

Executive Summary of the Iowa 2004 Tobacco Control Program Evaluation

Adult Tobacco Results

- The various survey estimates of adult prevalence rates for current and ever use of cigarettes has declined slightly from 1997 to 2004. Over this time period, the decline has been approximately from 24 percent to 20 percent for those who currently smoke cigarettes and from 49 percent to 44 percent for those adult Iowans who have ever smoked at least 100 cigarettes in their lifetimes (AHS: Iowa Adult Household State Treatment Needs Assessment Survey; BRFSS: Iowa Behavioral Risk Factor Surveillance System; ATS: Iowa Adult Tobacco Survey).
- The percentage of adults reporting first using cigarettes before age 18 has increased from 27 percent in 1998 to 32 percent in 2003 (BRFSS).
- The rates of current smoking by young adults (30 and under) show that the percent that have ever smoked has decreased from 79 percent in 1998 to 69 percent in 2003 and 2004 (BRFSS).
- Estimates indicate that a majority of young adults first smoked a cigarette when they were 13 to 17 years (BRFSS).
- The percentage of current smokers who have ever tried to quit smoking increased from 72 percent to 77 percent (ATS 2002 to ATS 2004). BRFSS results show an increase in the percent of current smokers who have quit smoking one day or longer in the past 12 months from 34 percent in 1998 to 50 percent in 2003. There was a large increase for current smokers who would like to quit, from 70 percent to 82 percent (ATS 2001 to ATS 2004). So, the overall pattern is of an increase in smokers who have tried to stop and who want to quit using cigarettes.
- Approximately 16 percent to 20 percent of adults reported they used chewing tobacco or snuff at least once in their lifetimes, and three percent to five percent are current users (AHS, BRFSS, ATS).
- Little change has been detected in the use of cigars. Approximately 38 percent to 47 percent of adult Iowans have ever used cigars in their lifetimes. Less than 10 percent of adult Iowans currently smoke cigars (AHS, BRFSS, ATS).

- Pipe tobacco smoking rates remain low. About 19 percent to 22 percent of adult Iowans have smoked tobacco in a pipe at least once in their lifetimes. Approximately one percent of adults currently use pipe tobacco (AHS, BRFSS, ATS).
- All recent survey sources indicate a majority of adult Iowans think smoking should not be allowed in such indoor public places as restaurants (53% to 72%), schools (83% to 94%), day care centers (95%), and indoor work areas (73%). Overall, small increases in the percent of smokers and non-smokers having these attitudes are being reported with successive years of survey estimates.
- The percentage of all adults who think smoking should not be allowed in bars was 36 percent in 2001, but decreased to about 27 percent when cocktail lounges were added to the question wording in 2004 (ATS).
- Approximately two-thirds or more of adult Iowans recently reported that smoking was not allowed anywhere inside the home (69% BRFSS 2003; 73% ATS 2004) or in any family car (64% ATS 2004). By ATS estimates, slightly more than one-third of current smokers (35%) reported that smoking was not allowed anywhere inside the home, an increase from 27 percent in 2002. More current smokers objected to smoking in a family car, increasing from about 13 percent in 2003 to 19 percent in 2004.

Youth Tobacco Results

- The percentage of middle school students who reported ever smoking cigarettes decreased from 39 percent in 2000 to 29 percent in 2002. Over that same time period, current smoking reported by middle school students decreased from 12 percent to five percent (IYTS Iowa Youth Tobacco Survey).
- Among high school students, the percent that have ever smoked cigarettes decreased slightly from 63 percent in 2000 to 60 percent in 2002. The percentage that currently smoked cigarettes decreased from 31 percent to 26 percent (IYTS).
- Among high school students, the reported rate of first cigarette use at age 12 or younger dropped from 22 percent in 2000 to 18 percent in 2002. First use reported by high school students at age 13 and over stayed at about 31 percent to 32 percent (IYTS). For youth overall, the estimated rate of first use at age 12 or younger dropped from 18 percent in 1999 to 13 percent in 2002, while first use at age 13 and over dropped from 12 percent in 1999 to eight percent in 2002 (IYS: Iowa Youth Survey).
- The percentage of Iowa youth who have ever tried to quit smoking cigarettes decreased by one-third between 1999 and 2002 from 15 percent to 10 percent (IYS). By other estimates, the percent of middle school students who tried to quit smoking in the past 12 months stayed the same at five percent, while the percent of high school students who tried to quit smoking decreased from 24 percent to almost 15 percent. Some of this decrease in the rate of quit attempts may be attributable to the decrease in the percent of students who reported smoking (IYTS).

- Nearly 95 percent of middle school students and 80 percent of high school students reported not purchasing cigarettes. Both rates had increased from the previous years estimates. Because fewer smoke at all, fewer also reported being asked to show proof of age and being refused to buy due to age (IYTS 2001/2002).
- Overall youth prevalence rates for ever or current use of chewing tobacco or snuff declined from 12 percent to nine percent for ever users and from five percent to three percent for current users between 1999 and 2002 (IYS).
- The youth prevalence rates for current use of cigars decreased between 1999 and 2002 from approximately six percent to four percent. The rate for high school students ever trying cigars is at about 42 percent (IYS and IYTS).
- Results of all youth surveys show that students regard the effects of tobacco use to be negative and harmful (92% IYTS 2000 to 95% IYTS 2001/2002).
- Iowa middle and high school students have a positive attitude toward the JEL Campaign against tobacco use. Nearly three-fourths of students reported JEL does “OK or very well” in getting its anti-tobacco message across to young people. At least one-half of middle and high school students reported that they have learned “something or a lot” from the campaign (IYTS).

Quitline Iowa

- Calls to Quitline Iowa have fluctuated over the past three reporting periods from 1,912 in 2002, to 1,438 calls in 2003, and up to 1,924 in 2004. The majority of the calls each year (60%) has been made by females over 18 years old.

Compliance Checks

- The percentage of retailers in compliance with tobacco sales laws prohibiting sales to minors increased from 82 percent in 2001 to 89 percent in 2003 and 2004. Yet only one-fourth of the counties have achieved the goal of 95 percent compliance.