



Iowa Tobacco Prevention

Alliance (ITPA) is the only statewide non-profit organization in Iowa solely dedicated to reducing tobacco use and exposure to secondhand smoke. The organization is a coalition of individuals and organizations that have made the long-term commitment

to put the common cause of tobacco prevention and control above the individual or group agenda.

The **mission** is to provide sustained statewide leadership in the effort to save lives by reducing the social acceptance of tobacco and eliminating its use through advocacy and education.

ITPA serves as a resource on tobacco control issues and works with organizations at the state, local and grassroots level throughout Iowa. ITPA strives to streamline communication and ensure consistency of tobacco control information. Through sharing information and coordinating efforts with those of our members, ITPA maximizes the impact on reducing tobacco use and exposure to secondhand smoke without duplication.

ITPA's agenda is guided by a strategic plan created in collaboration with the Division of Tobacco Use Prevention and Control of the Iowa Department of Public Health and is based on best practices in tobacco control as laid out by the U.S. Centers for Disease Control and Prevention. ITPA is committed to building a sustainable tobacco control infrastructure for Iowa that reflects both the ethnic and geographical diversity of the residents of our state.