

#### R-STOP OBJECTIVE UPDATES

##### Tobacco Advertising Ban Near Schools

- Collecting “support cards” from county residents to build wall of support for this objective to present to city councils.
- Developing messages and collecting examples from other towns to create the need for a policy to restrict tobacco advertising within 1,000 ft of schools.

##### Triple Quitline Iowa Calls/Faxes

- Success highlighting Ringgold County CPPW in Center for Disease Control weekly newsletter regarding 666% increase in Quitline Iowa calls/referrals comparing July-Dec 2009 to 2010.
- Quitline Iowa funding increased for 8 more weeks of free NRT for Ringgold County residents to quit. Residents can re-enroll for a total of 16 weeks of NRT.

##### Tobacco-Free Schools

- IDPH notes the TFS bills have been assigned to the Education Committee in both the House and Senate. In order to see the TFS become law this year we need to get these bills out of committee by March 3, 2011.
- Presented “Tobacco-Free Schools” DVD and information from IDPH to Mount Ayr school staff and administration.

##### Reduce Number of Female Smokers

- New “I’m a Model” billboard messages posted along Highway 2. This media campaign targets women of child bearing age (including WIC clients) to raise their awareness of Quitline Iowa and the affects on children.
- WIC formally approved system change to help clients quit tobacco with resources CPPW has provided (quit kits, WIC-specific fax referrals to Quitline Iowa, and 8 weeks free NRT).

##### Fairgrounds Tobacco Ad/Sponsorship Ban

- Visited Ringgold County Fair Board on Feb. 9<sup>th</sup> to answer questions about tobacco policy we are working with them on. They did not have quorum so they could not vote. Will be going back for March 9<sup>th</sup> meeting.
- Collecting “support cards” for this objective. SADD/JEL youth are helping with this.

##### Tobacco-free Parks

- Tobacco-free parks “pitch” to city councils in Kellerton, Benton and Ellston. Working with our County Attorney to get an ordinance drafted for Kellerton, at their request, to approve it. They would be our first town to adopt tobacco-free parks!
- Currently collecting support cards. Need to find community/youth advocates for upcoming visits with these elected officials.



