



The Toxic Truth

Iowa Students for Tobacco Education & Prevention

December 2017 • Iowa Department of Public Health



Meet your new ISTEP Coordinator

Hi! I'm Jill Wright, the new ISTEP coordinator. I have the privilege of helping bring your voices to the adults of Iowa! ISTEP is youth-led, meaning

YOUR ideas and voice drive this program. My job is to bring all your voices together into a focused message that will save lives!

Here are some fun tidbits to get to know me a little until we can officially meet.

- I grew up in the country between Marshalltown and Ames
- I graduated from the University of Northern Iowa (Go Panthers)
- **FUN FACT-** I know how to shear sheep!
- I'm happily married and we're obsessed with our 1 1/2 year old son, Addison
- I have two fur babies at home- a golden retriever named Murphy and a cat named Pascal
- I love making crafts, planning events and spending quality time with my family
- Most importantly, I'm passionate about spreading the word of tobacco prevention!

Questions or Ideas?

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Last month's Low-Down



Great American Smokeout (GASO) happened November 16. Our ISTEP Executive Council chose the theme "Grill Out for the Smokeout." Send updates of completed activities to Jill.Wright@idph.iowa.gov.

Upcoming Events

Kick Butts Day March 21st:
KDB Kickball Showdown

Plan a school wide kickball tournament. Between games or quarters, have classmates or community members share how tobacco has affected their lives. Challenge different groups at your school to field a team (football team vs. basketball team, band vs. choir, student council vs. teachers, etc.). Have the audience sign letters of support for your school or community to be tobacco and nicotine free!



Kids vs. tobacco is game over. Kids win.
But will teachers or students win the kickball game?

Learn more about Kick Butts Day at www.iowastep.org/event/kick-butts-day-2018.



The Scoop on the Summit

Save the date for the 2018 ISTEP Summit - April 17! It will be located at the DMACC Ankeny Campus FFA Enrichment Center.

The council has begun brainstorming summit ideas. More details to come!



Get involved with ISTEP! Meet others who feel passionately about being tobacco free.

This Year's Chapter Challenge

Our voice is bigger when more people hear it. One way ISTEP spreads our life-saving message is through Facebook. This year's Challenge is to get YOU to help spread the word.

Here's how:

- One hard-working chapter will win the Chapter Challenge on a quarterly basis.
- The chapter will win bragging rights and Jill's personal attention towards a tobacco prevention event of their choice as a celebration for winning!
- Our first quarter will be **January 1 - March 30.**

How's it work?

Everyone loves a friendly competition, right? Designate one chapter member to track your chapter participation. Use tally marks to keep track of your chapter's involvement. Send Jill your chapter's grand total by the last Friday of the month (mark your calendars now so you don't forget!). You can email, text or call with your chapter name and total. Jill will send out a monthly update about which chapters are in the lead!



Participate in the Chapter Challenge! Win assistance with a tobacco prevention event of your choice.

Break-down of the point system:

Action	Point Value
Share an ISTEP Facebook post	1 per share
Use these hash tags in a Facebook post: #ISTEP #KickButtsDay #StandUpSpeakOut	1 per hash tag
Tag the ISTEP Facebook page in a post	1 per tag
Comment on an ISTEP Facebook post	2 per comment
Post a chapter activity idea on the ISTEP Facebook page	2 per post
Share your chapter's upcoming activity by posting it on the ISTEP Facebook page	3 per post
Post photo(s) of a completed chapter activity on the ISTEP Facebook page	5 per post
Complete an ISTEP Activity, Presentation, Media Campaign, Etc.	10 per activity

*The Facebook page can be found here: www.facebook.com/lowaSTEP

Activity Ideas for Chapter Involvement



Healthy for the Holidays – Find out how much a pack of cigarettes or a can of chew costs in your town. Create a flyer or poster with how much money people could save if they quit using tobacco. Show how the money could be put towards holiday gifts or fun family events!

Nicotine-Free in '18 – Focus on New Year resolutions to quit nicotine use or commit to staying nicotine free in 2018. Create pledges for students to sign and post the pledges in a classroom, gym or cafeteria to show them off.

It's Time for a Shout-Out!!

- The Chariton High School group celebrated Red Ribbon Week by putting together a video & photo booth with a tobacco-free backdrop.
- The Chariton High School group & Van Allen Elementary and High School groups decorated the fence in front of Columbus Elementary.



Check out the video here: <https://youtu.be/be4F6bMXIJ8>

- The Chariton Middle School Chargers *Stomp Out Tobacco* group celebrated GASO by holding an event over their lunch hour where students signed a pledge to be free from use of tobacco in any form. The pledges were displayed in the gym.