



# **FY27 Tobacco Prevention Program Manual**

July 2026

# Introduction

## Tobacco Prevention Services

Behavioral health prevention services are contracted by Iowa Primary Care Association (Iowa PCA) who serves as Iowa's Behavioral Health Administrative Service Organization (BH-ASO).

The purpose of this manual is to provide instruction for SFY 2027 (July 1, 2026 – June 30, 2027) Tobacco Prevention Community-Based Organizations (CBOs).

## Tobacco Prevention Programs

### 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

Led by youth and supported by adults, ISTEP is a statewide movement made up of young Iowans 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.

### **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, its 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).

As your chapter completes activities, let us know about it by tagging @IowaSTEP on Facebook or Instagram, or by submitting the ISTEP Outreach Events and Activities form.

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.

## **ISTEP Resources**

- Marketing Campaigns and materials, refer to Your Life Iowa

- Additional supporting documents can be found at [hhs.iowa.gov/istep](https://hhs.iowa.gov/istep)

### **Recommended Training Topics for Adults Working with Youth**

- 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.

### **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](#) 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 over 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.

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 website above.

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 +1,800 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, amphitheaters 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](http://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 [tobcontactus@hhs.iowa.gov](mailto:tobcontactus@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](#)
2. Complete information as prompted.
3. Select Submit Policy once all information is inputted.

4. Be sure to send a copy of the policy/ordinance/rule to your Iowa PCA contact.

## **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.

# **Supporting Websites and Resources**

- 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](http://hhs.iowa.gov/smokefreeair)
- Quitline Iowa, [quitlineiowa.org](http://quitlineiowa.org)
- My Life My Quit, [mylifemyquit.org](http://mylifemyquit.org)
- Smoke Free Housing, [hhs.iowa.gov/smokefreehomes](http://hhs.iowa.gov/smokefreehomes)
- The Real Cost Campaign, [therealcost.betobaccofree.hhs.gov](http://therealcost.betobaccofree.hhs.gov)
- Truth Initiative, [truthinitiative.org](http://truthinitiative.org)
- Your Life Iowa, [yourlifeiowa.org](http://yourlifeiowa.org)

- YLI Tobacco Prevention media - [Products | Your Life Iowa](#)
- Youth Engagement Alliance, [youthengagementalliance.org](http://youthengagementalliance.org)
- 988 Suicide & Crisis Lifeline, [988lifeline.org](http://988lifeline.org)
- Public Health Law Center, [publichealthlawcenter.org](http://publichealthlawcenter.org)
- Stanford Tobacco Prevention Toolkit, [Tobacco Prevention Toolkit | Tobacco Prevention Toolkit | Stanford Medicine](#)