

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Save the date: Quarterly coalition meeting!

Please join us Thursday **November 10, 2011** for our W3TFL quarterly coalition meeting. The meeting will be held at the Rusk County Health and Human Services Department from 11:00 am to 1:00 pm. 311 Miner St. Suite C220 Ladysmith, WI. Part of the meeting will be at Casa Mexicana to support the job they are doing complying with the smoke-free air law. We hope to see you there!

Other Tobacco Products Presentations!

If your organization/group is interested in learning more about other tobacco products (OTPs), please contact Mary or Cortney. We would love to come and do a presentation to spread the word!

Update on the Budget

The Tobacco Prevention and Control Program (TPCP) was reduced from \$6,850,000 to \$5,315,000 (22.4%) through legislative budget action for state fiscal year 2012 and 2013. The Department of Health Services is following CDC Best Practices and is still supporting a comprehensive approach to tobacco prevention and control in Wisconsin. The budget reduction will be implemented with an across the board reduction of 22.4% for the second six months of the calendar year 2011 contracts. Because the Department is particularly interested in preventing and/or eliminating smoking during pregnancy, the First Breath Program will not be reduced. The Smokeless Tobacco Program that is specified in state statute at \$96,000 will also not be reduced. Since the majority of WI Wins work has already been implemented in 2011, WI Wins contracts will not be reduced in 2011 but will then be reduced in 2012 at the 22.4%.

W3TFL will continue to work on Tobacco Prevention and Control, with a high priority on OTP presentations, FACT activities, educational meetings with policy makers and WI Wins activities.

The Health Department is on Facebook! If you are on Facebook search



Polk County Wisconsin Health Department to find us. If you don't have Facebook click on the link below to view the site:

<http://www.facebook.com/pages/Polk-County-Wisconsin-Health-Department/209332295770928>

American Spirit has new advertisements for their Natural American Spirit cigarettes which claim that these new cigarettes are eco- friendly! Check out the ads by following the link below.

<http://www.tobaccofreekids.org/pressoffice/2011/americanspirit1.pdf>

Highlighting an OTP: Hookahs

A hookah is a water pipe which is used to smoke tobacco (shisha) through cooled water. Shisha is the tobacco smoked in a hookah. It is very moist and sticky tobacco that is soaked in honey or molasses and comes in a variety of flavors. The shisha tobacco is heated in a bowl at the top of a hookah and the smoke is filtered through the water in the base of the hookah, as the smoker inhales it through a hose. Using hookah is seen as a social activity, and hookah bars are popular in communities with large colleges or universities.

W3TFL Contact Information

Mary Boe
Coalition Coordinator
mary.boe@co.polk.wi.us
715-485-8834

Cortney Draxler
Public Health Specialist
cortney.draxler@co.polk.wi.us
715-485-8517

www.w3tfl.org

MYTHS vs FACTS about smoking hookah

Myth	Fact
When smoke is filtered through water it filters out all the harmful ingredients.	Smoke filtered through water doesn't filter out any cancer causing carcinogens and can cause the heart and lungs just as much damage as cigarettes.
Hookah smoke doesn't burn your lungs therefore it is healthy.	Even though the smoke is cooled when filtered through the water it still contains carcinogens and is unhealthy for your lungs.
Smoking hookah isn't as addictive as smoking cigarettes because there isn't any nicotine.	Shisha contains nicotine just like cigarettes.

