

Executive Summary of the Iowa 2005 Tobacco Control Progress Report

DATA SOURCES

For the 2005 Progress Report, data from nearly 30 sources collected from 1998 through 2004 were reviewed. The adult survey data come most notably from the Iowa Adult Tobacco Survey (ATS), the Iowa Behavioral Risk Factors Surveillance System (BRFSS), and the Iowa Adult Household Survey (AHS). The two primary youth surveys are the Iowa Youth Tobacco Survey (IYTS) and the Iowa Youth Survey (IYS). These surveys often varied in their sampling designs, data collection methodologies, wording of specific questionnaire items, population groups, and sample sizes. Because methodologies and questions differ among the surveys, their findings cannot always be directly compared.

ADULT IOWANS

Ever Smoked Cigarettes. From 1998 through 2003, the percentage of adult Iowans who had smoked at least 100 cigarettes during their lifetime remained stable at approximately 46% to 48% (BRFSS). However, in 2004, the percentage of adult Iowans who have smoked at least 100 cigarettes during their lifetime had dropped to 42% (BRFSS).

Current Cigarette Use. Since 1997, the percentage of adult Iowans who are current cigarette users has remained stable at about 22% to 23% (BRFSS). In 2004, the prevalence of current cigarette use was 21% (BRFSS), perhaps signaling a trend of declining use.

Cigarette Initiation. According to the 2004 ATS, 23% of adult Iowans started smoking cigarettes at age 17 or younger, and 20% started smoking cigarettes as adults (age 18 or older).

Cigarette Cessation Attempts. Among current smokers, 49% had successfully quit for a day or more during the past 12 months based on 2004 BRFSS data; however, many more (82%) would like to quit but were unable to do so (2004 ATS).

Smokeless Tobacco Use. Chewing tobacco or snuff was used by 20% of adult Iowans at least once in their lifetime, and 3% of adults have done so within the past 30 days (ATS 2004).

Cigar Use. Approximately 47% of adults have smoked a cigar, and 5% of adults currently smoke cigars some days or every day (ATS 2004).

Pipe Tobacco Use. Approximately 22% of adults have smoked tobacco in a pipe, and 1% of adults currently smoke a pipe some days or every day (ATS 2004).

Smoking in Restaurants. When asked whether smoking should be allowed within the indoor dining areas of restaurants in all areas, some areas, or not allowed at all, 60% of adult Iowans said that smoking should not be allowed at all (ATS 2004).

Smoking in Bars and Cocktail Lounges. There was majority support (53%) for restricting smoking to some areas of bars and cocktail lounges, but only 27% supported a policy where smoking would not be allowed anywhere within bars and cocktail lounges (ATS 2004).

Smoking in Outdoor Public Places. Approximately one in three (31%) adults expressed support for not allowing smoking in outdoor public places (ATS 2004).

Workplace Policies about Smoking in Work Areas. Among adult Iowans who work indoors, more than three-fourths of these workers reported that at their workplace the policy was to not allow smoking in any work areas (86% in the 2004 BRFSS and 79% in the 2004 ATS).

ADULT IOWANS (Continued)

Workplace Policies about Smoking in Common or Public Areas. Among adult Iowans who work indoors, more than three-fourths of these workers said that smoking was not allowed in public or common areas (81% in the 2004 BRFSS and 77% in the 2004 ATS).

Smoking Policies in the Home. In 2004, approximately three-fourths of adult Iowans (74% in the 2004 ATS and 70% in the 2004 BRFSS) reported that smoking was not allowed anywhere inside the home. The ATS question clarified that decks, garages and porches are not considered to be “inside” the home.

Smoking Policies in the Family Car. Smoking was never allowed in any family cars according to 64% of adult Iowans with cars in 2004. Approximately 15% (17% in the 2004 ATS and 14% in the 2004 BRFSS) reported there were no rules about smoking in the car.

Health Care Providers Advising Current Smokers to Quit. Current cigarette smokers who had seen a doctor, nurse or other health care provider during the past 12 months were asked if the health care provider advised them to quit smoking. In 2004, slightly more than one-half of these current smokers (58% in the 2004 BRFSS and 53% in the 2004 ATS) were advised by a health care provider not to smoke.

Media Awareness among Adults. In the 2004 BRFSS, adult Iowans were asked how often they had seen anything on TV, heard anything on the radio, or seen any billboards against smoking; 46% said “a lot,” 36% said “sometimes,” 13% said “rarely,” 3% said “never,” and 2% were “not sure.”

Awareness of JEL among Adults. When asked specifically about whether they had heard or seen anything at all about the “Just Eliminate Lies” or JEL anti-tobacco advertising campaign aimed at youth, 53% of adults had heard at least something (2004 BRFSS).

IOWA'S YOUTH

Ever Cigarette Use. The trend since 2000 of declining prevalence of cigarette use continued among both high school and middle school students. In the 2004 IYTS, 47% of high school and 24% of middle school students reported ever smoking cigarettes.

Current Cigarette Use. The trend since 2000 of declining prevalence of current cigarette use continued among high school students based on the results of the 2004 IYTS; 18% of high school students reported they currently smoked cigarettes. The rate among middle school students was largely unchanged from 5% in 2001/2002 to 6% in 2004 (IYTS).

Age of Initiation of Cigarette Use. Approximately 14% of high school students in 2004 reported having smoked at age 12 or younger as compared to 22% in 2001 (IYTS).

Smoking Cessation. The percentage of high school youth who reported they tried to quit smoking during the past 12 months was 24% in 2000 and 15% in 2004 (IYTS). One possible reason for this change may be the overall lower rates of cigarette use among high school youth. Over the past several years, the percentage of middle school youth who have tried to quit smoking during the past 12 months continued to be between 5% and 7% (IYTS).

Cigarette Purchasing. Only about 15% of high school youth and 5% of middle school youth reported they purchased cigarettes during the past 30 days (IYTS). Students reported they most commonly purchased cigarettes at gas stations (IYTS). Less than 10% of high school youth attempted to buy cigarettes in a store during the past 30 days, but only about one in two who attempted to buy cigarettes said that they were asked for proof of age (IYTS).

Smokeless Tobacco. In 2000, the prevalence of ever having used smokeless tobacco was 14% among middle school students and 27% among high school students (IYTS). In 2004, the rates of ever having used smokeless tobacco had declined to 9% among middle school students and 20% among high school students (IYTS). These findings consistently showed that the rate of having ever used smokeless tobacco among high school students was approximately twice that of middle school students. The rates of current use were about three or four times higher among high school than middle school students.

IOWA'S YOUTH (Continued)

Cigar Use. In 2000, the prevalence of ever having smoked a cigar was 44% among high school students. Four years later, the prevalence was down to 33% (2004 IYTS). The percentage of middle school students who had ever smoked a cigar in 2002 was 15% as compared with 12% in 2004 (IYTS). In 2004, the rates of current cigar use were 3% among middle school students and 12% among high school students (IYTS).

Awareness of JEL. When asked, "Have you ever heard or seen anything at all about the anti-tobacco advertising campaign called 'JEL' (Just Eliminate Lies)?" in the 2004 IYTS, 85% of high school students said they knew about JEL in comparison to only 54% of middle school students.

Assessment of JEL. In 2004, the JEL campaign did "very well" in getting the anti-tobacco message to young people according to 20% of both middle and high school students (IYTS). The JEL campaign did "OK" according to 36% of middle school and 58% of high school students (IYTS). Far fewer middle school students reported learning much from JEL in 2004 than in earlier surveys.

Attitudinal Impact of JEL. The effect of JEL on attitudes toward the tobacco industry was stable and mostly negative for high school students from 2002 through 2004. In comparison, attitudes among middle school students showed less awareness of JEL, and fewer students viewed the tobacco industry more negatively than in 2002.

Endorsement of Tobacco Products. In the 2004 IYTS, students were asked "Would you ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses?" About 79% of middle school students said probably not (31%) or definitely not (48%), and about 65% of high school students said probably not (35%) or definitely not (30%).

NON-SURVEY DATA

Iowa Tobacco Compliance Data. There were 5,451 compliance checks completed during the 2005 Fiscal Year with a 90% compliance rate among Iowa retailers. For comparison, the compliance rate was 89% in both 2003 and 2004, 88% in 2002, and 82% in 2001.

Quitline Iowa. The number of callers to the Quitline increased from approximately 1,900 during the previous fiscal year to approximately 2,100 in the current fiscal year, which ended in June 2005. During the past four years, about 60% of callers have been females over 18 years old.

Number of Cigarette Packs Stamped. The trend since 1998 has been for fewer packs of cigarettes to be stamped in Iowa. In 1998, approximately 267,800,000 packs of cigarettes were stamped. In 2005, there were approximately 247,600,000 packs stamped.

Cigarette Tax Rates. As of January 2005, the state tax on a pack of cigarettes purchased in Iowa was 36 cents. Iowa has one of the lowest cigarette tax rates in the country (ranked 42nd in 2005). The only border state with a tax rate lower than Iowa's was Missouri with a tax of 17 cents per pack.

GOALS AND CONCLUSIONS

Goal 1: Prevent the initiation and establishment of tobacco use in nonsmokers, especially among children and young people.

Conclusion. The Iowa Tobacco Use Prevention and Control Program is making progress toward meeting Goal 1; however, middle school students in 2004 showed considerably less awareness of the JEL media campaign compared with middle school students in 2002.

Goal 2: Reduce the number of users of tobacco products.

Conclusion: The Iowa Tobacco Use Prevention and Control Program is making progress toward meeting Goal 2; however, many users were not advised or directed to quit by health care providers.

Goal 3: Eliminate exposure to second-hand tobacco smoke.

Conclusion. There continues to be strong public support for limiting exposure to second-hand smoke in indoor public places and at the workplace. Moreover, there appears to be a substantial percentage of adults who have set personal rules prohibiting smoking in their homes and family cars. Most adults who work indoors said their employers had policies restricting or prohibiting smoking in work and common areas. Taken together, these findings suggest that Iowans are exposed to less second-hand tobacco smoke now than in previous decades.

Goal 4: Identify and eliminate disparities related to tobacco use among different population groups.

Conclusion. Goal 4 cannot be addressed with respect to race and ethnicity. Possible solutions include introducing minority strata into standard surveys, conducting special studies focused on minority groups, and implementing and assessing community-level interventions.

This document is a summary of the *Iowa 2005 Tobacco Control Progress Report* (December, 2005). The report was prepared for the Iowa Department of Public Health, Division of Tobacco Use Prevention and Control by Gene M. Lutz, Melvin E. Gonnerman, Jr., & Brad Okdie of the Center for Social and Behavioral Research at the University of Northern

For further information, contact:

Bonnie E. Mapes, Division Director, Tobacco Use Prevention and Control
Iowa Department of Public Health, Lucas State Office Building
321 East 12th Street, Des Moines, IA 50319-0075
515-281-6225; bmapes@idph.state.ia.us

Gene M. Lutz, Director, Center for Social and Behavioral Research
University of Northern Iowa, 221 Sabin Hall, Cedar Falls, IA 50614-0402
319-273-2105; gene.lutz@uni.edu