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(US Toll)



Iowa Department of Public Health: Division of Tobacco Use Prevention and Control

Implementing Tobacco and Nicotine Free Childcare Facilities



Who we are



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Agenda

- **Tobacco 101**
- **Secondhand & Thirdhand Smoke**
- **Smokefree Air Act and DHS Rules**
- **Why Implement a Tobacco free/Nicotine free policy and How**
- **Quitline Iowa 101**
- **Resources**
- **Next Steps**
- **Questions**

Tobacco 101

Tobacco: A plant which is used to manufacture tobacco products

Tobacco Products: any product *made or derived from tobacco*, such as nicotine, that is intended for human consumption

- Includes:
 - any component, part, or accessory
 - cigarettes, electronic smoking devices, cigar tobacco, roll-your-own tobacco, smokeless, and dissolvable tobacco
- Does not include:
 - *nicotine products approved by the U.S. Food and Drug Administration (FDA) for tobacco cessation*



Nicotine: A chemical that acts as a stimulant in small doses. It is toxic in large doses and is the addictive component of tobacco.

Tobacco Products



Dissolvable Tobacco Products



Tobacco 101

Electronic Smoking Devices: any device that can be used to deliver an aerosolized solution that may or may not contain nicotine to the person inhaling from the device

- Includes: e-cigarette, e-cigar, e-pipe, vape pen, e-hookah or other simulated smoking device



MINI E-CIG



MID-SIZED



MODIFIED

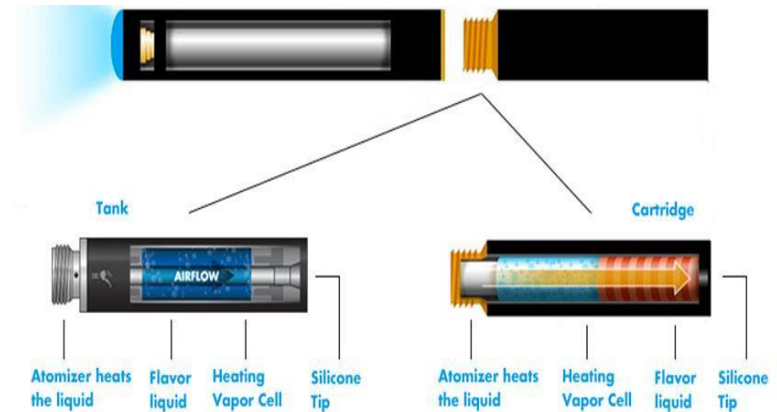
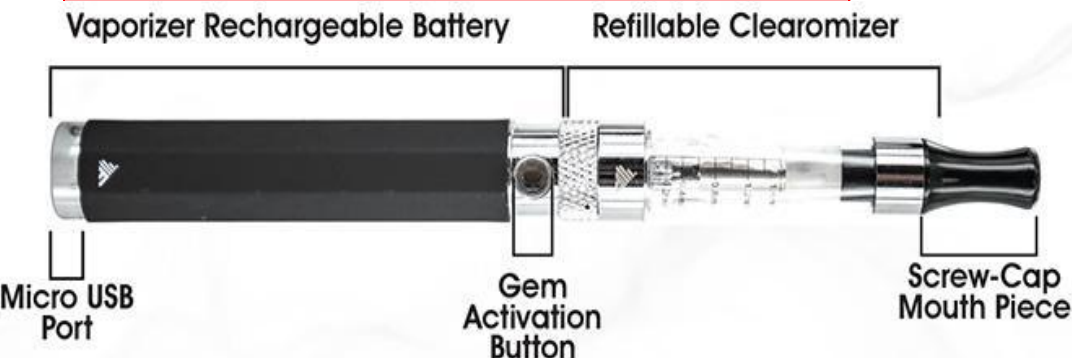
Electronic Smoking Device (ESDs)

Typical Components

- Battery
- Heating element
- Cartridge containing chemicals, usually including nicotine and flavoring
- Atomizer nozzle to suspend chemicals in “aerosol”

FDA’s Definition

Devices that allow users to inhale an aerosol containing nicotine and other substances¹.



Electronic Smoking Devices (ESDs)

• *Electronic Cigarette is an umbrella term:*

- Vape Pen
- E-Hookah
- Personal Vaporizer (PV)



Electronic Smoking Devices



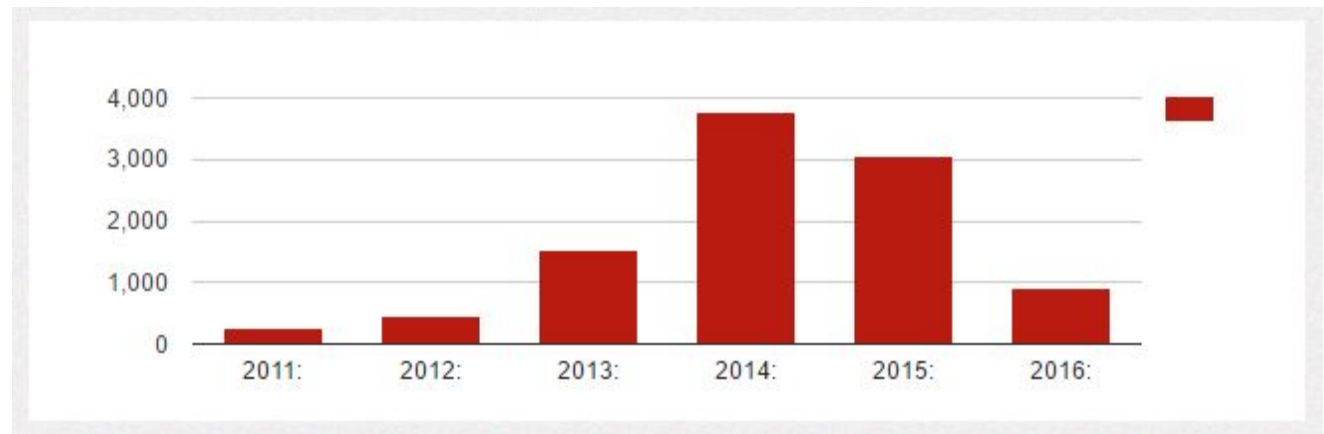
Electronic Smoking Devices Concerns

- Adults
 - Long-term effects not clear
 - Cause relapse in former smokers
 - Re-Normalizes the use of cigarettes
 - Delivers nicotine directly to the lungs like cigarettes
 - Used as a way around tobacco/smoke-free rules
- Children/Teens
 - Gateway drug to cigarettes and other products
 - The use of products containing nicotine in any form among youth, including in e-cigarettes, is unsafe (sgr 2016)
 - Flavored
 - Increase risk of addiction, abuse, and serious overdose
 - Used as a way around tobacco/smoke-free rules
 - Concern to children in the center: nicotine poisoning and secondhand aerosol emissions

Nicotine Poisoning

- E-Cigarette Device and Liquid Nicotine Reported Exposures to Poison Centers

- 2011: 271
- 2012: 460
- 2013: 1,543
- 2014: 3,783
- 2015: 3,073
- 2016: 770



- The term "exposure" means someone has had contact with the substance in some way; for example, ingested, inhaled, absorbed by the skin or eyes, etc. Not all exposures are poisonings or overdoses.
- Majority of cases have been with children under 6 years

Secondhand and Thirdhand Smoke:

Secondhand smoke: Secondhand smoke (SHS) is also called *environmental tobacco smoke* (ETS). It's a mixture of two forms of smoke that come from burning tobacco:

- **Mainstream smoke:** The smoke exhaled by a smoker.
- **Sidestream smoke:** Smoke from the lighted end of a cigarette, pipe, or cigar, or tobacco burning in a hookah. This type of smoke has higher concentrations of cancer-causing agents (carcinogens) and is more toxic than mainstream smoke. It also has smaller particles than mainstream smoke. These smaller particles make their way into the lungs and the body's cells more easily.

Source: <http://betobaccofree.hhs.gov/about-tobacco/index.htm>

Thirdhand Smoke

Residual nicotine and other chemicals left on a variety of surfaces by tobacco smoke. Studies show that thirdhand smoke clings to hair, skin, clothes, furniture, drapes, walls, bedding, carpets, dust, vehicles and other surfaces, even long after smoking has stopped.

- Infants, children and nonsmoking adults may be at risk of tobacco-related health problems when they inhale, ingest or touch substances containing thirdhand smoke.
- Thirdhand smoke residue builds up on surfaces over time and resists normal cleaning.
- Thirdhand smoke can't be eliminated by airing out rooms, opening windows, using fans or air conditioners, or confining smoking to only certain areas of a home.

Thirdhand smoke and children:

- Harmful chemicals remain on countertops, upholstery, carpets, floors, clothing, car interiors and other fabrics and surfaces for days, weeks and even months after a cigarette has been smoked.
- This includes toys, blankets and car seats. Children are exposed to thirdhand smoke as they breathe near, crawl and play on, and touch and put in their mouths surfaces and objects that are contaminated.
- Low levels of toxins can build up to dangerous levels in the body
- Babies and young children breathe in the toxins and can experience the same negative effects as second hand smoke.

Smoking while Pregnant

Babies who are exposed to smoke during pregnancy are more likely to have:

- Low birth weight
- Increased heart rate
- Decreased lung, heart, and brain development
- Colic
- Cleft lip and palate and other birth defects
- ADHD/learning problems
- Asthma
- Ear infection
- Bronchitis
- Pneumonia
- Other upper respiratory infections after birth

Nicotine is a stimulant so any product that contains nicotine can increase baby heart rate, blood pressure, temperament, and heart development

Smokefree Air Act



Smokefree Air Act

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<https://smokefreeair.iowa.gov/>

Smokefree Air Act

Prohibits smoking in enclosed public places, including places of employment, restaurants, and bars.

Passed in spring 2008

Does not apply to smokeless tobacco or electronic smoking devices (ESD)

Some cities have implemented ordinances prohibiting ESD in all areas covered by the SFAA

<https://smokefreeair.iowa.gov/>



SMOKEFREE AIR ACT

Child Care Facilities/Homes

Overview

The Smokefree Air Act prohibits smoking in child care facilities and child care homes. The law does not make a distinction between licensed and non-licensed facilities/homes.

Child Care Facilities

- Smoking is prohibited anywhere within a childcare facility. Smoking is prohibited at all times whether children are present or not.
- Smoking is prohibited in any vehicle owned, leased, or provided by the owner or manager of a childcare facility.

Child Care Homes

- Smoking is prohibited in a private residence when it is used as a child care facility or child care home.
- Smoking is prohibited at all times whether children are present or not.

Signage Requirements

The Smokefree Air Act requires the posting of “no smoking” signs to inform persons they are entering a nonsmoking place. Signage requirements can be found on the “Sign Requirements” fact sheet.

Iowa Department of Human Services Rules

The Iowa Department of Human Services implemented the following rules which apply to child care facilities and child care homes [Iowa Administrative Code, Chapters 109.10(11) and 110.5(1)]:

- Smoking and the use of tobacco products shall be prohibited at all times in the center and every vehicle used to transport the children. Smoking and the use of tobacco products shall be prohibited at all times in the home, and in any vehicle in which children receiving care in the home are transported. Smoking and the use of tobacco products shall be prohibited in the outdoor play area during hours of operation.

Tobacco/Nicotine-free Environments



Tobacco/Nicotine-free Environments

Why is it important for child care to be smokefree 24 hours a day, 7 days a week?

- Protect children from secondhand and thirdhand smoke

Why is it important to have a tobacco free policy, not just smokefree?

- Protect children from secondhand and thirdhand aerosol of electronic smoking devices
- Reduce the chance of nicotine poisoning
- Provide a good example. Children model the behavior they see.

Why is it important?

- Tobacco use is the leading cause of preventable death and disease for lowans, killing more than 5,100 adults each year.
- Tobacco users who want to quit have more of a reason to do so
- Direct healthcare costs to the company may be reduced
- Reduced absenteeism: Smokers miss approximately 2.6 more days of work than nonsmokers.
- Decreased maintenance costs
- Managers are relieved when there is a clearly defined process for dealing with tobacco in the workplace

Tobacco/Nicotine-free Environments

Is there support for tobacco-free childcare?

- Yes!
- National Health and Safety Performance Standards for Early Child Care and Education.
- Department of Human Services & Iowa Administrative Code 109.10 and 110.5
- Iowa Department of Public Health and community partner organizations
- Parents

What is a TF/NF Policy?

A policy adopted and implemented by a business, community, or organization stating that all tobacco and nicotine products are prohibited indoors and/or on the property.

Model policies are provided by IDPH

- Connect with your local tobacco control expert

Model Comprehensive Policy

- »Smoke Free
- »Tobacco Free
- »Nicotine Free (Nicotine products not regulated or approved by the FDA for cessation.)
- »Prohibit electronic smoking devices
- »Applies at all times
- »Applies to employees, clients, visitors, etc.
- »Applies to company vehicles
- »Property-wide



Iowa Department of Public Health
Promoting and Protecting the Health of Iowans

Tobacco-Free/Nicotine-Free Policy guidelines for use with Preschools and Child Care Centers/Homes

Fact and Purpose:

The [preschool/child care] finds that:

- a) Tobacco use is the single most preventable cause of death in the United States¹; and
- b) Children are exposed to tobacco advertising that leads to favorable beliefs about tobacco use, plays a role in leading young people to overestimate the prevalence of tobacco use, and increases the number of young people who begin to use tobacco²; and
- c) Electronic cigarettes can increase nicotine addiction among young people and may lead children to try other tobacco products that are known to cause disease and lead to premature death³; and
- d) Imitation tobacco products may lead children to use tobacco by desensitizing them to the dangers of tobacco and advancing the false idea of tobacco use as socially acceptable⁴; and
- e) Tobacco products (extends to all types of tobacco, nicotine and electronic smoking device (ESD) products), once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminish the beauty of outdoor grounds, and pose a risk to toddlers due to ingestion; and
- f) The prohibition of tobacco and nicotine use at all times will serve to protect the health, safety and welfare of staff, students and visitors.

Policy

[Preschool/ child care] facilities and grounds, including [preschool/child care] vehicles, are off limits for tobacco and nicotine use including but not limited to cigarettes, cigars, chewing tobacco, snuff, pipes, snus, Electronic Smoking Devices (ESD) and nicotine products that are not Food and Drug Administration (FDA) approved for tobacco cessation. This requirement extends to students, employees and visitors. This policy applies at all times, including [preschool/child care]-sponsored and non-[preschool/child care] sponsored events. Persons failing to abide by this policy are required to extinguish their smoking material, dispose of the tobacco/nicotine product or leave the [preschool/child care] premises immediately. It is the responsibility of the administration/upper management to enforce this policy.

Effective Date:

This policy statement is effective immediately upon the date of adoption.

Appropriate Official

Date

Policy Implementation

Gaining Support

Who?

- +Senior Management
- +Human Resources staff
- +Safety officials

Make the Case

- +Return on investment and value of investment
- +Principles, objectives, potential costs
- +Expected outcomes
- +How will a TF/NF policy advance the overall goals of the business

Communicate

- +Keep communication lines open with stakeholders

Policy Implementation

Plan for policy implementation

- +Timeline
- +Draft the policy
- +Offer comprehensive tobacco cessation services

Develop a communication plan for employees

- +Which modes of communication are most suitable for this employee population
- +What is the message
- +Policy announcement should come from senior level management several months prior to implementation date

Implementation

- +Hold a series of countdown announcements
- +Create a supportive environment
- +Signage, remove smoking huts, etc.

Post Implementation

Post implementation

- Conduct a follow-up survey that measures
 - Tobacco use or affected by tobacco use at work
 - Absenteeism
 - Thoughts/Opinions/Concerns about a TF/NF policy at this business
- **One size does not fit all**
 - Small businesses may have one person who serves as the decision maker and is responsible for policy implementation
 - Larger businesses and corporations may take several steps and a longer time frame.

Resources

Community Partnerships

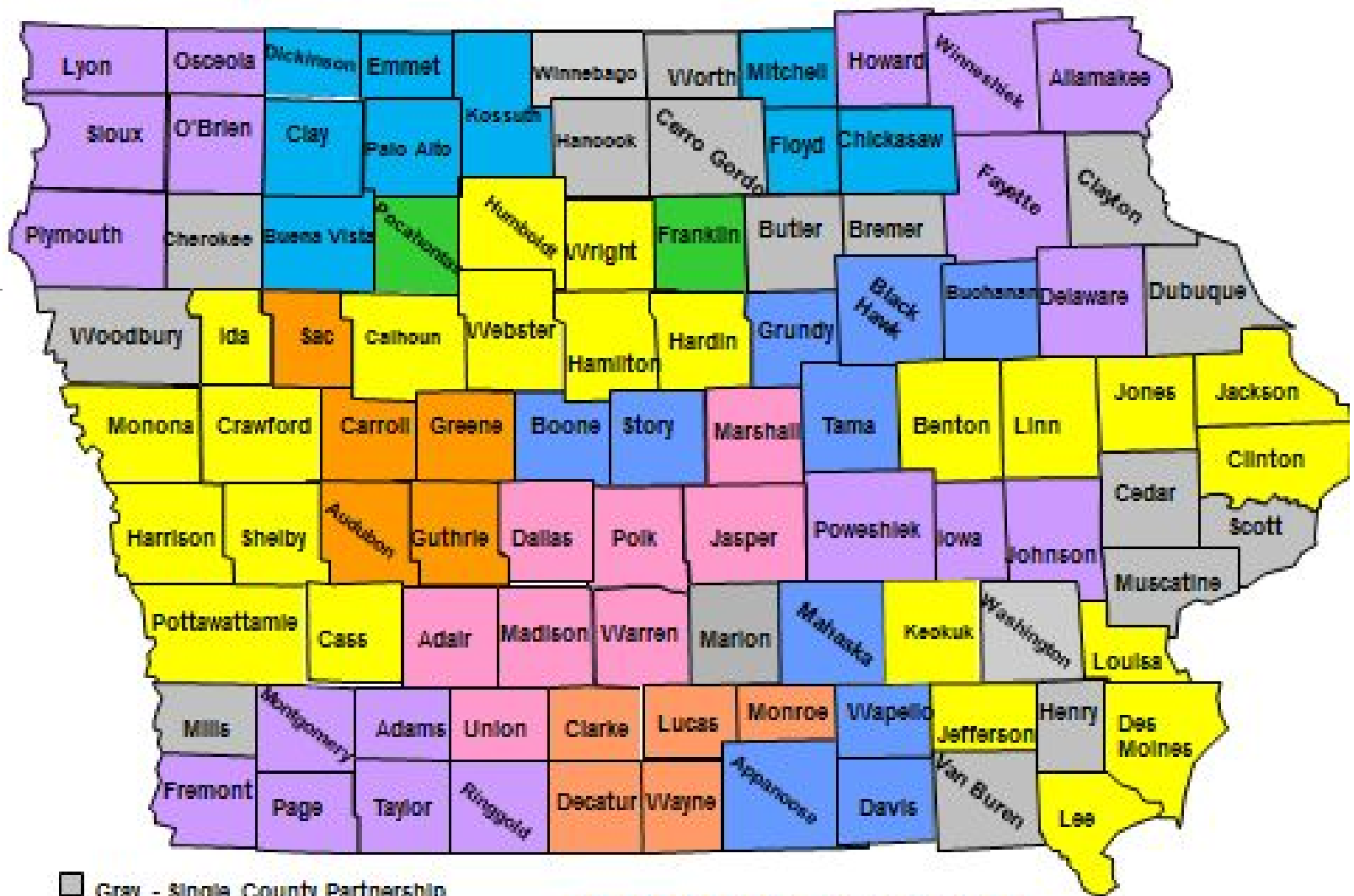
36 Community Partnerships: Serving all 99 counties

- Prevent the initiation of tobacco use by youth
- Promote cessation among young people and adults
- Eliminate exposure to secondhand smoke

Your local Community Partnership:

We can connect you OR you can visit this site to find your local partnership:

<http://idph.iowa.gov/tupac/control>



<http://idph.iowa.gov/tupac/control>



QUITLINE IOWA

1 800 QUIT NOW | 1 800 784 8669

Quitline 101

- Toll-free tobacco cessation helpline: 1-800-QUIT NOW
- Available free of charge to all Iowans
- Services in English & Spanish; interpreter service available for most other languages
- Text messaging and email program available at no cost
- Required for IA Medicaid fee for service members to receive their Cessation medication benefit.
- Online enrollment available at www.quitlineiowa.org



QUITLINE IOWA
1 800 QUIT NOW | 1 800 784 8669

Program Overview

- **Call Program**
 - 1 Intake Call
- Up to 5 Coaching Calls (Outbound at time scheduled with the participant)
- Unlimited inbound calls for support
- Text & Email support available to all callers
- Unlimited enrollments in coaching allowed in a year
- Nicotine Replacement Therapy (NRT) Available
 - Only for Uninsured and Medicare
- If insured by MCO, contact MCO for cessation benefits
- Medicaid Fee for Service- medication with Prior Authorization form

Quitline Iowa

- Call today for free tobacco cessation resources and to get the support you need to quit!
- Available 24/7
- 1-800-QUIT NOW
- www.QuitlineIowa.org



QUITLINE IOWA

1 800 QUIT NOW | 1 800 784 8669

Phone Coaches

Phone support is available whenever you need it from expert, caring coaches.

eCoach Support

Quit support is available via the web, text messaging and e-mail.

My Quit Journey

We'll send you an easy-to-follow workbook to help you create a Quit Plan that works for you.

Quitting Aids


Quit aids can help you become tobacco free. Our coaches can help you pick the best quit

Online Trainings



Online Trainings: <http://quitlineiowaeducation.org/>

FEATURED COURSES



QUITLINE 101: LEARNING MORE ABOUT QUITLINE IOWA SERVICES

This module reviews the services offered by Quitline Iowa, as well as what to expect when referring patients, and additional resources available to both patients and providers.

[View Course](#)



ADDRESSING TOBACCO USE USING 2AS AND AN R

This CME and CE certified activity addresses how to use the brief ask, advise and refer intervention with all patients who use tobacco, and reviews approved pharmacotherapy that may help patients stop using tobacco.

[View Course](#)

5 Reasons NOT to Smoke While Pregnant

Are you pregnant or planning to be? You have a special reason to quit smoking - your baby!

1. If you quit, your baby does too!

- ✓ Your baby will get more oxygen when you quit.
- ✓ It's best to quit before you get



Secondhand Smoke

What is it?

The smoke that comes off the burning end of the cigarette or cigar and the smoke exhaled by the person who is smoking.

Secondhand smoke contains more than 7,000 known chemicals.² Approximately 70 are known to cause cancer.

Secondhand smoke and you.

- ✓ Secondhand smoke is a known cause of lung cancer, heart disease, low birth-weight births, and chronic lung ailments such as bronchitis and asthma (particularly in children), as well as other health problems.
- ✓ According to the Centers for Disease Control and Prevention (CDC), more than 41,200 adult nonsmokers die every year in the United States from heart disease and lung cancer caused by exposure to secondhand smoke.²

Secondhand smoke has over 7,000 chemicals. 70 chemicals are known to cause cancer.



Free Resources

Free Resources:
Quitline Iowa rackcards: English and Spanish
Quitline Iowa Quit Tip Cards
Other tobacco prevention/education brochures

Order form:
<http://idph.iowa.gov/tupac/control>



Questions



Thank You

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