



# Tobacco Prevention Manual

June 2025



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# Introduction

## **Legacy Tobacco Community Partnership Grant**

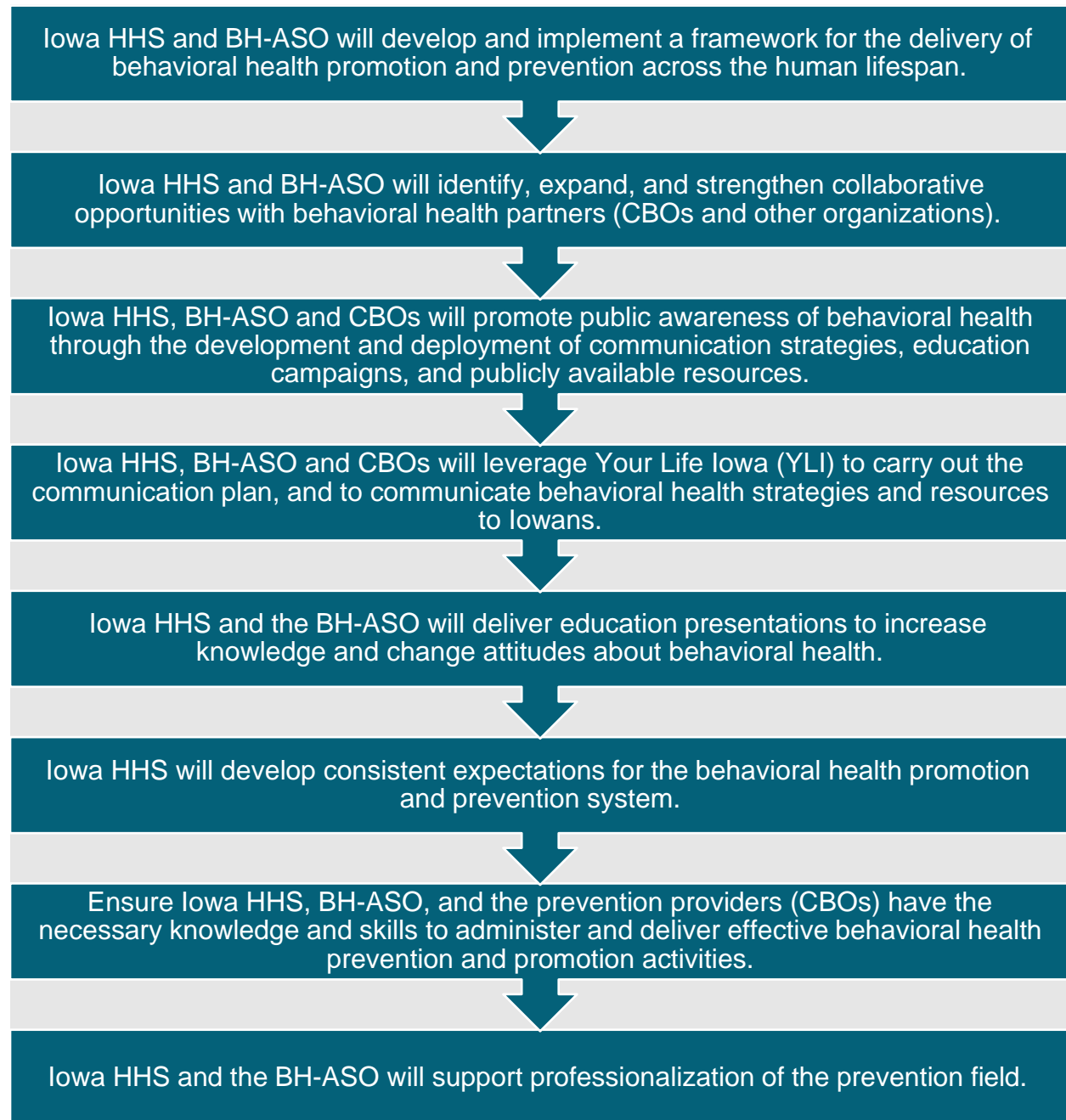
The Tobacco Community Partnership grant will end on June 30, 2025. Beginning on July 1, 2025, legacy Community Partnerships, now called Community Based Organizations (CBO), will begin delivering services via a hybrid model with the goal of moving into Iowa's fully integrated statewide behavioral health prevention system come July 1, 2026 (SFY 2027).

Services will be contracted through the Iowa Primary Care Association (Iowa PCA) who serves as Iowa's Administrative Service Organization (ASO).

The purpose of this manual is to provide instruction specific to tobacco prevention services. Additional guidance will be provided by Iowa HHS and/or Iowa PCA after July 1, 2025.

# Behavioral Health Service System

## Statewide Plan - Prevention Tactics



# Prevention Service Expectations

Community Based Organizations (CBOs) will raise awareness of Iowa's behavioral health system through local collaboration and community engagement. Communication with community partners will be key to a successful transition.

CBOs will provide legacy tobacco prevention and control services in FY26 through a streamlined action plan based on the approved FY25 action plan.

CBOs will be expected to work closely with legacy Substance Use and Problem Gambling Prevention Providers, mental health promotion organizations and coalitions. Additional resources and guidance may be provided to further direct these services.

## Action Plan

CBOs will complete their FY26 action plan for the timeframe of July 1, 2025 – June 30, 2026, for each county in which they are contracted to provide services. An action plan template will be provided by Iowa HHS. All forms and attachments can be found on the Iowa HHS website at [Iowa's Behavioral Health Service System | Health & Human Services](#)

The FY26 action plan will be a streamlined continuation of the previously approved FY25 Work Plan.

CBOs will submit their action plan to Iowa HHS at [BHassistance@hhs.iowa.gov](mailto:BHassistance@hhs.iowa.gov) by July 21, 2025.

Subject lines must read "Provider Name" SFY 2026 Tobacco Prevention Action Plan "County Name".

## Action Plan Goals Per County

CBOs will select the tobacco prevention and control strategies to be provided in each county (see below).

Informed decisions should be made when selecting action plan area goals and activities that are based on data and community need. Decisions should be supported by the local coalition and/or community partners receiving services.

Iowa HHS has predetermined four Goals, including activities that are proven to be successful in reaching the desired goals and outcomes for tobacco use prevention and control in Iowa. All CBOs are required to implement Goal 4 within all service counties. Additional Goals 1-3 may be selected for implementation by the applicant based on funding received per county as shown in the tables below.

Counties Receiving \$10,100 or less		Action Plan Minimum Expectations
Required number of Action plan Goals		<ul style="list-style-type: none"> <li>1 Action Plan Goal <ul style="list-style-type: none"> <li>1 Target</li> </ul> </li> <li>Coalition Engagement/Development</li> </ul>
Expectation		All minimum required activities completed for each action plan goal.

Counties Receiving \$10,101 to \$30,000		Action Plan Minimum Expectations
Required number of Action plan Goals		<ul style="list-style-type: none"> <li>2 Action Plan Goals <ul style="list-style-type: none"> <li>1 Target for each</li> </ul> </li> <li>Coalition Engagement/Development</li> </ul>
Expectation		All minimum required activities completed for each action plan goal.

Counties Receiving \$30,001 to \$60,000		Action Plan Minimum Expectations
Required number of Action plan Goals		<ul style="list-style-type: none"> <li>3 Action Plan Goals <ul style="list-style-type: none"> <li>1 Target for each</li> </ul> </li> <li>Coalition Engagement/Development</li> </ul>
Expectation		All minimum required activities completed for each action plan goal.

Counties Receiving \$60,001 or more		Action Plan Minimum Expectations
Required number of Action plan Goals		<ul style="list-style-type: none"> <li>3 Action Plan Goals <ul style="list-style-type: none"> <li>2 Targets for each</li> </ul> </li> <li>Coalition Engagement/Development</li> </ul>
Expectation		All minimum required activities completed for each action plan goal.

## Action Plan Modifications

In the event an existing action plan goal requires a modification, the following steps should occur:

- Engage coalition and/or community partners to modify.
- Identify the barriers encountered with the strategy.
- Determine a new course of action the coalition and/or community partners would like to pursue based on district assessment data and available resources.

- Once community support is received for the modification, include the action plan area goal in the FY26 action plan.

Before deciding to eliminate or replace a priority or strategy included in the action plan, CBOs should first carefully consider adjusting the approach to improve chances of success. For example, if a CBO had previously planned to implement an environmental policy change strategy but found that the community was not yet ready or interested, it may be more effective to maintain the strategy but shift the action steps to focus on community awareness and readiness building through information sharing. This can help build community understanding and capacity, laying the groundwork for future policy changes.

## **Media**

All media articles (press releases, letters to the editor, newsletter articles, etc.) regarding tobacco prevention need approval prior to placement.

## **Approved Media Campaigns**

Media campaigns include but are not limited to billboards, radio ads, digital banner ads, newspaper ads, etc.

Media campaigns are an important tool to support and promote the work of the identified evidence-based programs, policies, or practices. Media campaigns should strategically reach the identified population of focus and compliment the direct work taking place within the county to achieve the desired outcome

All Iowa HHS approved media campaigns can be found on the Your Life Iowa website (Your Life Iowa > Additional Resources > Tobacco Prevention and Control).

## **Your Life Iowa**

Items provided on the Your Life Iowa Resource Center should only be used or published in the medium/mode that they were created. Because they are not licensed for use outside of the medium/mode in which they were created, CBOs may only publish social media posts on social media or posters as posters and not newspaper ads. Media assets cannot be changed or altered.

CBOs are responsible for contacting Iowa HHS and Iowa PCA if there are questions or additional needs regarding available media assets.

# Training

CBO prevention staff will participate in staff development training(s). Training may include:

- Introduction to Strategic Prevention Framework
- Institute of Medicine Classifications for Prevention
- Prevention and Promotion for Mental Health
- Youth Development
- Foundation Prevention Training – Iowa Center of Excellence for Behavioral Health
- Quitline & My Life My Quit
- Coalition Development

Iowa HHS is available to provide additional technical assistance on the Strategic Prevention Framework or other requirements.

Information regarding dates, times, and meeting formats (i.e. virtual vs. in-person) will be provided soon.

## Quitline

Quitline Iowa provides evidence-based and accredited trainings from National Jewish Health (Iowa's Quitline provider). Trainings are free, self-paced, and offer CEUs. Trainings provide a comprehensive look into tobacco and nicotine cessation, how it affects different populations (i.e. behavioral health, pregnant/postpartum, American Indian, etc.), and more.

- Register at [Quitlogix Education | Quitlogix Education for Iowa Providers](#)
- Download the Certificates of Completion as you finish each training for proof of completion.
- Courses available in Quitlogix Education Training website:
  - Medicaid and Quitline Iowa Benefits for Tobacco Cessation
  - Best Practices for Tobacco Cessation Using Medication and Behavioral Support
  - Special Quitline Programs for Tobacco Cessation
  - Connecting the Harms of Tobacco Use to Chronic Health Conditions
  - Tobacco Cessation for Behavioral Health Populations
  - Vaping and E-Cigarette Devices: What Are They and How Do They Harm?
  - Treating Tobacco Use During Pregnancy
  - Providing Tobacco Cessation Intervention in Iowa Pharmacies
  - Implementing a Brief Intervention for Tobacco in Clinical Settings
  - Special Topics for Tobacco Cessation



## Training Logs

Prevention staff must complete training logs, provided by Iowa HHS, to accurately document trainings that have been fully completed. Training logs should include any prevention-related training that support and enhance each funded prevention staff member's role in the prevention field.

The training log must be completed using the template provided which can be found on the Iowa HHS website at [Iowa's Behavioral Health Service System | Health & Human Services](#). The training log must be completed on a bi-annual basis (twice per year) and submitted in a PDF format to the Iowa HHS at [BHassistance@hhs.iowa.gov](mailto:BHassistance@hhs.iowa.gov).

The training log must be submitted by **January 15, 2026**, for trainings that have been attended from July 1, 2025, through December 31, 2025. The second training log must be turned in by **July 15, 2026**, for trainings that have been attended from January 1, 2026, through June 30, 2026.

## Behavioral Health Prevention Meetings

As part of the Behavioral Health Service System, CBO will be required to attend collaborative meetings with the behavioral health prevention workforce. Meetings may occur in-person or virtually.

Information regarding dates, times, and meeting formats (i.e. virtual vs. in-person) will be provided.

## Progress Reports

CBOs will complete monthly data reports to document efforts into the Iowa HHS identified data collection system. CBOs are responsible for entering data by the 15th day of the following month.

Data must be entered in its entirety and may be submitted on or before the due date. Instruction on what data can be entered and how to document will be provided. Only data related to activities occurring in the current month and fiscal year can be documented. Information or data for future months or fiscal years will need to be documented during the corresponding month and fiscal year.

Data reporting is an opportunity for CBOs to highlight the level of effort that took place in the month to work toward the identified goals. This information can also be used by CBOs to track staff's progress in meeting their goals.

# Budgets

CBOs will submit their proposed budget to Iowa HHS at [bhassistance@hhs.iowa.gov](mailto:bhassistance@hhs.iowa.gov) by July 14, 2025, for review.

Budgets must be completed using the template provided which can be found on the Iowa HHS website at [Iowa's Behavioral Health Service System | Health & Human Services](#). CBOs will demonstrate a budget adequate to support the tobacco prevention action plan based on specific line-item categories outlined in the Iowa HHS developed template.

A budget justification narrative shall describe how the budget was calculated and justify the expenses detailed.

Organizational wide costs are not permissible in the direct cost budget category as funding is intended to directly support the approved work and services impacting Iowans as identified in the prevention action plan. Organizational wide costs include, but are not limited to, audits, insurance (e.g., professional liability, property insurance, etc.), staff physicals and drug testing, costs related to occupancy (e.g., utilities, cleaning services, building repairs, trash removal, pest control, janitorial staff, snow removal, computer services or repairs, etc.), general agency rental or space costs (except for office space for grant funded staff only), general agency communication costs (e.g., main office phone support, internet, administrative support staff, agency website costs, agency promotional supports, etc.) and payroll preparation costs. These costs should be included in the Indirect or Administrative Cost budget category only.

## Tobacco Action Plan Goal Activities

### **Prevent the initiation of Tobacco Use Among Young People - Educating Adults**

Educate community members who influence and connect with youth (i.e. coaches, parents, school staff, youth groups and other youth influencers) on the negative health effects of electronic smoking devices, and tobacco use as well as new and emerging tobacco trends. Required activities include:

- Create presentations regarding new and emerging tobacco and nicotine products (requires approval from Iowa HHS)
- Contact community members who influence and connect with youth (i.e. coaches, parents, school staff, youth groups and other youth influencers) on the negative health effects of electronic cigarettes, and tobacco use about providing

presentations about Quitline Iowa, My Life My Quit, ISTEP, and other forms of tobacco.

- Provide community members who influence and connect with youth ongoing updates with the latest new and emerging tobacco products trends.
- Report the number of presentations given in a quarter and audience at presentations.
- Maintain existing ISTEP Chapter if applicable.

## **Prevent the initiation of Tobacco Use Among Young People – Educating Youth**

Educate youth on the negative health effects of electronic smoking devices, and tobacco use as well as new and emerging tobacco trends. Required Activities for this Target Area include:

- Implement approved school curriculum (one or both):
  - Stanford “You and Me, Together Vape-Free”
    - High School and Middle School curriculum, which is part of the Stanford Tobacco Prevention Toolkit, a 5-lesson theory-based and evidence-informed curriculum (Every effort should be made to complete all 5 lessons, and those lessons must be presented with fidelity. If that is impossible and only one lesson can be given, that lesson should be number 5
    - Elementary Curriculum: a 2-lesson theory-based and evidence-informed curriculum. Both lessons must be presented with fidelity. There is no option for only doing one lesson with the elementary curriculum.
  - Let's Make Healthy Choices, including being Tobacco and Vape Free, a one-time presentation for students in grades 3rd-6<sup>th</sup>
    - [Facilitator Guide & Worksheet](#)
    - [Presentation slides](#)
    - [Bookmarks](#)
- Maintain existing ISTEP Chapter if applicable.
  - Support the target area in maintaining current ISTEP Chapter(s).
  - Provide ongoing technical assistance to ISTEP Chapter Advisors in the target area.
  - Provide ISTEP Chapter members with leadership development opportunities.
  - Support and encourage ISTEP Chapter(s) in implementing the annual street marketing event activity kits.
  - Support ISTEP Chapter(s) in attending the annual ISTEP Summit.
  - Encourage local ISTEP Chapter members to apply to join the ISTEP Executive Council.
  - Support and encourage ISTEP Chapter members to speak to their peers about the My Life My Quit program.

- o Support and encourage ISTEP Chapter(s) to address mental health concerns among people who use tobacco and nicotine.

## **Prevent the initiation of Tobacco Use Among Young People – ISTEP**

- Formation of Iowa Students for Tobacco Education and Prevention (ISTEP) Chapters
  - o Required Activities for this Target Area include:
    - Contact administration of the target area to discuss ISTEP Chapter formation.
    - Conduct presentation(s) to the administration of the target area to discuss voluntary ISTEP Chapter formation.
    - Provide education and promote Quitline Iowa to administration and others of target area, including education on My Life My Quit youth cessation program.
    - Assist key players of the target area on ISTEP Chapter formation.
    - Provide ongoing technical assistance and support to administration pertaining to ISTEP Chapter formation.
    - Identify group(s) or population(s) that are affected by tobacco-related health disparities the agency plans to work with on this goal.
      - Contact all school districts in service area to offer technical assistance to review school district policy, educate on the ISTEP program, educate on new tobacco products, offer signage, and address any tobacco control questions administration may have.
      - Maintain existing ISTEP Chapter if applicable.

## **Eliminate Exposure to Secondhand Smoke and Vapor**

The target area options include:

- Tobacco Free and Nicotine Free (TF/NF) policy adoption (can include businesses, community events, schools, parks, etc...)
- Smoke Free Homes program education and policy adoption technical assistance for rental properties
  - o Required Activities for both Target Areas include:
    - Contact key stakeholders of target area to discuss voluntary TF and NF policy or Smoke Free Homes program policy adoption
    - Conduct presentation(s) to the key stakeholders of target area to discuss voluntary policy adoption
    - Provide education and promote Quitline Iowa to key stakeholders of target area

- Provide education on the Smokefree Air Act to key stakeholders of target area
- Identify group(s) or population(s) that are affected by tobacco-related health disparities that your agency plans to work with on this Action plan Area
- Assist key players of target area on adoption and implementation of TF and NF policy or Smoke Free Homes program policies

## **Promote Quitting Among Young People and Adults**

The target area options include:

- Increase the number of users to Quitline Iowa by encouraging systems change through education, outreach, and presentations.
- Implement the Ask, Advise, Connect protocol within a provider practice, or program.
  - Required Activities for all Target Areas include:
    - Review and complete all Quitline Iowa training courses hosted on the Quitlogix website
    - Contact local health care facilities and other key organizations to educate and or train staff on Quitline Iowa and referral systems
    - Conduct training to key organizations on Quitline Iowa programs and referral systems.
    - Utilize resources to educate key organizations on Quitline Iowa
    - Provide key organizations ongoing support for Quitline Iowa and the referral system
    - Develop relationships and provide technical assistance with healthcare facility staff that have the ability to implement an e-referral system, as applicable
    - Promote Quitline Iowa through community events, education and outreach opportunities
      - When educating on Quitline Iowa please include all programs that are offered via Quitline based on your audience that you are educating or training. Programs include:
        - Behavioral Health
        - My Life My Quit
        - Pregnancy and Postpartum Program
        - Young Adult Program
        - American Indian Program

## Coalition Development

Community Based Organizations must support coalition development and engagement in each county to ensure community mobilization and integration of tobacco prevention and control strategies. Community Based Organizations must attend at least one coalition meeting per quarter in each county served. Required activities include:

- Provide quarterly updates to coalition members using the Coalition Report Form
- Involve coalition members in Action plan Area activities and development
  - Assist local ISTEP Chapters in their planning and implementation of street marketing events, as applicable.
- Invite and report to other community organizations on prevention programming
- Collaborate with key organizations such as:
  - Local public health, SUD providers, schools, mental health clinics
  - DCAT, SPF-SIG partners, health-focused community groups
  - Faith organizations, nonprofits, elected officials
  - Substance misuse prevention agencies
- Report to each District Advisory Council at least once annually
- Invite ISTEP Chapter advisors and youth members and youth-serving organizations to coalition meetings
- Support ISTEP planning and street marketing events (if applicable)
- Identify and engage with populations experiencing tobacco-related health disparities
- Educate coalitions and partners on other Iowa HHS programs, including:
  - Quitline Iowa
  - My Life My Quit
  - ISTEP
  - Smoke Free Homes
  - Other tobacco control initiatives

State Plan Alignment: Coalitions are a mechanism for embedding behavioral health prevention into local decision-making and action. They offer an opportunity to collaborate with local organizations and/or individuals and build shared community capacity.

Coalitions can often be formed to tackle a single issue like tobacco; however, to address this single issue and accomplish the set goals, the advocates of the community and other members in the coalition might need to address a number of associated issues like mental health, other substances of abuse, public health initiatives and many more.

Local coalitions have and will continue to help many communities face and respond to the issue of tobacco use among adults as well as teenagers. If the entire community, including the teachers, parents, law enforcement forces, corporates, faith communities, health care providers, political leaders, youth, etc., come together, the community, as well as numerous lives will be transformed.

Coalitions provide an opportunity to extend the reach of your local prevention efforts. There are a number of Effective Community Coalition Strategies to move prevention goals forward. The strategies below have been identified to strengthen collaboration and implementation of prevention initiatives:

- **Provide Information:** Providing pertinent information in an effective manner can help in achieving the desired results in the community. Knowing the audience allows for presentations to be tailored so the information resonates with the group(s).
- **Build Capacity:** One of the best strategies a coalition can undertake is to create opportunities for the people to seek out support from diverse members of their community, which will provide a different perspective and additional momentum for coalition initiatives. Example: encourage coalition members to assist with Tobacco Free/Nicotine Free policies.
- **Skill Training:** Seminars, workshops and activities designed to enhance the skills of coalition members can help promote an effective prevention campaign. Example: provide TF/NF Policy talking points and invite a coalition member to attend a meeting with the management to discuss benefits of a TF/NF policy.

Another resource for coalition development is the [Center for Community Health and Development](#) at the University of Kansas. This site provides practical, step-by-step guidance in community-building skills including creating and maintaining partnerships, increasing participation and membership as well as over 40 other topics related to guiding, supporting and evaluating the work of community and system change. This resource also provides a [toolkit](#) for creating a partnership among different organizations to address a common goal.



# Programming

## Iowa Students for Tobacco Education and Prevention (ISTEP)

### Youth Tobacco Prevention

Youth are a target when it comes to tobacco and nicotine use, including vaping. There are tobacco industry documents that discuss intentionally targeting youth with their advertising. These are the same tobacco companies that for years claimed they do not market to youth. The tobacco companies insisted that nicotine is not addictive, and that secondhand smoke is not harmful. After further research, we know nicotine has been found even more addictive than heroin and secondhand smoke can cause cancer, respiratory illnesses and many other health complications.

Youth ISTEP members know the true unfiltered facts of tobacco and nicotine use. In turn, they aim to stay informed about new forms of tobacco and nicotine products, like vapes, nicotine pouches, etc., so they can make informed decisions themselves and share these facts with their peers, community leaders and loved ones through everyday conversations, street marketing events and the annual ISTEP Summit.

Iowa teens have an active role in changing the general social attitude toward tobacco and nicotine use, and as adults supporting youth ISTEP members, we can provide leadership development opportunities to set them up for success in making a difference as leaders among their peers. We draw attention to the importance and value of their youth voice and use our expertise to provide them a platform to express their passions and concerns. We are investing in our future generation to eliminate tobacco and nicotine use among young Iowans.

### About ISTEP

Led by students and supported by adults, ISTEP is a statewide movement made up of young people in grades 7 through 12 who want to step up and take action against tobacco and nicotine, including vapes. Not only is ISTEP the only statewide youth-led organization focused on ending tobacco in Iowa – it's also a lot of fun for young people. ISTEP encourages youth to make friends, make a difference and become leaders.

ISTEP educates other students, community leaders and loved ones by bringing light to the true unfiltered facts on the dangers of tobacco and nicotine. ISTEP organizes fun events like street marketing activities to get their community's attention.

### ISTEP Mission

- Change the social attitude toward all tobacco and nicotine use.
- Raise awareness of the harms of tobacco and nicotine use through education.
- Inspire and support cessation among people who use tobacco and nicotine.



- Expand leadership skills to positively impact peers in making healthy lifestyle choices, such as being tobacco and nicotine free.
- Address mental health concerns in relation to tobacco and nicotine use.

## Leadership Opportunities

ISTEP has many leadership opportunities; at the state level by joining the ISTEP Executive Council and at the local level through chapters.

### State Leadership

The ISTEP Executive Council is what truly keeps the program youth led. The Council consists of 9th through 12th grade youth across Iowa who serve as leaders of the Program. It's approximately made up of 10-15 members, one in which is elected as the ISTEP President, which is a one-year term. The Council plans annual street marketing events and activity kits, plans and leads the annual ISTEP Summit and makes big campaign decisions. This group is supported by Jill Wright the ISTEP Coordinator with Iowa HHS in the Behavioral Health Division.

The Council meets virtually on a regular basis on ISTEP initiatives such as upcoming street marketing events, presentation opportunities and summit planning. However, about three times a year the Council meets in person in the Des Moines area for Council Retreats and the annual ISTEP Summit. Council Retreats focus on development leadership skills, as well as team building to increase rapport and engagement among the group.

To serve on the Council, youth must:

- Be in grades 9 through 12.
- Be tobacco and nicotine free, including vaping.
- Act as a leader and spokesperson for the ISTEP program.
- Attend and participate in Council activities and meetings regularly.
- Attend and lead the annual ISTEP Summit alongside other Council members with the help from the ISTEP Coordinator.
- Be in regular communication regarding Council initiatives with the ISTEP Coordinator.
- Be active in their local chapter, if applicable.

### Local Leadership

It's pretty amazing when like-minded young people come together for a good cause. And that's exactly what happens in every ISTEP Chapter in our state. ISTEP Chapters consist of one adult chapter advisor and a minimum of 3 young people in grades 7 through 12. Chapters focus on raising awareness and educating their peers and community members about the harms of tobacco and vaping through street marketing events.

For reference, the 2023-2024 school year ended with 66 chapters registered throughout 35 counties. So far for the 2024-2025 school year, there are 61 chapters registered.

To be an ISTEP Chapter member, youth must:

- Be in grades 7 through 12.
- Be tobacco and nicotine free, including vaping.
- Serve as a role model and leader to their peers by making healthy lifestyle choices.
- Attend Chapter meetings and actively participate in planning Chapter activities.
- Participate in the annual street marketing events and activity kits provided by the ISTEP Council.
- Attend the annual ISTEP Summit alongside their other chapter members and the adult chapter advisor, if at all possible.

### Starting an ISTEP Chapter

Chapters can be big or small. Current chapter members range from 3 to 200! But no matter the situation, creating a chapter is simple; one adult chapter advisor and a minimum of three youth members in grades 7 through 12 is needed. Then, the adult chapter advisor registers the chapter on [hhs.iowa.gov/istep](https://hhs.iowa.gov/istep).

ISTEP Chapters can be formed in any setting where 7 through 12 grade youth meet. Chapters are most commonly formed in a school setting, however the ISTEP program has a goal to expand this. Think outside the box; chapters can be made up of members from a church youth group, scout troop, 4-H group, YMCA program, sports team, or any other community setting where 7-12 grade youth meet.

The structure of the chapter is completely up to the local adult chapter advisor. It is recommended to have separate chapters for youth in middle school versus youth in high school, yet collaboration among age levels is encouraged. For example, the high school chapter members can take the lead of an event and model their leadership skills to the younger students, while middle school youth can bring their never-ending energy and excitement.

It is also up to the chapter to decide how they'd like to be structured. It's common to elect a President, Vice President and Secretary. Establishing chapter requirements and rules, keeping meeting minutes and an attendance log is recommended to have a successful active chapter, however, is not required.

### How to Register an ISTEP Chapter

1. Visit [hhs.iowa.gov/istep](https://hhs.iowa.gov/istep).
2. Click "Register your ISTEP Chapter here". It's the first bolded bullet.
3. Fill out the form.

- a. Information needed for the form includes: the chapter name, address, member count, advisor name and advisor email address.
4. Click “submit”.

Once the form is submitted, the Iowa HHS ISTEP Coordinator is notified and will send an introductory email to the chapter advisor listed within the form. This email will include helpful links and resources to support the Chapter’s next steps.

### Chapter Advisors

An ISTEP chapter advisor can be a teacher, an adult who works with another youth organization in the community (4-H, FFA, church groups, scout troops, etc.) or the ASO staff. ISTEP takes a youth-led approach to leadership, allowing youth to take the initiative in planning and implementing activities. The role of the adult chapter advisor can include, but isn’t limited to,

- assisting with planning and implementing activities,
- ensuring chapter members follow through with their plans,
- gathering Youth Code of Conduct and Participation consent forms,
- communicating with the youth members’ parents and the Iowa HHS ISTEP Coordinator, and
- helping youth members get to and from activities such as the annual ISTEP Summit.

### How much time does an ISTEP Chapter require?

This is completely up to the Chapter. However, ISTEP never has a dull moment and there is always something that can be done. Each chapter is encouraged to participate in the street marketing events and activity kits provided by the Council each year. Additionally, Chapters may choose to put on events unique to their community. It’s up to the Chapter to decide how often they’d like to meet, but it’s recommended to meet once a month or every other month to stay up to date on upcoming activities, newest tobacco prevention ideas, chapter event planning, etc. At the beginning of the school year, it’s recommended Chapter members decide how many activities they’d like to implement during the year. For reference, it’s common to have three meetings per one event. For example:

1. Planning Meeting – determine details of the event.
2. Implementation of Event – hold the event.
3. Follow-up Meeting – discuss how the event went, what could be done differently in the future, then determine the date of the next meeting to plan the next event.

## **First Meeting of the Year**

The first meeting of the year, also known as the ISTEP chapter orientation meeting, is extremely important. Starting the year with clear expectations is key to having a successful chapter. Below are a few things to think about:

- Establish goals for the year. How many street marketing events will be done? Will the chapter participate in the statewide events planned by the Council?
- Determine chapter structure. Will a President, Vice President and Secretary be elected? How will rules be established? Are there attendance requirements?
- Develop a plan of action. When will meetings be held - every second Thursday of the month after school? When and where will events happen for the year - home sporting events, parent teacher conference night, etc.

## **ISTEP Summit**

Each fall, youth from all across Iowa get together for the ISTEP Summit. All Iowa youth in grades 7 through 12 are invited to attend, free of cost. The youth Council members plan and lead the entire Summit; it's quite impressive to see young people leading other youth for an entire day. Summit day is unlike any other conference. The agenda typically consists of a high-energy and interactive welcoming session, an engaging educational keynote speaker and hands-on activities. At the 2024 Summit, there was a record-breaking 334 youth and 52 adults.

## **Street Marketing Events**

Think big, attention grabbing, flashy, fun and impactful! A street marketing event involves a chapter doing an event in public. Street marketing events build chapter awareness; they get a chapter's name, work and mission recognized among peers and throughout the community. These events are also great opportunities to recruit new chapter members.

Each year, the Council plans 3-4 street marketing events and activity kits for the chapters across Iowa to put on at their school or local community. These events come with activity kits that include everything the chapter needs to put on the event. The only requirement to receive these activity kits, is to be a registered chapter on [hhs.iowa.gov/istep](https://hhs.iowa.gov/istep).

However, Chapters aren't limited to the street marketing events and activity kits that are provided by the Council. Chapters are also encouraged to plan and implement their own events to keep their youth chapter members excited and engaged. To ensure an event runs smoothly from start to finish, it is recommended to use the 5 Step Planning Process.

## 5 Step Planning Process

1. Research - What, where and when.
  - What activity/event do you want to do? Will it have a theme?
  - When will it be held? Date, time, etc.
  - Where will the event be held? School, library, YMCA, etc.
  - Will you need to get permission to hold the event here?
2. Plan and Prepare - Plan the details and prepare for the event.
  - What materials will you need in order to do the event?
  - Will you need to meet before the event to put materials together? If so, plan a date to do this.
  - All chapter members should be involved. What role will everyone play?
  - Do you need to practice anything before the event to ensure it goes smoothly? If so, plan a date to do this.
  - How will you announce the event? Social media, newspapers, flyers, intercom announcement, etc.
  - Who will take pictures of the event to show off your hard work?
  - Will you be missing class because of an event? If so, you will need permission from parents or teachers ahead of time.
3. Action - This is the day of the event.
  - Have materials ready to go ahead of time.
  - Hold the event. Everyone already knows their role and is ready ahead of time.
  - Clean up after the event. Leave the location looking in the same condition as you found it, if not better.
  - Determine when the next meeting will be.
4. Discussion - This happens after the event to evaluate how it went.
  - Reflect on the event. What went well and why? What could have gone better? What will you do differently next time?
  - Did you work together as a group? Did everyone feel included? If not, how can you improve this?
  - Would you do this type of event again or would you like to do something different?
  - Determine the next meeting date to plan your chapter's next event.
5. Optimize - Plan the next event.
  - Before going through the cycle of planning again by starting back with Step 1 of the process, think about what you could do to make planning the next event even better. Evaluate your strengths as a group and reflect on lessons learned in the process.

## Social Media

Chapters can share pictures from their recent activities by emailing them to the Iowa HHS ISTEP Coordinator ([jill.wright@hhs.iowa.gov](mailto:jill.wright@hhs.iowa.gov)) to post on the ISTEP social media accounts or tagging @IowaSTEP on Instagram and Facebook.

- Facebook: [www.facebook.com/IowaSTEP](http://www.facebook.com/IowaSTEP)
- Instagram: [www.instagram.com/IowaSTEP](http://www.instagram.com/IowaSTEP)

As a reminder, each young person needs to complete the ISTEP Chapter Youth Code of Conduct and Participation form in order for media such as pictures and/or videos to be shared publicly. It's the chapter advisor's responsibility for collecting and filing these.

## Resources

- Marketing Campaigns and materials, refer to [Your Life Iowa](#)
- Additional supporting documents can be found at [hhs.iowa.gov/istep](http://hhs.iowa.gov/istep)

## Recommended Training Topics for Adults

- Youth Mental Health First Aid
- Hart's Ladder of Youth Participation
- Youth-Adult Partnerships
- Authentic Youth Engagement
- Supporting youth in leadership development
- History of tobacco companies targeting youth and how they still do today

## Recommended Training for Youth

- Teen Mental Health First Aid
- History of tobacco companies targeting youth and how they still do today
- [Vaping: Know the Truth](#)
  - This training is free of cost and can be done in a classroom setting or by individuals.
- Leadership development.
  - Topics may vary from public speaking, effective communication, meeting facilitation, decision making, problem solving, relationship building, healthy relationships, speaking with your peers, emotional intelligence, working as a team, etc.

## Supporting Websites

- Campaign for Tobacco Free Kids, [tobaccofreekids.org](http://tobaccofreekids.org)
- Healthiest State Initiative, [iowahealthieststate.com](http://iowahealthieststate.com)
- Iowa Students for Tobacco Education and Prevention (ISTEP) website, [hhs.iowa.gov/istep](http://hhs.iowa.gov/istep)
- [Iowa HHS model tobacco free and nicotine free policies](#)

- Iowa Smokefree Air Act, [hhs.iowa.gov/smokefreeair](https://hhs.iowa.gov/smokefreeair)
- My Life My Quit, [mylifemyquit.org](https://mylifemyquit.org)
- Smoke Free Housing, [hhs.iowa.gov/smokefreehomes](https://hhs.iowa.gov/smokefreehomes)
- The Real Cost Campaign, [therealcost.betobaccofree.hhs.gov](https://therealcost.betobaccofree.hhs.gov)
- Truth Initiative, [truthinitiative.org](https://truthinitiative.org)
- Your Life Iowa, [yourlifeiowa.org](https://yourlifeiowa.org)
- Youth Engagement Alliance, [youthengagementalliance.org](https://youthengagementalliance.org)
- 988 Suicide & Crisis Lifeline, [988lifeline.org](https://988lifeline.org)

## Quitline Iowa

Quitline Iowa is an evidence-based, confidential, and available 24/7 tobacco and nicotine cessation resource to help Iowans in their quit journey. Iowa contracts with National Jewish Health (the nation's leading hospital in respiratory health) to provide this service. This convenient, telephone-based resource is staffed by trained Customer Care Representatives (CCRs) and Coaches and is available in addition to mobile web, email, text, and other technology-based cessation services, to provide screening, counseling, advice, education, support materials, and referral support for all tobacco and nicotine cessation assistance.

When someone joins Quitline Iowa's program, a Quit Coach® will help them become an expert in living without tobacco and nicotine using "The 4 Essential Practices to Quit for Life," based on 25 years of research and experience helping people quit tobacco and nicotine. For free coaching and a customized quit plan, you can call Quitline Iowa at 1-800-QUIT-NOW for over-the-phone help 24 hours a day, text 'START' to 300500 for text-enrollment, or enroll on the [quitlineiowa.org](https://quitlineiowa.org) website. The Quitline provides free one-on-one phone counseling and information, local cessation program referrals, and can provide starter packs of quit smoking medications like nicotine gum, patches and lozenges. A typical Quitline Iowa program is five coaching calls. If the end of the program is reached and an individual would like additional support calls, the Quit Coach will discuss the options for continuing or accessing other resources. For more information about Quitline Iowa, visit [Quitline Iowa](https://quitlineiowa.org) or call 1-800-QUIT-NOW.

Quitting tobacco and nicotine takes courage, time, and energy. It can take several attempts to quit for good. The Quitline helps you with the physical, emotional, and behavioral factors that make quitting so hard. The program will help individuals:

- Set a quit date
- Tell other people about your quit
- Anticipate and prepare for triggers
- Get back on track after setbacks
- Remove tobacco and nicotine from your life



Quitline Iowa offers 5 coaching sessions, but the program also offers the following custom programs based on the intake process:

- **Behavioral Health**
  - 7 coaching calls scheduled of 3 months
  - Access to Nicotine Replacement Therapy (NRT)
- **Pregnancy/Postpartum**
  - 9 coaching calls (5 during pregnancy & 4 postpartum)
  - Dedicated female coach
  - Access to Nicotine Replacement Therapy (NRT) with physician consent
  - Ability to earn up to \$220 in incentives
- **American Indian (AI)**
  - [Dedicated AI website](#) and materials
  - AI coaches
  - Up to 10 coaching calls
  - Access to Nicotine Replacement Therapy (NRT)
- **Young Adult (18-24 years old)**
  - 5 coaching sessions by phone, live texting, or online chat
  - Dedicated coaching trained in working with young adults
  - Access to Nicotine Replacement Therapy (NRT)
- **Youth (13-17 years old)**
  - 5 coaching sessions by phone, live texting, or online chat
  - Dedicated youth coach
  - Certificate of completion (Great resource for Alternative to Suspension Policies for school districts)

### Brief Intervention: Ask Advise Connect

Ask, Advise & Connect (AAC) is a healthcare-based tobacco cessation initiative that takes less than 3 minutes to complete. This approach has been recommended to facilitate the delivery of evidence-based tobacco cessation treatment in medical settings. AAC is designed to facilitate the routine assessment of tobacco and nicotine use status among patients, delivery of brief advice to quit tobacco and nicotine, and connecting users to evidence-based cessation treatment to Quitline Iowa or My Life My Quit (MLMQ). This approach has the potential to dramatically increase the likelihood that the patient will quit their tobacco and nicotine use. It is also proven effective in all types of healthcare organizations. AAC is considered by the U.S. Dept. of Health & Human Services' Best Practice Guideline to be the benchmark standard of care for tobacco cessation. There are three Steps to Success:

- **ASK** if the patient uses tobacco and nicotine
- **ADVISE** all tobacco and nicotine users to quit
- **CONNECT** those ready to quit to state sponsored programs (i.e. Quitline Iowa, My Life My Quit, etc.)



As a healthcare provider or other provider looking to learn more about the Ask, Advise, Connect program, you can visit the [Quitline Iowa website](#). You can also find a free CEU course on the Ask, Advise, Connect model on the [Quitlogix Education website](#). This course is available completely online and offers the flexibility for you to complete at your own pace.

## **My Life My Quit**

My Life My Quit (MLMQ) is a free youth tobacco and nicotine cessation program made especially for teens (ages 13-17 years old). Encourage young people to get the truth about vaping, smoking and other tobacco products so they are not left in the dark when it comes to their future. When a young person decides to quit, MLMQ will give them the tools they need to do it successfully. Coaches are available by phone, by text message (text 'START' to 36072) or by online chat for five, one-on-one coaching sessions. Sessions are usually scheduled every 7-10 days. Coaching helps teens develop a quit plan, identify triggers, practice refusal skills and receive ongoing support for changing behaviors. MLMQ is 100% free, confidential and made just for teens ages 13-17. Find out more about MLMQ [here](#).

### **Participants Receive:**

- Free and confidential cessation support
- 5 coaching sessions by phone, live texting, or online chat
- Dedicated youth coach
- Certificate of Completion

### **Partnerships and Collaboration**

You are able to promote the My Life My Quit program and resources throughout various settings in your service areas. It is highly recommended to provide education and training to local schools. Having a champion at each school is important, and that contact could be a number of people (i.e. administrators, counselors, SRO – School Resource Officers, coaches, teachers, etc.).

- You can also consider youth and other community groups (i.e. 4H, FFA, faith-based organizations, etc.), coalitions, and local providers. It is important to have local leaders and champions that work directly with youth, be able to speak to and connect youth to MLMQ and its free and confidential cessation resources.

### **Alternative to Suspension**

My Life My Quit is an option for schools to utilize as an Alternative to Suspension. A number of schools across Iowa have already implemented a policy where students who were found to have tobacco and nicotine products, are referred to MLMQ, and work towards completing the coaching process to help avoid suspension. Reach out to Iowa

HHS for additional support and technical assistance to discuss model policies, a MLMQ program overview, and any other potential trainings you may need.

Please also reach out to Iowa HHS for access to a variety of MLMQ marketing media and resources!

## **Smoke Free Homes**

Smoke Free Homes (SFH), a program of Iowa HHS, provides smoke free rental property listings on the Smoke Free Homes Registry free as a public service. Tobacco and nicotine free places greatly improve the environment and protect our health. Please checkout more program information and resources found throughout the [Smoke Free Homes](#) webpage.

When someone is around another who smokes, they are inhaling harmful chemicals that can cause smoking-related illnesses and diseases. The only way to protect themselves and their loved ones is to completely avoid secondhand and thirdhand smoke.

One strategy to promote a healthy environment is to make homes 100% smoke free. Air filters, ventilation systems and cracked windows do not entirely eliminate secondhand smoke. Working with single and multi-unit rental housing to develop a smoke free policy is a fantastic way to promote healthy air.

## **Smoke Free Homes Registry**

Rental properties who have (at minimum) a 100% smoke free building, are able to be added to the [Smoke Free Homes Registry](#)

- With over +1,700 listed rental properties and growing, you are able search/filter through address, county, and zip code to find smoke free locations in your area.
- This is an effective way to get free promotion on our state website to attract lowans seeking smoke free housing.

## **Submitting Properties**

Any rental property that would like to be added to the Registry needs to:

- Submit their property/management information through [this form](#)
- Submit a PDF copy of their comprehensive no-smoking policy
  - Send PDF to [smokefreehomes@hhs.iowa.gov](mailto:smokefreehomes@hhs.iowa.gov)
- Once the property/management info and policy are submitted and approved, you are able to receive free signage (metal options and window stickers),

resources, and promotion of their locations through our state website for residents seeking a smoke free environment.

### **Partnerships and Collaboration**

The program has strong support from the State Fire Marshal Division (State Fire Marshal, Dan Wood, has been a champion for our efforts), the Iowa Finance Authority, HUD, fire departments and housing/landlord/inspection organizations throughout Iowa.

### **Smokefree Air Act**

In the spring of 2008, Iowa lawmakers passed legislation to protect employees and the general public from secondhand smoke. The Smokefree Air Act (SFAA) prohibits smoking in almost all public places and enclosed areas within places of employment, as well as some outdoor areas.

The law applies to restaurants, bars, outdoor entertainment events, amphitheatres and places of employment such as office buildings, health care facilities and childcare facilities.

Smoking is allowed on the gaming floor of a licensed casino, as well as designated hotel and motel rooms.

For additional information on the SFAA including marketing tools, resources and training, visit <http://hhs.iowa.gov/smokefreeair> Fact sheets describing how the Iowa SFAA applies in certain locations or situations can be found at the bottom of the page.

### **Submitting a Complaint**

The Smokefree Air Act is a complaint driven system. Iowa HHS relies on local and state inspectors as well as the public to [report](#) when a potential violation is observed. Anyone can submit a complaint. There are two ways to submit a complaint:

- By calling 1-888-944-2247. An Iowa HHS staff member will collect the necessary information from the caller.
- Website: <http://hhs.iowa.gov/smokefreeair> This allows the public to report a violation anonymously.

It is important to note that in either method used to submit a complaint, the complaint can be submitted anonymously.

### **Signage**

Signage is free to all Iowans. Please email [TobContactUs@hhs.iowa.gov](mailto:TobContactUs@hhs.iowa.gov) or call 888-944-2247. Include the following information:

1. **Contact Information & Mailing Address:** Full name and the address to mail the signage.
2. **Design:** Please include which design options (examples can be found at [hhs.iowa.gov/smokefreeair](https://hhs.iowa.gov/smokefreeair))
  - a. **A and B** are for no smoking only.
  - b. **E and F** are for organizations and businesses that also want to prohibit vaping and other tobacco use.
  - c. Two size options: 3" x 3" for vehicles or 4" x 6" for buildings.
3. **Quantity:** How many of each design. Clings or stickers or both?
  - a. **Clings** are sticky on the front and go on the inside of a door or window.
  - b. **Stickers** are sticky on the back and go on the outside of a door, window, or wall.

The SFAA does not apply to Electronic Smoking Devices (ESDs) (e-cigs, vape, Juul, etc.) or other non-combustible types of tobacco. The use of these products may be prohibited by a business or property owner if they adopt a comprehensive policy. Some cities and counties have enacted ordinances to prohibit the use of ESDs in areas covered by the SFAA. A list of FAQs can be found on the [SFAA website](#).



## Tobacco Free/ Nicotine Free Policies

Policy initiatives are designed to promote healthy behaviors by making healthy choices readily available and easily accessible in the community. These initiatives are also designed with sustainability in mind. Tobacco free and nicotine free (TF/NF) policies/ordinances/rules are an effective strategy for reducing secondhand smoke and vapor exposure. Many of these initiatives begin at the grass roots in local communities.

Model policies include:

- Worksite
- K-12 School
- County Fair

- Outdoor Event and Places
- Rodeo
- Park
- College
- Pharmacy No-sale
- Childcare

## Submitting a Policy

For a list of businesses and organizations in your area who have a Tobacco Free/ Nicotine Free policy, please email [tobcontractus@hhs.iowa.gov](mailto:tobcontractus@hhs.iowa.gov) Once a policy/rule/ordinance has been approved locally please submit the policy information into the state database. Follow these instructions to submit information:

1. Go to the [policy entry page](#)
1. Complete information as prompted.
2. Select Submit Policy once all information is inputted.
3. Be sure to send a copy of the policy/ordinance/rule to your Iowa PCA contact.

## Forms

Forms can be found on the website at [Iowa's Behavioral Health Service System | Health & Human Services](#)

### Purchase Approval Request Form

Before purchasing any of the items listed below, the Community Based Organization (CBO) must obtain written approval. Approval of an application budget or action plan does not satisfy this requirement. CBOs proposing costs that require prior approval must submit a written request during the contract term and before implementing or purchasing the item. Requests must include any necessary draft advertising or promotional materials. If written approval is not received prior to implementation or purchase, the Iowa PCA may choose not to reimburse the cost of the item.

Items requiring prior approval:

1. Advertising, educational materials, or other promotional items  
*Note: All developed or distributed publications may be required to include the attribution: "Produced with funding from the Iowa Department of Health and Human Services." A small font and inconspicuous placement are acceptable if the statement is legible.*
2. Purchase of fixed assets (e.g., automobiles, automotive vehicles, program equipment, fixtures, major medical equipment)
3. Paid speakers

4. Trainings (including registration costs and related travel expenses such as mileage, airfare, lodging, or meals)
5. K-12 prevention or cessation curricula or adult cessation counseling provided by budgeted staff
6. Dues to organizations or federations

### Materials Order Form

A variety of Tobacco Free/Nicotine Free resources are available free of charge. Once materials have been selected, email the completed order form and details of how the promotional materials will be used to [bhassistance@hhs.iowa.gov](mailto:bhassistance@hhs.iowa.gov) for approval.

## Invoicing and Billing

Beginning on July 1, 2025, CBOs will directly invoice the Iowa Primary Care Association for payment of substance use and problem gambling prevention services.

According to the [\*Behavioral Health Administrative Service Organization \(BH-ASO\) Invoicing and Billing Guidance for Community Based Organizations \(CBOs\)\*](#), “During this transition period of maintaining “stable state,” the BH-ASO requests that each CBO submits invoices in the same format as current state for each given service/category for which they are contracted. Throughout this first year, the BH-ASO will begin to build toward a more standardized invoicing process to be implemented in year two.”

Questions related to invoicing must be directed to the Iowa Primary Care Association at [ASOacntpay@iowapca.org](mailto:ASOacntpay@iowapca.org).

## Prevention Resources

To learn more about prevention best practices, training and Iowa HHS prevention supports for CBOs, go to <https://www.iowacebh.org/prevention/>.