Iowa’s Health Improvement Plan 2012-2016

2015 Revisions

Addictive Behaviors
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What Critical Needs Are Included

Alcohol and Binge Drinking
Drugs
Tobacco

Measures of Progress

3-1  A reduction in current youth alcohol use (grades 6, 8, and 11)
Target: 16%.
Baseline: 17% (2010).
Most Recent Data: 10% (2014).
Data Source: Iowa Youth Survey, State of Iowa Report, p. 100.

3-2  A reduction in adult binge drinking.
Target: 21%.
Baseline: 23% (2011).
Most Recent Data: 22% (2013).

3-3  A reduction in over-the-counter drug abuse among 11th grade students.
Target: 4%
Baseline: 5% (2010).
Most Recent Data: 5% (2014).
3-4  **A reduction in prescription drug abuse among 11th grade students.**
Target: 6%.
Baseline: 7% (2010).
Most Recent Data: 5% (2014).

3-5  **A reduction in current marijuana use among 11th grade students.**
Target: 12%.
Baseline: 13% (2010).
Most Recent Data: 11% (2014).

3-6  **A reduction in current cigarette smoking among 11th grade students.**
Target: 15.5%.
Baseline: 17% (2010).
Most Recent Data: 10% (2014).
Data Source: Iowa Youth Survey, State of Iowa Report, p. 100.

3-7  **A reduction in current smoking among adults.**
Target: 17%.
Baseline: 20% (2011).
Most Recent Data: 19.5% (2013).

3-8  **An increase in the proportion of homes that have rules against smoking.**
Target: 87%.
Baseline: 83% (2011).
Most Recent Data: 82% (2012).
### What Our State Is Doing to Improve (by 2016 unless otherwise indicated)

#### Alcohol and Binge Drinking

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
<th>Lead Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-1.1</td>
<td>Fund 12 counties with the highest need for improvement, based on indicators for underage drinking, adult binge drinking, and a combined legal consequences rate. <em>(Revised from original 3-1.1)</em></td>
<td>Iowa Department of Public Health</td>
</tr>
<tr>
<td>3-1.2</td>
<td>Complete a strategic plan for substance abuse prevention in rural areas. <em>(Revised from original 3-1.2)</em></td>
<td>Iowa Department of Public Health</td>
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<tr>
<td>3-1.3</td>
<td>Create a community-based services network and support for all aspects of addictions continuum with clear linkages to services for other complex issues.</td>
<td>Iowa Department of Public Health</td>
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</table>

#### Drugs

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<tr>
<td>3-1.4</td>
<td>Each year, disrupt and dismantle 80 drug trafficking organizations. <em>(Revised from original 3-1.5)</em></td>
<td>Iowa Department of Public Safety</td>
</tr>
<tr>
<td>3-1.5</td>
<td>Provide four Drug-Endangered Children trainings per year to foster a collaborative response to children endangered by parental/caregiver drug abuse, distribution, manufacture, or cultivation. <em>(Revised from original 3-1.6)</em></td>
<td>Office of Drug Control Policy</td>
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<td>3-1.6</td>
<td>Initiate and support statewide efforts to reduce methamphetamine manufacturing.</td>
<td>Office of Drug Control Policy</td>
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<td>3-1.7</td>
<td>Strengthen controls and increase education on synthetic drugs to reduce accessibility and use by youth. <em>(Revised from the 2013 objective 3-1.8)</em></td>
<td>Office of Drug Control Policy</td>
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<tr>
<td>Tobacco</td>
<td>Lead Organizations</td>
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<tr>
<td>3-1.8 Increase the number of Quitline participants from 10,516 in 2014 to 11,000 in 2015. <em>(Revised from 2014 objective 3-1.9)</em></td>
<td>Iowa Department of Public Health</td>
<td></td>
</tr>
<tr>
<td>3-1.9 Increase from 400 to 500 the number of multi-unit housing complexes that have at least one building with a voluntary 100% smoke-free policy. <em>(Revised from 2014 objective 3-1.10)</em></td>
<td>Iowa Department of Public Health</td>
<td></td>
</tr>
<tr>
<td>3-1.10 Develop a comprehensive strategy for youth tobacco prevention in Iowa. <em>(Revised from original 3-1.11)</em></td>
<td>Tobacco Use Prevention and Control Commission</td>
<td></td>
</tr>
<tr>
<td>3-1.11 Support expansion of Iowa’s Smokefree Air Act of 2008 to include casinos. <em>(Revised from original 3-1.12)</em></td>
<td>Iowa Tobacco Prevention Alliance</td>
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</tbody>
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**Other Plans Relating to Addictive Behaviors:**

- Iowa Cancer Plan
- Iowa Drug Control Policy Strategy 2014
- Iowa Strategic Plan: Strategic Prevention Framework State Incentive Grant