

Tobacco Prevention Action Plan

Identify goals and targets for the county identified below. One Action Plan is required for each county the agency provides service for. For additional guidance on action plan goals and targets, refer to the SFY 2027 Behavioral Health Prevention Manual.

Agency name:

County:

Goal 1: Prevent Initiation of Tobacco and Nicotine Use Among Young People.

Target	County	Number of current ISTEP Chapters (if applicable)	Target Number for each (if applicable)
A: Educate Adults			
B: Educate Youth			
C: ISTEP			

Goal 2: Eliminate Exposure to Secondhand Smoke and Vapor.

Target	County	Number of current Policies for each	Target Number for each
A: TF/NF Policy Adoption			
B: Smoke Free Homes			

Goal 3: Promote Quitting Tobacco and Nicotine Use Among Young People and Adults.

Target	County	Number of Existing Users/Entities	Target Number for each
A: Increase Quitline Users			
B: Ask, Advise, Connect			

Goal 4: Coalition Development and Engagement.

County	Coalition Name	Frequency of Meetings

Goal 1: Prevent initiation of Tobacco and Nicotine Use Among Young People.

Target Area A: Educate 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 chapters, if applicable.

Target Area B: Educate Youth

Educate youth on the negative health effects of vaping, nicotine pouches, and tobacco/nicotine use as well as new and emerging tobacco trends. Required Activities for this Target Area include:

- Implement approved school curriculum (one or multiple):
 - Iowa HHS:
 - Let's Make Healthy Choices, including being Tobacco and Vape Free
 - 3rd – 6th grade students: 1 lesson
 - [Stanford Medicine Tobacco Prevention Toolkit](#):
 - You and Me, Together Vape-Free
 - Elementary School: 2 lessons
 - Middle School: 5 lessons
 - High School: 5 lessons
 - Healthy Futures: Alternative-to-Suspension Program

- Middle School, High School and/or Young Adults: 60 minute self-paced or a 2–4-hour interactive facilitated course
 - Not so Sweet: Oral Nicotine & Smokeless Tobacco Curriculum
 - Middle School and High School: 2 lessons
 - Healthy Habits, Healthy Planet
 - Middle School and High School: 3 lessons
 - What's Menthol Got to Do Wit It?
 - All Ages: 2 lessons
 - Un-PACK-ing Cigarettes
 - All Ages: 1 lesson
 - Hookah TellMe?
 - All Ages: 1 lesson
- Maintain existing ISTEP Chapter(s), 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 youth initiatives provided by Iowa HHS.
 - 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.
 - Support and encourage ISTEP Chapter(s) to address mental health concerns among people who use tobacco and nicotine.

Target Area 3: ISTEP

Formation of Iowa Students for Tobacco Education and Prevention (ISTEP) chapters.

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.

Goal 2: Eliminate Exposure to Secondhand Smoke and Vapor.

Target Area A: Tobacco Free and Nicotine Free (TF/NF) Policy Adoption Including businesses, community events, schools, parks, etc.

Target Area B: Smoke Free Homes

Program education and policy adoption technical assistance for rental properties.

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 Tobacco Free (TF) and Nicotine Free (NF) policy or Smoke Free Homes program policies.

Goal 3: Promote Quitting Tobacco and Nicotine Use Among Young People and Adults.

Target Area A: Increase the number of users to Quitline Iowa

Encourage systems change through education, outreach, and presentations.

Target Area B: Implement the Ask, Advise, Connect Protocol

Required Activities for both 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.
- Complete Tobacco Training Specialist through Mayo Clinic or Duke University
- 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

Goal 4: Coalition Development and Engagement.

CBOs must support coalition development and engagement in each county to ensure community mobilization and integration of tobacco prevention and control strategies. CBOs 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