

PEAQ PROJECT: PARTNERS ENGAGING TO ADVANCE QUITLINE



Connecting Young Adults to Quitline Iowa

The University of Iowa **Prevention Research Center for Rural Health** is working with community partners like you to increase tobacco and nicotine cessation among young adults (ages 18–29) in small towns across Iowa.

Why This Matters?

Young adults in small towns use more tobacco and nicotine products and have less access to resources to help people quit. We want to help address this issue to protect the health and well-being of Iowa's next generations.

Our Approach

Quitlines have been shown to be an effective method to help end nicotine and tobacco use, yet they are still not widely used. We aim to increase awareness and uptake of Quitline Iowa.



Evidence-Based Outreach

- Placing Quitline materials in workplaces, clinics, campuses, and community settings
- Working with trusted staff to provide referrals to the Quitline
- Sharing simple, ready-to-use digital assets like QR codes



Co-Created Community Solutions

Partnering with young adults and local collaborators to design:

- Culturally relevant messages
- Peer-informed outreach
- Locally meaningful engagement strategies



How You Can Help

Ways your organization can make an impact:

- Displaying Quitline materials
- Sharing digital messages about Quitline via staff and community channels
- Connecting young adults with project activities (e.g., co-creation workshops)

Participation can be **low-lift** but **high-impact** for cancer prevention.

Get in Touch

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