Mission: To make a difference in the community through initiatives and education.

Vision: A community where positive decisions lead to healthy lifestyles.

2017 Highlights on Alcohol and Tobacco Data

Less than 6% of youth use cigarettes, smokeless tobacco, and vape pens

- 5% of Clayton County 11th grade students have smoked cigarettes in the past 30 days
- 6% of Clayton County 11th grade students have used smokeless tobacco (chewing tobacco, snuff, plug, dipping tobacco, snus) in the past 30 days
- 6% of Clayton County 11th grade students have used e-cigarettes (vape-pens, hookah-pens, e-hookahs, e-cigars, e-pipes, personal vaporizers or mods) in the past 30 days

Youth vaping is more common than traditional tobacco products

Youth think 74% of adults would disapprove of youth alcohol use

- 69% of youth believe there is some risk in drinking more than 3 alcoholic drinks every day
- 4% decrease (78% to 74%) of youth thinking their parental/guardian would disapprove of youth drinking alcohol without permission
- 5% decrease (74% to 69%) of youth thinking there is some risk in drinking 3 or more alcohol drinks nearly every day
- 77% of Clayton County 11th grade students believe it would be easy for youth to get alcohol
- 21% of Clayton County 11th grade students have had at least one alcoholic drink in the past 30 days

All Data is from the Iowa Youth Survey
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Major Accomplishments

- Mannequin Challenge
- Diverse media campaigns and mediums
- National Night Out and Hidden in Plain Sight events

Community Engagement

- Responsible Beverage Server Training
- National Night Out
- Hidden in Plain Sight
- School presentations and activities

Contact 5C at:
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For the full data report for 2017, go to 5C’s website, under Resources, click on “2017 5C Coalition Annual Report”. 