In FY22, students from the two local Iowa Students for Tobacco Education and Prevention (ISTEP) chapters, **Davenport Central High School's (CHS) Shades of Success** and **Safer Foundation's Youth Empowerment Program**, have continued the work of educating their peers, community leaders, and loved ones on the dangers of tobacco and nicotine use. Special projects this year included:

- Chapter recruiting events
- A Great American Smoke Out pledge event (where CHS students actually ran out of pledge slips)
- A tobacco litter clean up during Red Ribbon Week
- The creation of a prevention-focused mural for the Day of Action
- Using cups in a fence to spell out "No Vaping;"

Additionally, two students and a chaperone from CHS attended the annual ISTEP Summit at the Iowa State Fairgrounds in Des Moines. The students met other ISTEP participants from across the state; ate fair food; listened to speakers from the Truth Initiative; completed fun activities like an Amazing Race Challenge; took a tram tour; and voted for the next state-level ISTEP youth council members.



Community Education

We Provide Important Prevention Education to Young Quad Citizens

One of our key goals is to provide community members with up-to-date, research-based information, so that they are more aware of the consequences, dangers, and impacts of tobacco use to make informed decisions. We work to inform all Quad Citizens about the unique trends and risk factors that affect each age group. One example of this is school-based presentations that explain how tobacco companies promote electronic smoking devices and other tobacco and nicotine products in an effort to recruit new young customers.

In FY22, school staff reported increased concerns about youth vaping in local schools. As such, TFQC received an increased number of requests from schools and other youth-serving organizations for prevention education opportunities. Coalition members from the Scott County Health Department and the Center for Alcohol & Drug Services, Inc. teamed up to present information regarding the risks of vaping and nicotine use to over 1,600 combined students from North Scott Junior High School, Edison Academy, and Bettendorf Middle School! Through these connections with schools, we are already scheduled to provide prevention education and resource information to more students and school staff in FY23.



Community Education

UnityPoint Health - Trinity Holds "Take Charge of Your Lung Health: What Black Men Need to Know" Event

In an effort to better connect with Black men in the Quad Cities regarding their health, TFQC coalition member agency, UnityPoint Health-Trinity, provided a Black Men's Health Series. One of the series' events was titled, "Take Charge of Your Lung Health: What Black Men Need to Know." Per UnityPoint Health – Trinity, ***"Black men are disproportionately affected by lung cancer - at least 30% higher than among white men - despite having similar smoking rates."*** Dr. Nicholas Yerkes, MD, from UnityPoint Health presented about how lung cancer and lung disease affect a person's body, life, family, and friends; ways to stay healthy; and other prevention strategies and lung screening options. Dr. Yerkes and UnityPoint Health report that they are committed to, "raising awareness about a low-dose CT lung screening that can detect lung cancer early...as lung cancer is a leading cause of cancer death for both men and women." TFQC assisted with preparation and promotion for the event in an effort to help spread the message.



For more information on lung screenings; insurance and primary care provider connection resources; and to access a recording of the presentation, visit:
unitypoint.org/quadcities/mens-health.aspx.

Building Strong Partnerships

We Completed the IDPH Partnership Assessment Tool to Help Grow the Coalition

Following the COVID pandemic, there was an increased return to collaborative partnership work throughout the Quad Cities community. TFQC was excited to be a part of this re-engagement! This fresh (re)start offered an ideal opportunity to assess what our existing partnership structure looked like at a base level, evaluate existing strengths, and brainstorm areas for growth. With support from the Iowa Department of Public Health (IDPH), TFQC members completed the IDPH Partnership Assessment Tool. The group compiled a list of current partners, determined which community sector that each partner represents (i.e. business or employer, healthcare system, school, non-profit, legislator, individual, etc.), and decided each partner's level of engagement in the coalition's work.

Based on the assessment results, TFQC elected to try two new strategies. The first is to create a recruitment card that existing members can share with potential new members, with the goal of increasing and diversifying coalition membership. The second strategy is to increase the engagement level of an existing partner. TFQC focused on supporting the work of **Dr. Teresa Pangan of UnityPoint-Health** as she strives to strengthen her organization's workplace tobacco policy, disseminate preventive health education, and increase connections to cessation programs; all of which supports TFQC's mission of reducing the impact of tobacco and nicotine in our community. TFQC anticipates a reassessment process using IDPH's tool again in FY23, and will continue to monitor our identified strategies and their outcomes.



FY22 by the Numbers



**TFQC consists of
11 partner organizations**



**Scott County has 9 tobacco-
free park policies**



QUITLINE IOWA
1 800 QUIT NOW | 1 800 784 8669

**85 Scott County Quitline
referrals, about 5% of Iowa's
Quitline calls**



**Two Scott County ISTEP Chapters,
30+ members**



**1650+ tobacco
education recipients**



UnityPoint Health
Quad Cities | Muscatine



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

