

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Save the date: Quarterly coalition meeting!

Please join us Thursday **February 9, 2012** for our W3TFL quarterly coalition meeting. The meeting will be held at the Polk County Health Department from 9:00 am to 11:00 am. We hope to see you there!

Ruling against the FDA Warning Labels on Cigarettes

In the beginning of November 2011 a judge granted tobacco companies a preliminary injunction based on his conclusion that the FDA warning labels violate the First Amendment. The judge found that the images go beyond communicating the facts about the health risks of smoking, and are more advocacy. This is an important distinction in a case about free speech. The warning labels were scheduled to be on cigarette packs in September of 2012. The injunction means that the tobacco companies do not have to use the labels until the case is resolved. The government has been expecting this decision and will likely appeal as they believe that the new warning labels are an important tool to effectively reach today's consumers to share the health risk associated with tobacco. To learn more about this topic go to: http://www.tobaccofreekids.org/press_releases/post/2011_11_07_graphic_labels

Knock Tobacco Out of the Park!

The limits on smokeless tobacco use included in the new Major League Baseball (MLB) contract represents a historic first step to protect the health of big-league players and millions of young fans who look up to them. In the agreement that MLB and the Major League Baseball Players Association have announced, big-league players, managers and coaches will no longer be able to carry a tobacco package in their uniforms any time that fans are in the ballpark. They will be prohibited from using smokeless tobacco during televised interviews, at autograph signings and other events where they meet fans, or at team-sponsored appearances. The restrictions will take effect in 2012 and violators are subject to discipline.



We are always looking for new youth investigators for WI Wins! WI Wins uses positive reinforcement to reduce illegal tobacco sales to minors. It congratulates local clerks who do not sell tobacco to youth, while educating those who would. This approach creates community pride by reducing youth access to tobacco products and provides youth a chance to make a difference in their community. If you are a youth who is interested or you know a youth who is interested please contact Mary or Cortney for more information.

Other Tobacco Product 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!

Highlighting an OTP: Chew

Chew consists of tobacco leaves that have been cured and sweetened. The user selects the quantity desired, and places it in the mouth. The tobacco is then chewed and sucked until discarded. Chew comes in a few forms, loose chew, moist snuff or in pouches. Using chew leads to the early decay of teeth, bad breath and damaged gums. It can also causes damage to lips, gums and jaw. People who use chew experience changes in eating habits because chew decreases the sensitivity of taste buds. The health risks associated with chew include increased risk of oral cancer.

One way Big Tobacco is marketing this product is by making its packaging similar in appearance to candy; this similarity to familiar products makes kids more comfortable trying them. Big Tobacco also produces products in candy flavors such as berry, peach, mint, cinnamon and citrus which appeal to youth.

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