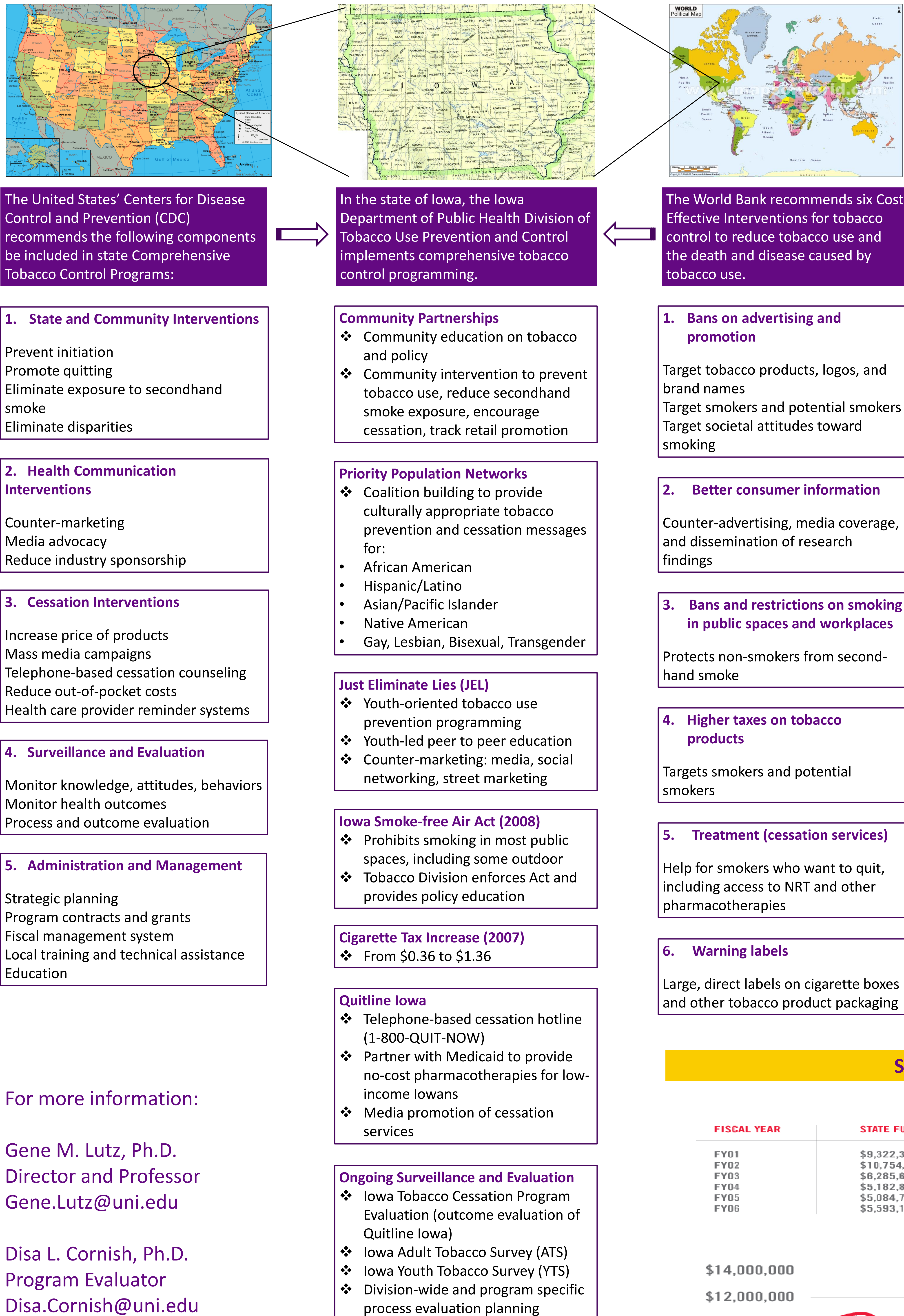


Comprehensive tobacco control programming is ongoing in Iowa, a rural state in the Midwest region of the United States. Strategies currently implemented in the state follow both US Centers for Disease Control and Prevention (CDC) and World Bank recommendations for effective interventions. Interventions to prevent tobacco use and promote cessation in Iowa operate at multiple socio-ecological levels (intra- and inter-personal, organizational, community, and policy). Smoking rates in the state have continued to decline, although that trend may be in danger of reversing among youth. Threats to continued decline in smoking rates are present. Policy makers in Iowa have targeted cessation services for de-funding. In general, state funding for tobacco use prevention and control activities is inconsistent. Years with higher funding and more tobacco-related policy activity have also been associated with marked declines in tobacco use in Iowa. Employing multiple strategies for tobacco use prevention and control can positively impact the health of individuals and communities. Ongoing activities in Iowa point to the success that can be achieved, although sustaining success will require continuing commitment from multiple parties.

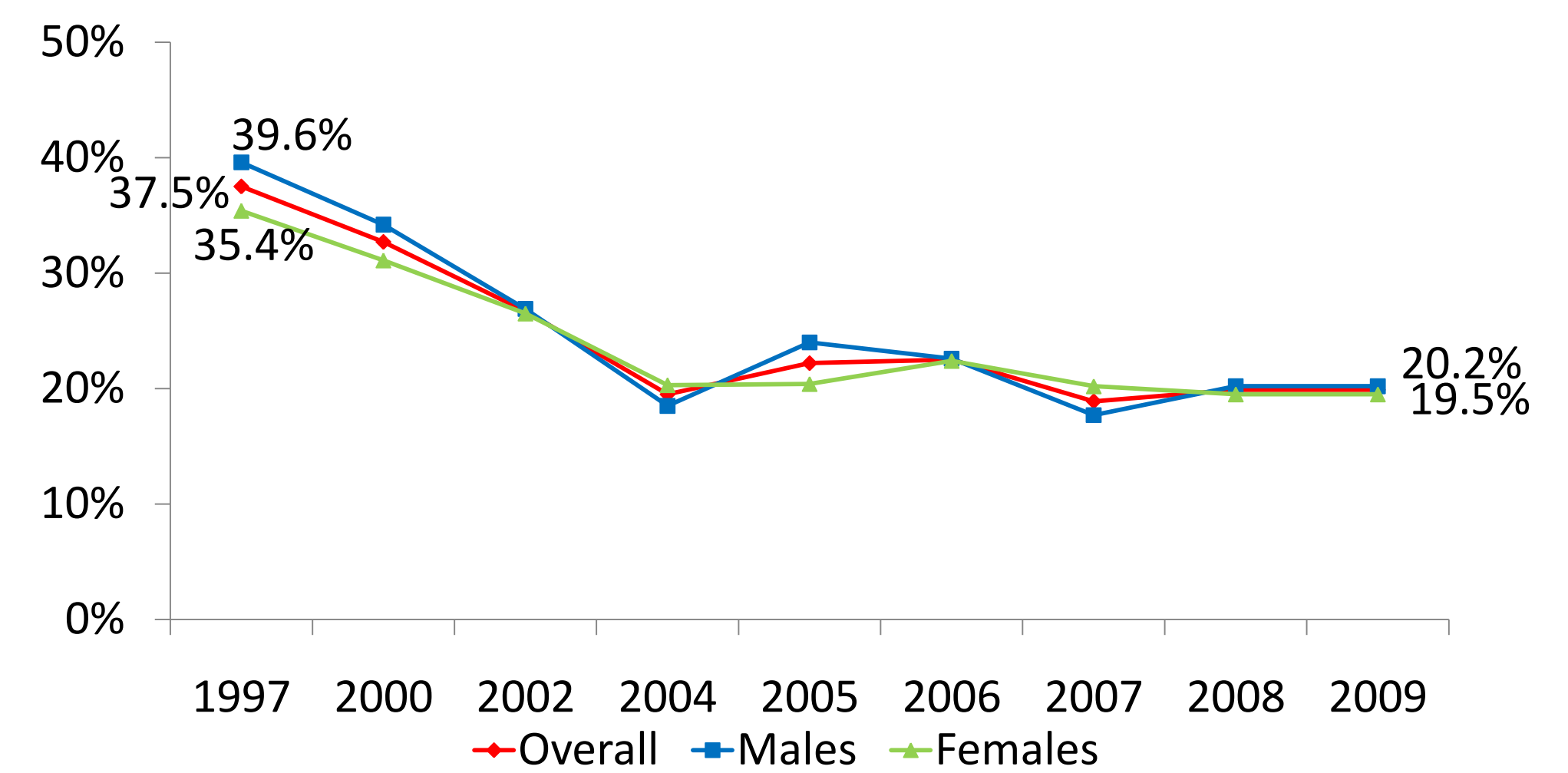
## Programs are in place to support tobacco use prevention and control in Iowa...



## Tobacco use in Iowa is declining...

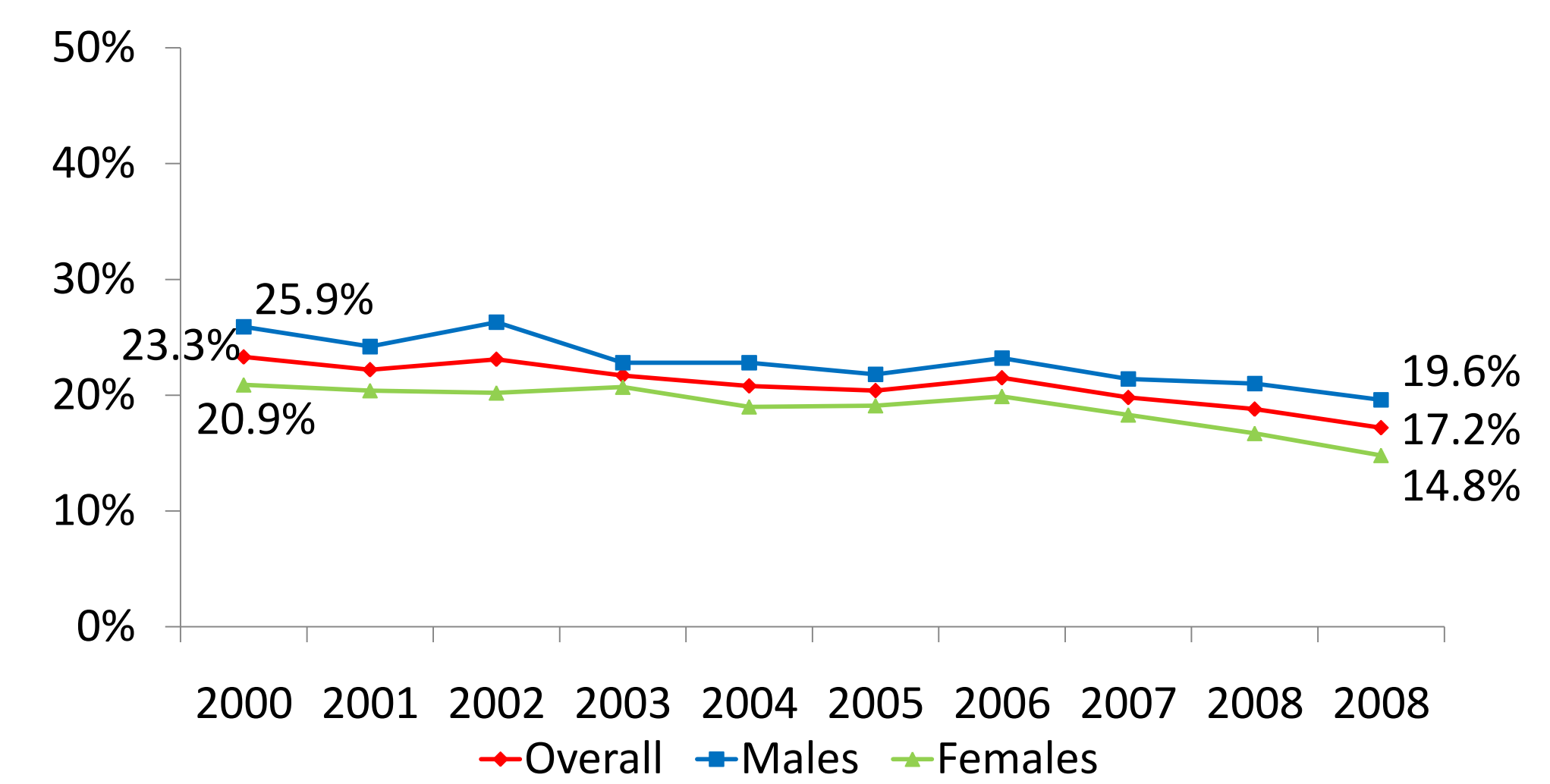
### Youth Tobacco Use (9-12 grade)

Youth Risk Behavior Surveillance Survey (1997, 2005, 2007)  
Youth Tobacco Survey (2000, 2002, 2004, 2006, 2008, 2009)



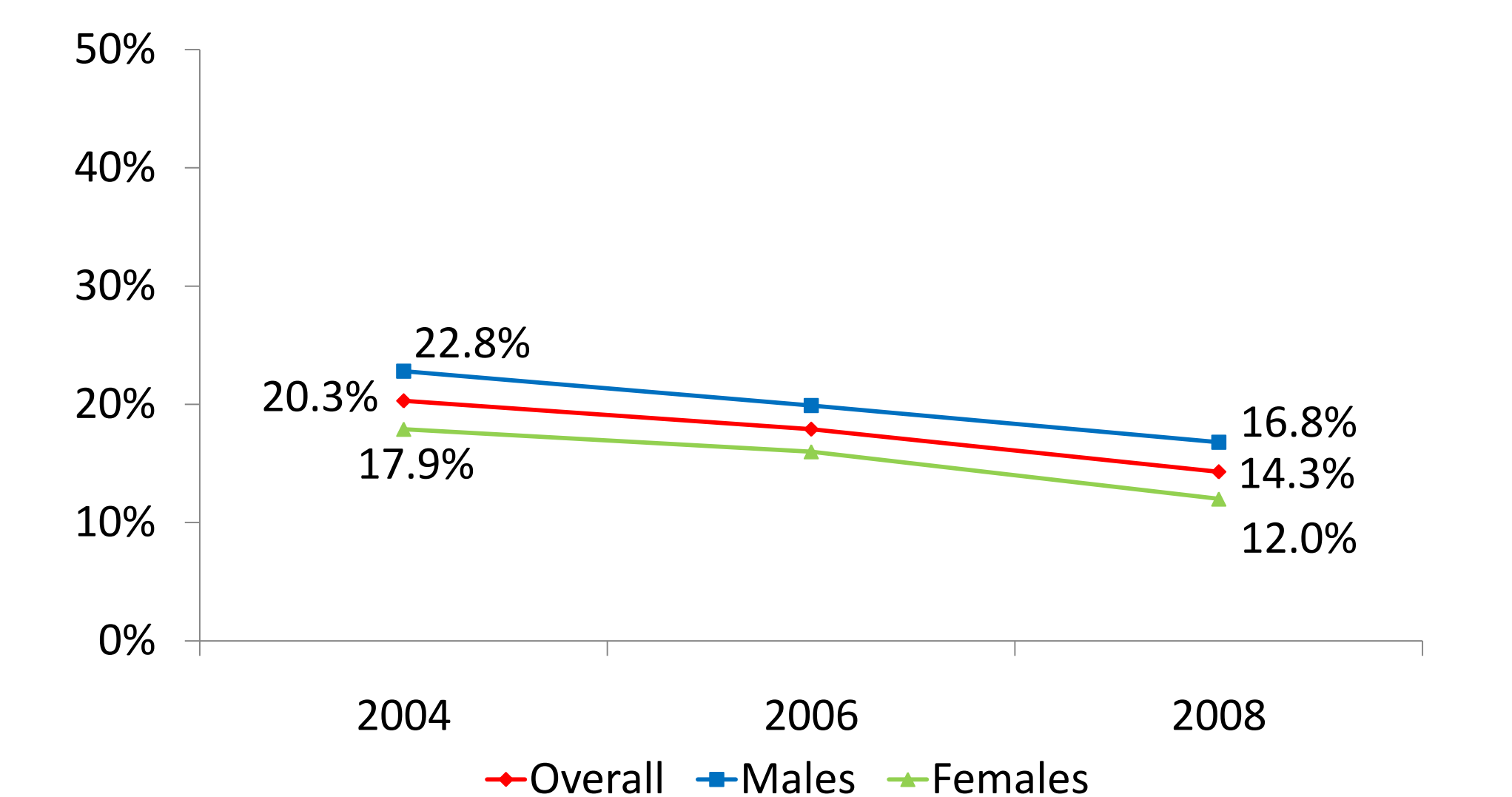
### Adult Tobacco Use

Behavioral Risk Factor Surveillance System (2000-2009)



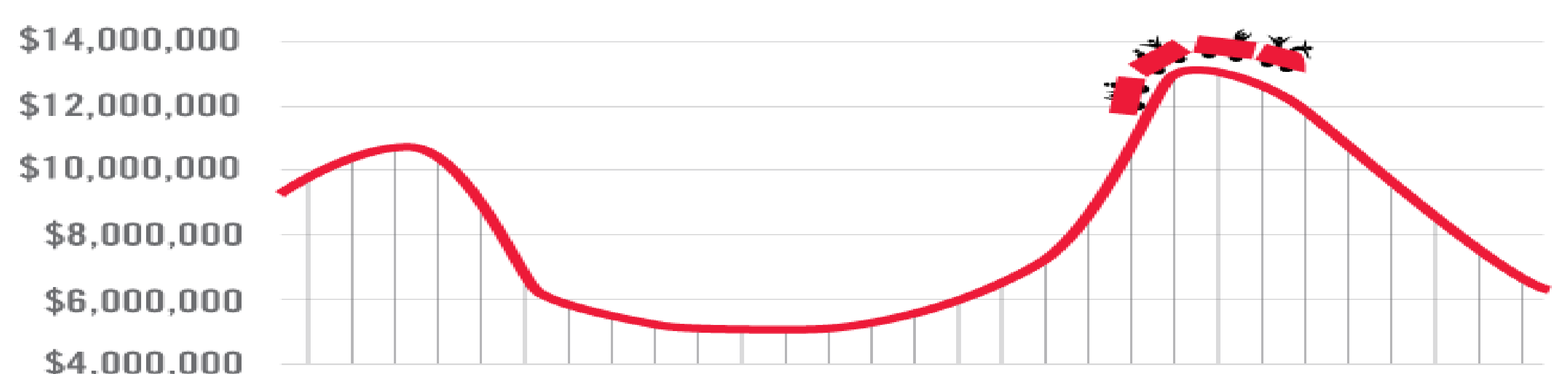
### Adult Tobacco Use

Iowa Adult Tobacco Survey (2004, 2006, 2008)



## State funding is inconsistent...

FISCAL YEAR	STATE FUNDING LEVEL	FISCAL YEAR	STATE FUNDING LEVEL
FY01	\$9,322,334	FY07	\$7,186,275
FY02	\$10,754,705	FY08	\$12,798,168
FY03	\$6,285,642	FY09	\$11,961,977
FY04	\$5,182,879	FY10	\$9,307,238
FY05	\$5,084,715	FY11	\$6,302,268
FY06	\$5,593,145		



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