

TOBACCO PREVENTION NEWSLETTER

NOVEMBER 2019



GREAT AMERICAN SMOKEOUT

According to the American Cancer Society, more than 34 million Americans smoke cigarettes. Smoking is the largest preventable cause of death and illness, causing more than 480,000 deaths in the United States and over 7 million deaths worldwide each year. While cigarette smoking rates have dropped over the years, some groups of Americans still suffer disproportionately from smoking-related diseases.

Quitting smoking improves your health immediately and long-term. Twenty minutes after quitting, your heart rate and blood pressure drop. Two weeks after quitting, your lung function increases. One year after quitting, your risk for heart attack drops dramatically. Quitting smoking isn't easy, but you don't have to stop in one day. Start with day one on November 21st during the [Great American Smokeout](#).



MY LIFE MY QUIT

According to the 2018 Iowa Youth Survey, 22.4% of 11th grade students currently use e-cigarettes. In Marion County, 36% of 11th grade students currently use e-cigarettes. Answering the need for a program designed for teens who want to quit using e-cigarettes, the Iowa Department of Public Health is now offering *My Life, My Quit*.

My Life, My Quit provides access to free and tailored resources for quitting, including:

- Confidential coaching sessions via text message, phone, or online chat.
- Support and encouragement throughout the quitting process via text message.
- Teen-focused website with educational materials and resources.

To enroll in *My Life, My Quit*, teens can text or call 1-855-891-9989 or visit mylifemyquit.com.

**YOU DON'T HAVE TO
STOP SMOKING
IN ONE DAY.
START WITH DAY ONE.**

The Great American Smokeout®
November 21, 2019



QUITLINE IOWA

Quitting is hard, but you don't have to do it alone. You can increase your chances of success by calling Quitline Iowa and receiving free coaching, medication, and other supports. Call 1-800-QUIT-NOW (1-800-784-8669) to speak with a personal quitting coach and start your quit plan. You can also access resources and enroll in the program on the [Quitline Iowa website](#).



PROGRAM COORDINATOR UPDATE

TOBACCO PREVENTION

VAPING RELATED ILLNESSES

EVALI - "e-cigarette, or vaping, product use associated lung injury" - is what the CDC has officially named the vaping-related illnesses that are currently under investigation. As of October 29th, EVALI cases have increased to 1,888 in 49 states and 1 U.S. territory. Confirmed EVALI deaths have increased to 37 in 24 states. The latest outbreak information is updated every Thursday on the [CDC website](https://www.cdc.gov/evali).

TOBACCO PREVENTION IN SCHOOLS

Tobacco Prevention Coordinator, Chelsea Bagby, is visiting schools in Marion County to provide education on tobacco products, including e-cigarettes, to students in grades 6 through 12. Chelsea will be delivering new vaping education and prevention posters to middle and high schools in Marion County within the next few weeks.

ISTEP SUMMIT

Last month, Tobacco Prevention Contractors and [ISTEP](#) Chapters from around the state gathered for the ISTEP Summit and Contractors Conference. Keynote Speaker, [La Tanisha Wright](#), motivated youth and adults to stand up against the tobacco industry. The Iowa Narcotics Officers Association (INOA) presented adults with important information and an opportunity to step inside the "What You Don't See" [mobile training trailer](#).

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GOALS

- ✓ [Prevent](#) the initiation of tobacco use by youth
- ✓ [Promote cessation](#) by adults and youth
- ✓ [Reduce](#) the availability of tobacco
- ✓ [Eliminate exposure](#) to secondhand smoke
- ✓ [Increase](#) coalition membership