



Celebrating Cessation

Iowa/Nebraska Primary Care Association
Tobacco Cessation Program

Local Outreach and Marketing Activities

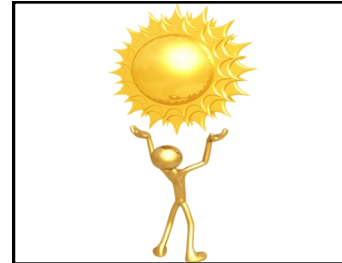
Many centers have expressed interest in learning more about how other centers are promoting the tobacco cessation program to their communities. Below are some outreach activities that have been completed or will be completed by centers:

1. United Community Health Center has undertaken several outreach activities, including:
 - Outreach meetings are being conducted with large employers such as Tyson and Sara Lee
 - Onsite electronic patient education kiosks have been used to provide tobacco cessation-related information
 - A story will be running in a Sioux City-based paper about United's use of patient education kiosks and the tobacco cessation program will be discussed as part of the story
 - A new radio campaign is running in the community and a story about the program ran in the local paper in conjunction with information about the Statewide Smoke Free Air Act
 - A presentation has been provided to the IDPH-sponsored Family Steps program in Storm Lake, which provides parenting information and training to low income parents
 - Promotion of the program was provided during the Prime Time Health Care Fair in Storm Lake, which allows individuals 55 and older access to community resources
 - Promotion of the program is being provided at the local Wal-Mart on Fridays
2. Siouxland Community Health Center had an article run in their local paper about the program
3. Council Bluffs Community Health Center worked with their local tobacco community partnership and IDPH to develop a flyer that was used to promote their program locally. Council Bluffs has also conducted outreach to local employers about the program

**** Share The News ** Share The News ****

If you have outreach activities that you are willing to share, please include them along with success stories in your monthly reports or email them to Sarah at sdixongale@ianepca.com.

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Newsletter Spotlight

Exam room flyers and brochures specific to each center should be delivered to the tobacco leads at each center soon. IA/NEPCA also has extra posters in English and Spanish. Please contact Sarah at: sdixongale@ianepca.com

if you are interested in receiving more posters.

Awesome News

Congratulations to all participating Community Health Centers as we saw tremendous growth in the program during the month of July!!



Questions OR Comments? E-mail us at: sdixongale@ianepca.com or kburgener@ianepca.com OR Call 515-244-9610 and ask for Sarah or Kate.