

## 2011 ActionToQuit State Grantee Project Summary

**State:** Iowa

**Project Title:** *Investing in Iowa: Leveraging Opportunities to Increase Access to Comprehensive Tobacco Cessation*

**Name of Lead Organization:** Iowa Tobacco Prevention Alliance

**Partnering Organizations:** Iowa Department of Public Health – Division of Tobacco Use Prevention and Control, American Lung Association

**Audience/System:** Iowa's 15 largest employers, insurance providers, Quitline Iowa, tobacco control advocates

**Summary:** The Iowa Tobacco Prevention Alliance (ITPA) proposes an innovative direction for cessation in Iowa focused on outreach to employers, insurers and Quitline Iowa to ensure access to comprehensive cessation treatments. By convening stakeholders (e.g., tobacco control advocates, employers, insurers and Quitline Iowa representatives), ITPA and its partners seek to identify Iowa's cessation champions and the primary barriers and opportunities for increasing access to cessation. The outcome will be shared investment in a collaborative plan to create partnerships and leverage existing resources to increase access to proven, effective cessation resources.

### **Objectives:**

- By April 2011, assess the tobacco cessation services covered for employees under the health insurance plans of Iowa's 15 largest employers.
- By September 2011, convene Iowa's largest employers, insurance providers, Quitline Iowa and tobacco control advocates for a summit to identify issues and opportunities around tobacco cessation in Iowa.
- By December 2011, develop a strategic plan to increase access to effective tobacco cessation services.
- By December 2011, secure a commitment from at least one insurance provider or large employer to include Quitline Iowa services as part of their insurance plans and to initiate reimbursement for those services to the Quitline Iowa vendor.