

# FY23 YEAR IN REVIEW



# TOBACCO-FREE QUAD CITIES COALITION

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**TOBACCO  
FREEQC**  
EDUCATION • ADVOCACY • SUPPORT

# 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
- RICCA-Rock Island County Council on Addictions

# Rebranding

Allow us to reintroduce ourselves. TFQC took this year to rebrand and reintroduce ourselves to the community. This effort was initiated to refresh the coalition. We wanted our advertisements and TFQC publications to look fresh and gain more attention than our current logo. An updated logo also allowed us to create a better online presence to reach our younger target audiences.



# Rebranding

TFQC had the opportunity to share the new logo across the Quad Cities through billboards and bus signs.

## Billboards



## Bus Signs



# 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

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](mailto: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

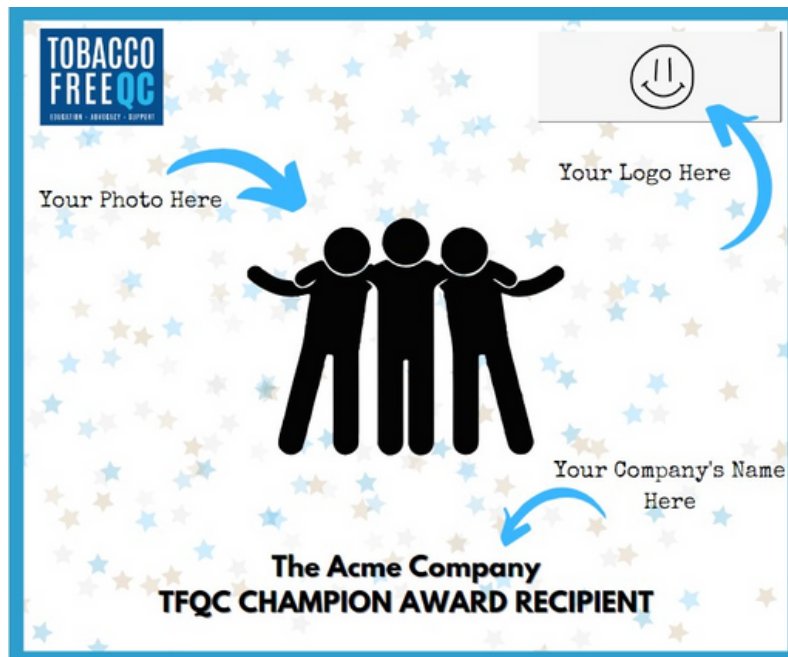


# Policy Work: Businesses

## ***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 Health and Human Services (IHHS), 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 FY23, TFQC honored five 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!



# FY23 TFQC Champion Awards



# FY23 TFQC City-Champion Awards

TFQC had the honor of working with City of Silvis City Administrator Nevada Lemke and Mayor of Riverdale Anthony Heddlesten to implement the first city wide TF/NF policies. Both policies strengthened current tobacco policies by expanding them city wide and including e-cigarettes in the expansion.

TFQC welcomes the opportunity to work with city leaders to create or strengthen existing policies.





# 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/](http://quitlineiowa.org/en-US/), 1-800-QUIT-NOW)
- **Illinois Tobacco Quitline** (for Illinois 13 years and older; [quityes.org/](http://quityes.org/), 1-866-QUIT-YES)
- **My Life My Quit** (for both Iowa and Illinois teens and young adults, [mylifemyquit.org/index](http://mylifemyquit.org/index), text "Start My Quit" to 36072)

TFQC offers free Ask, Advise, Refer training for providers. Citizens 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*

Iowa students have the opportunity to join ISTEP chapters. These chapters provide students with a shared space to discuss the effects of tobacco and to complete shared activities to raise awareness in our community. TFQC supported existing chapters at the Safer Foundation and Davenport Central high school while also encouraging ISTEP chapter creation at community events.



# 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 FY23, 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. TFQC chairs met with all area school administration to discuss e-cigarette use in schools. Meetings took place in public and non public schools in both Scott and Rock Island counties. Action items including increased education and implementing ISTEP chapters were deemed priorities. 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. Prevention curriculum has been expanded to 3rd grade for Iowa students so TFQC will provide education from elementary through high schools.



# Community Education

*TFQC participated in multiple community events and spread awareness through multiple media interviews*

## Podcast/Radio

St. Ambrose Institute for  
Person Centered Care Podcast

WVIK Interview with Michelle  
O’Neil

Wake Up Wellness with Kristin  
Bogdonas

## Local Newspaper

OurQuadCities: “Augustana earns  
Tobacco-Free QC Champion  
Award”

OurQuadCities: “Breathe deep in  
Riverdale: City recognized for  
tobacco e-cigarettes ban”

QC Times: Augustana earns  
“Champion Award” for smoke  
free campus

## Community Education

City of Davenport Party in the Parks	Aetna Wellness Fair	Spring into Wellness Event
Davenport Mid City Future Fest	Scott County Waste Commission Employee Wellness Fair	Quad Cities Youth Conference
St.Ambrose Wellness Fair	Bettendorf Community Expo	Welcome Home Block Party
Online tobacco cessation education with the Iowa Black Doula Collective	Health and Wellness Fair at Farmers Market	Riverdale City Council Presentation



# Building Strong Partnerships

## *We Completed the IHHS Partnership Assessment Tool to Help Grow the Coalition*

With support from the Iowa Department of Health and Human Services (IHHS), 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 decided to move forward with a continued strategy and a new strategy. The continued strategy was to use the recruitment card created last fiscal year. This was created for existing members to share with potential new members, with the goal of increasing and diversifying coalition membership. The second strategy was a rebrand of the coalition's logo as a strategy to reach a younger audience and promotional items with the new logo have been secured. TFQC will continue to revisit these strategies and adapt efforts based on partnership input.





Want to join TFQC? Contact us to learn more

[tobaccofreeqc@gmail.com](mailto:tobaccofreeqc@gmail.com)

[tobaccofreeqc.org](http://tobaccofreeqc.org)

[facebook.com/tobaccofreeqc](https://facebook.com/tobaccofreeqc)



UnityPoint Health  
Quad Cities | Muscatine



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

