

Just Eliminate JEL and YEL?: Youth Tobacco Prevention Programs¹

This IPRO report presents an overview of youth tobacco prevention programs in Iowa and their effect on youth smoking rates.

Definitions

Youth: a person five through 24 years of age.²

Background

The Iowa Legislature created the Division of Tobacco Use Prevention and Control in 2000 to reduce smoking among youth and pregnant women.³ The act required that a youth program component be implemented in each community partnership area. The Division's state-level initiatives include Quitline Iowa services, the Just Eliminate Lies (JEL) youth tobacco prevention program, Priority Population Networks, and enforcement of Iowa's Smokefree Air Act.⁴ In 2011, the Iowa Division of Tobacco Use Prevention and Control's budget was cut from \$7.8 million to \$2.8 million.⁵ Funding for the Iowa Division of Tobacco Use Prevention and Control is provided by the state legislature after a recommendation from the Tobacco Use Prevention and Control Commission.⁶

Overview of Youth Tobacco Prevention Programs

The programs are intended to be youth-led and culminate in an annual statewide youth summit.⁷ The primary programs established to reduce youth tobacco consumption are Just Eliminate Lies (JEL) and Youth Eliminating Lies (YEL). JEL and YEL chapters are established in high schools and junior highs, respectively, across the state of Iowa. JEL chapters currently exist in 57 of the 99 counties. To preserve chapter status, each JEL program must complete four street marketing events during the year and one policy activity. Each chapter completes a year-end report that is sent to the Iowa Department of Public Health.⁸

¹ This report was prepared by University of Iowa undergraduate students Katherine Valde (<katherine-valde@uiowa.edu>) and Steven Shredl (<steven-shredl@uiowa.edu>).

² Iowa Code ch. 142A §1, 2000.

³ Iowa Code ch. 142A §1, 2000.

⁴ "Division of Tobacco Use Prevention and Control." *Iowa Department of Public Health*. Web. 27 Nov. 2011. <<http://www.idph.state.ia.us/tobacco/>>.

⁵ Campbell, Lynn. "Mapes Latest to be Let Go from Branstad Administration." *Iowa Politics*. 1 Aug. 2011. Web. 5 December 2011. <<http://www.iowapolitics.com>>.

⁶ Iowa Code ch. 142A §10, 2000.

⁷ Ibid.

⁸ "Youth Tobacco Prevention Chapter Resource Guide 2011-2012." *Iowa Department of Public Health*. Web. 27 Nov. 2011. <<http://www.idph.state.ia.us/tobacco/>>.

Costs and Benefits Anti-Tobacco Program Funding

Costs

Financial

In 2009, the Division of Tobacco Use Prevention and Control spent \$1.66 million on JEL.⁹ The final state budget allocated \$2.8 million for the Division in fiscal year 2012, reduced from \$7.8 million in fiscal year 2011.¹⁰ The JEL program received the largest cuts within the Division.

Inefficiency

Recent studies find little evidence for the long-term effectiveness of school-based smoking prevention programs.¹¹ Concerns also persist about the efficiency of anti-tobacco programming, such as blanket television advertisements that do not fixate on the target population of smokers.¹²

Benefits

Education

Anti-tobacco programs, like JEL, provide peer-to-peer education to youths across the state. These programs aim to educate youths to raise social awareness of the dangerous health effects of cigarettes. The programs also educate youths of the tobacco industry's marketing efforts and encourage youths to fight against tobacco use.¹³

Reduce Tobacco Use

The Division reported a decline in high school smoking rates from 34 percent in 2000 to 20 percent in 2008.¹⁴ Both Iowa's high school and middle school smoking rates fall below the national averages.

Data

Our study analyzes the effectiveness of JEL and YEL chapters on youth smoking rates. A youth smoker is defined as one who has smoked at least part of a cigarette in the past 30 days. The data on the number of JEL and YEL chapters per county from 2007-2008 and the youth smoking rates by county in 2008 were attained through the Iowa Department of Public Health. Appendix A contains youth smoking rates for 8th graders and 11th graders by county in 2008 and the number of JEL and YEL chapters by county from 2007-2008.

⁹ "Youth Tobacco Prevention Program." *Iowa.gov*. Iowa Department of Public Health. Web. 28 Nov. 2011. <<http://www.idph.state.ia.us/tobacco/jel.asp>>.

¹⁰ Campbell, Lynn. "Mapes Latest to be Let Go from Branstad Administration." *Iowa Politics*. 1 Aug. 2011. Web. 5 December 2011. <<http://www.iowapolitics.com>>.

¹¹ Wiehe, Sarah E. "A Systematic Review of School-based Smoking Prevention Trials with Long-term Follow-up." *Journal of Adolescent Health Online*. Journal of Adolescent Health. Web. 28 Nov. 2011. <[http://www.jahonline.org/article/S1054-139X\(04\)00460-4/fulltext](http://www.jahonline.org/article/S1054-139X(04)00460-4/fulltext)>.

¹² Leys, Tony. "State's Top Anti-Tobacco Official Cut; Activists Decry Move." *The Des Moines Register*. 1 Aug. 2011. Web. 5 Dec. 2011. <<http://blogs.desmoinesregister.com/dmr/index.php/2011/08/01/states-top-tobacco-control-official-ousted-activists-decry-move/>>.

¹³ "Youth Tobacco Prevention Program." *Iowa.gov*. Iowa Department of Public Health. Web. 28 Nov. 2011. <<http://www.idph.state.ia.us/tobacco/jel.asp>>.

¹⁴ "Iowa Youth Tobacco Survey: 2000-2008." The Division of Tobacco Use Prevention and Control. *Iowa Department of Public Health*, October 2009. Web. 5 Dec. 2011. <<http://www.idph.state.ia.us/tobacco/>>.

Conclusion

We compared the youth smoking rates of 11th graders by county to the number of JEL chapters in each county. We also compared the youth smoking rates of 8th graders to the number of YEL chapters in each county. Our findings reveal no significant correlations between the number of JEL and YEL chapters in each county and reduced smoking in youths. According to our analysis, JEL and YEL chapters do not seem to have significant influence on reducing youth smoking rates. See Figure 1 and Figure 2 for more details.

Figure 1

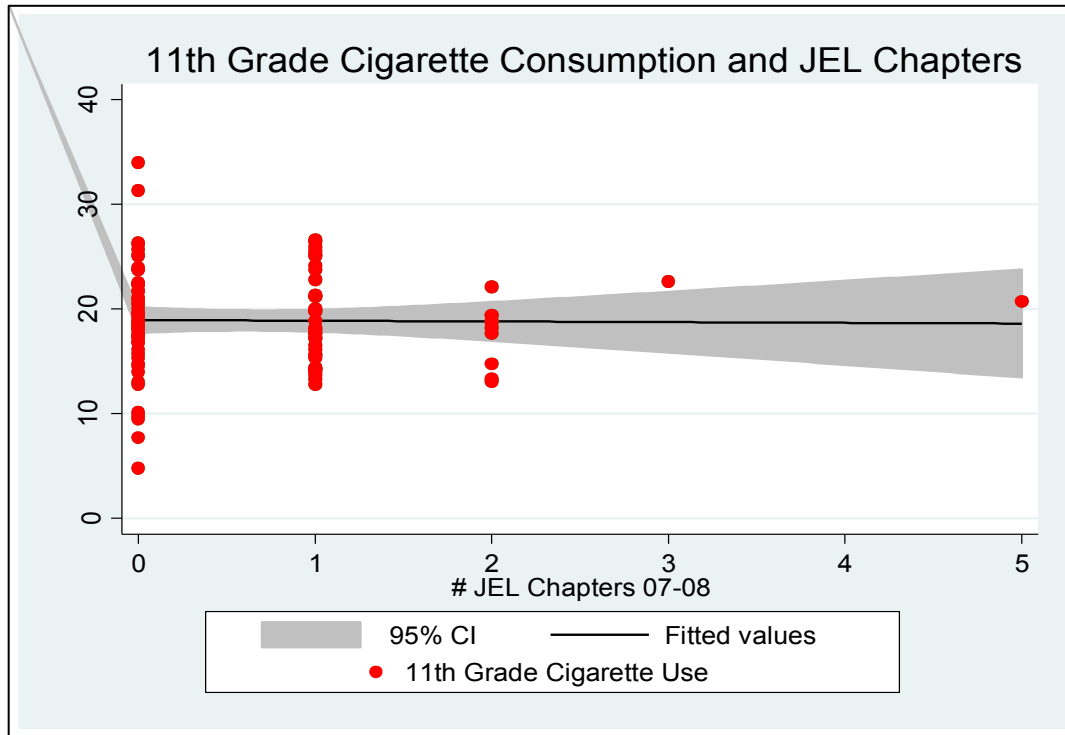
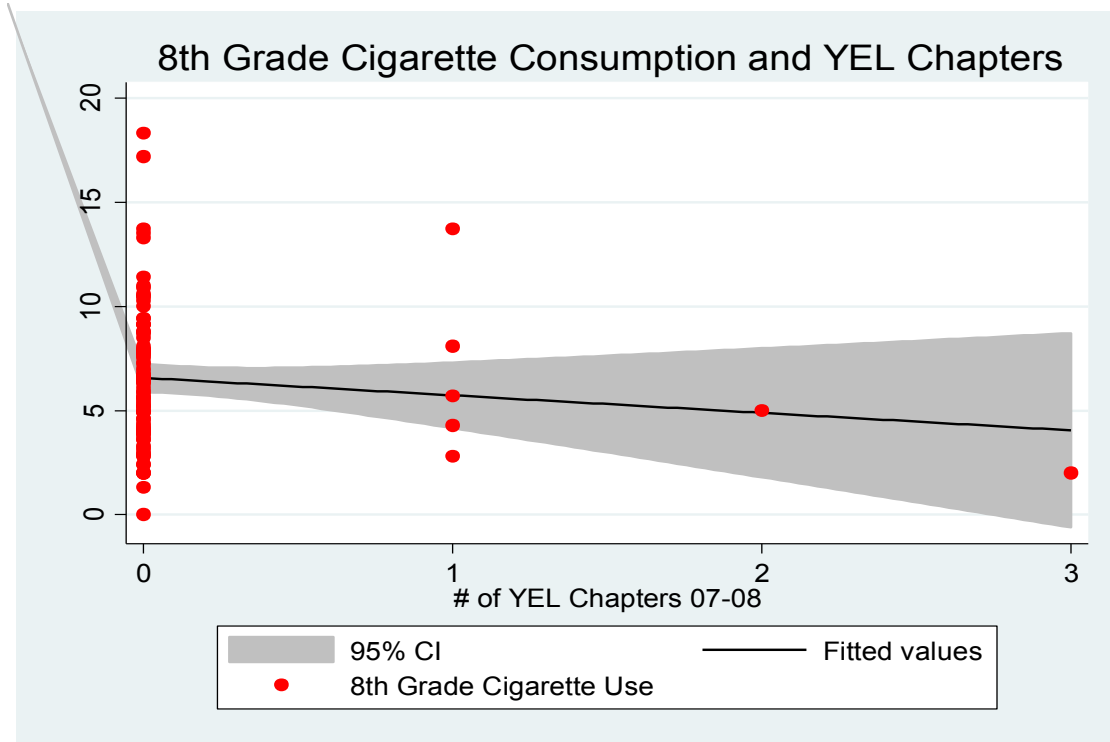


Figure 2



Appendix A

County	8th Grade Cigarette Use in 2008 (Percent)	Number of YEL Chapters 07-08	11th Grade Cigarette Use in 2008 (Percent)	Number of JEL Chapters 07-08
Adair	2	3	7.7	0
Adams	7.6	0	14.3	1
Allamakee	13.7	0	25.9	1
Appanoose	10.9	0	18.7	0
Audubon	1.3	0	18.8	1
Benton	10.6	0	18.7	0
Black Hawk	7.3	0	17.6	0
Boone	6.5	0	18.7	2
Bremer	5.3	0	14	0
Buchanan	7.7	0	14.7	0
Buena Vista	4.9	0	20.6	0
Butler	7.2	0	16.5	1
Calhoun	6.4	0	13	0
Carroll	3.6	0	25.5	1
Cass	5.7	1	14.7	2
Cedar	3.9	0	12.8	0
Cerro Gordo	10	0	21	0
Cherokee	6.3	0	17.4	0
Chickasaw	4.4	0	34	0
Clarke	8.7	0	19.1	0
Clay	3.9	0	19.5	0
Clayton	5.2	0	18.2	2
Clinton	8.5	0	19.3	2
Crawford	3.8	0	14.3	1
Dallas	6.9	0	20	1
Davis	2.4	0	18	1
Decatur	5.6	0	4.8	0
Delaware	2	0	17.7	2
Des Moines	4.1	0	26.4	1
Dickinson	4.1	0	22.4	0
Dubuque	6.4	0	21.3	1
Emmet	8.1	0	18	0
Fayette	5.9	0	24.1	1
Floyd	4.2	0	16.9	0
Franklin	5.6	0	10.1	0
Fremont	10.5	0	21.1	0
Greene	8.8	0	17.7	1
Grundy	4	0	16.1	1
Guthrie	6.6	0	25.2	0
Hamilton	9.4	0	22.5	0
Hancock	4.3	1	26.6	1
Hardin	2	0	13.3	1
Harrison	6.7	0	18.2	1
Henry	9.1	0	15.7	0
Howard	2.9	0	20	0
Humboldt	2	0	18.8	0
Ida	4.9	0	14.4	1
Iowa	7.5	0	20.4	0
Jackson	11.4	0	22.3	0

County	8th Grade Cigarette Use in 2008 (Percent)	Number of YEL Chapters 07-08	11th Grade Cigarette Use in 2008 (Percent)	# of JEL Chapters 07-08
Jefferson	5	2	21.2	1
Johnson	2.8	0	15.6	1
Jones	4	0	21.2	1
Keokuk	2.4	0	22.6	3
Kossuth	5.7	0	9.8	0
Lee	10.3	0	19.7	1
Linn	5	0	14.5	0
Louisa	17.2	0	21.7	0
Lucas	7.9	0	21.7	0
Lyon	4.9	0	19.6	0
Madison	2.9	0	18.2	0
Mahaska	6.7	0	25.7	0
Marion	7.9	0	20.7	5
Marshall	8.8	0	15.3	0
Mills	6.4	0	23.7	1
Mitchell	3.1	0	18.3	0
Monona	6.7	0	22.8	1
Monroe	5.9	0	14.2	1
Montgomery	9.1	0	26.2	0
Muscatine	5.1	0	19.4	0
O'Brien	5.2	0	17.4	0
Osceola	7.8	0	17.3	0
Page	13.3	0	23.7	0
Palo Alto	4.6	0	9.5	0
Plymouth	5.4	0	22.4	0
Pocahontas	4.6	0	16.1	0
Polk	6.6	0	19.4	2
Pottawattamie	9.4	0	17.2	1
Poweshiek	3.2	0	26.3	0
Ringgold	13.5	0	31.3	0
Sac	7.9	0	13.1	2
Scott	7.8	0	18.8	2
Shelby	4.3	0	15.3	1
Sioux	2.8	0	13.7	1
Story	2.8	1	12.8	1
Tama	7	0	17.2	1
Taylor	4	0	18.6	0
Union	13.7	1	17.7	1
Van Buren	18.3	0	22.1	2
Wapello	9.1	0	19.7	1
Warren	6.6	0	15.6	1
Washington	3.6	0	16.8	0
Wayne	6.1	0	25	1
Webster	11	0	19.9	1
Winnebago	8.1	1	14	1
Winneshiek	3.3	0	13.3	2
Woodbury	10.5	0	25.2	1
Worth	0	0	25	0
Wright	7.7	0	23.9	0

This report was prepared in December 2011 by the Iowa Policy Research Organization (IPRO), a non-partisan public policy undergraduate group at the University of Iowa. For additional research on this or other issues, please visit our website at <http://www.uiowa.edu/~ipro/> or contact rene-rocha@uiowa.edu