



# Celebrating Cessation

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## Tobacco Cessation Program

Iowa/Nebraska Primary Care Association

**Tobacco Use Prevention Counter-Marketing Campaigns: Effective and Cost-Effective**  
*Courtesy of the Iowa Department of Public Health Counter Marketing Fact Sheet*

In February 2009, a study found that a national tobacco use prevention media campaign [very similar to the JEL campaign] was associated with decreased smoking intentions and lower rates of smoking initiation by youth.

A study published in the Archives of Pediatric and Adolescent Medicine in 2005 found a strong association between exposure to *state-sponsored* TV anti-tobacco advertisements and anti-smoking attitudes, beliefs and smoking prevalence.

The National Cancer Institute released a report in 2008 concluding that tobacco use prevention media campaigns are proven effective in reducing smoking by youth and adults.

Just Eliminate Lies, Iowa's youth-led tobacco use prevention program, is recognized as one of the leading youth programs in the nation. Since the program began in 2000, JEL's counter marketing (anti-tobacco use) campaign has received more than 130 state, regional, and national awards for excellence in health communications, including the 2009 National Gold "ADDY" award from the American Advertising Federation, the highest award possible for a public service advertising campaign.

*\*Fact Sheet available upon request by contacting Sarah or Kate (information below)*

### Cost Savings with Tobacco Cessation

Recent updates from Quitline Iowa include the following data:

A pack-a-day smoker in Iowa would spend \$1890.70 each year, based on an average price of \$5.18 per pack. While money is important, most people continue to quit to improve their health. In the 2008 Adult Tobacco Survey, 57 percent of former smokers said they quit for health reasons, while only 12 percent quit because it was too expensive. Jeremy Whitaker, the cessation coordinator at the Tobacco Division says, "Although the majority of people quit for their health, it would be great if more people decided to quit before they had a health emergency, and those who quit in order to save up for a vacation now may be saving themselves a trip to the hospital later."

The CDC also provides some pertinent information on cigarette smoking and finances:

**Costs of Smoking:** Annually, in the United States, **cigarette smoking** costs more than \$193 billion:

\$193 billion = \$97 billion in lost productivity + \$96 billion in health care expenditures.

Annually, in the United States, **secondhand smoke** costs more than \$10 billion in health care expenditures



#### Items you can purchase with \$5 per day saved by not smoking (one pack/day):

*A healthy lunch from Subway,  
Two lbs. meat, 3-4 dozen eggs or 5 lbs. beans  
A couple gallons of gas for your car  
Five jars of baby food  
Five movie rentals from Redbox  
Five song downloads from iTunes*

### March is National Women's History Month!

In the United States, more than 20 million adult women and more than 1.5 million girls currently smoke cigarettes, putting them at risk for heart attacks, strokes, lung cancer, emphysema, and other life-threatening illnesses. As a result, more than 170,000 women die of smoking-caused disease each year, with additional deaths caused by the use of other tobacco products such as smokeless tobacco. While smoking harms and kills both males and females, women smokers face even greater health risks from smoking than men. Today, almost one out of every five high school girls currently smoke (18.7 percent) and 17.4 percent of women still smoke. Let's work on improving these statistics and help change history for women!

[http://www.tobaccofreekids.org/reports/women\\_new/report/deadlyinpink\\_appendix.pdf](http://www.tobaccofreekids.org/reports/women_new/report/deadlyinpink_appendix.pdf)

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