



OUR MISSION:

To reduce the impact of tobacco use in our community.

Our Structure

The bi-state Tobacco-Free QC Coalition, or TFQC, is comprised of a variety of member organizations and individuals dedicated to reducing the impact of tobacco use in the Quad Cities. This group meets routinely throughout the year to discuss the direction of the Coalition.

Members of the TFQC Coalition form workgroups as needed to address the issue of tobacco by focusing on initiation, prevention and reduction through cessation, education and influencing policy change.

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Tobacco-Free QC Coalition

Strategic Plan for 2018-2021



OUR PAST ACCOMPLISHMENTS

The following list includes some of the accomplishments of the TFQC since its inception:

- Assisted businesses in tobacco-free and nicotine-free policy development.
- Hosted trainings for health care providers on tobacco cessation.
- Educated the community about the health impacts of tobacco use.
- Partnered with the Iowa and Illinois Departments of Public Health to monitor the status of tobacco in our community.
- Provided local support for the passage of the Smoke-free Illinois Act and the Iowa Smoke-free Air Act.
- Served as a community resource for agencies and organizations.
- Assisted with the implementation of the smoke-free housing rule from the United States Department of Housing and Urban Development to area housing authorities.
- Partnered with local parks and recreation departments on the usage of signage and education to the public about the effects of smoking.
- Assisted communities with the implementation of tobacco-free/nicotine-free park policies.

OUR STRATEGIC PLAN

The TFQC Coalition recognized the need to reevaluate the goals and strategies set forth, in order to ensure continued success in its efforts to reduce tobacco use in the community.

The TFQC Coalition initiated a process to envision the future for the coalition and held Strategic planning sessions to discuss common goals that remain relevant. Members who participated in these planning sessions reiterated the passion and dedication of our community to remain firm in our commitment to creating and maintaining a healthy Quad Cities. The group established three goals:

GOAL 1

Increase the Knowledge of Our Community about the Impacts of Tobacco and Electronic Nicotine

STRATEGIES

- Provide tobacco-related education to community groups.
- Educate youth and young adults on the dangers of tobacco use.
- Partner with youth groups and others to educate and advocate for tobacco and nicotine related issues.
- Sponsor opportunities to provide education to health care professionals about tobacco and tobacco-related behavior changes.
- Partner with community groups to provide tobacco-related education to populations with disproportionately higher use of tobacco products.
- Train professionals on other resources for tobacco cessation and the Quitline.
- Promote the usage of the Quitline.

GOAL 2

Strengthen Tobacco-Free and Nicotine-Free Related Policies in Our Community

STRATEGIES

- Provide assistance to organizations in strengthening existing tobacco use policies.
- Increase knowledge of the Tobacco-Free QC Coalition on local and state tobacco-related issues.
- Educate local, state and national elected officials on tobacco-related issues.
- Promote tobacco-free/nicotine-free policies, for example in the home, parks, and cars.

GOAL 3

Grow and Develop the Influence of the TFQC Coalition

STRATEGIES

- Promote the TFQC Coalition in the community using online and traditional communication methods.
- Recruit members into the organization.
- Inform coalition members about nicotine related issues at the local and state level.
- Educate on tobacco trends and the tobacco industry's practices.
- Engage coalition members in advocacy for policy advancement.

Tobacco use is the leading cause of preventable disease, disability, and death in the United States. Every day, more than 3,800 youth younger than 18 years smoke their first cigarette. Each year, nearly half a million Americans die prematurely of smoking or exposure to secondhand smoke. Another 16 million live with a serious illness caused by smoking. Each year, the United States spends nearly \$170 billion on medical care to treat smoking-related disease in adults. (CDC, Smoking & Tobacco Use. Feb 22,2017).