



## **JEL Frequently Asked Questions:**

### **Q. What is JEL?**

**A.** Iowa teens united to fight tobacco industry's efforts to manipulate us into using their deadly products.

### **Q. What is the history of JEL?**

**A.** When the Iowa Legislature created the Division of Tobacco Use Prevention and Control within the Iowa Department of Public Health, they stressed the importance of youth involvement in reducing tobacco use among young people. They suggested the best way to do this was to hold an annual Youth Summit on Tobacco.

A Youth Summit was held in July 2000 with over 130 students present. At this summit, the JEL name was created and a movement was formed. In July 2001, the second youth summit was held and attendance grew to over 450 students. July 2002, over 550 students gathered in Ames for the third annual Youth Summit on Tobacco. JEL currently has over 5,000 members.

### **Q. What is the mission of JEL?**

**A.** JEL's mission is to:

- \* Give Iowa teens back the true, unfiltered facts about Big Tobacco's lies.
- \* Fight back against the tobacco industry's constant attempts to addict us.
- \* Change people's attitudes toward tobacco use.
- \* Help Iowa kids quit, or better yet, never start using tobacco.
- \* Protect everybody from secondhand smoke.

### **Q. How is JEL organized?**

**A.** JEL is a statewide network of teens that include an Executive Council of 34 members, 10 At-large Ambassadors, and more than 5,000 general members. JEL members participate in a wide range of activities, local, state and national, but their efforts are focused on activities in local communities to educate teens about tobacco and to challenge efforts by Big Tobacco to manipulate youth.

### **Q. How is JEL funded?**

**A.** JEL is funded by the state of Iowa tobacco settlement fund. The JEL program is administered by the Iowa Department of Public Health Division of Tobacco Use Prevention and Control as one component of the state's initiative to reduce tobacco use.

### **Q. Where can I get more information?**

**A.** You can learn more about JEL and Big Tobacco's lies by visiting our website [www.JELiowa.org](http://www.JELiowa.org) or calling us at 515.281.6225.