

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Save the date: Quarterly coalition meeting!

Please join us **Tuesday June 19th 2012** for our W3TFL quarterly coalition meeting. The meeting will be held at the Polk County Health Department from 10:00 am to 12:00 pm. 100 Polk County Plaza, Suite 180 Balsam Lake, WI. We hope to see you there!

Update on Graphic Logos on Cigarettes

In February of this year, U.S. District Judge Richard Leon ruled that the requirement went against the First Amendment's free speech protections and blocked the requirement. The government appealed.

The nine graphic warnings proposed by the Food and Drug Administration include color images of a man exhaling cigarette smoke through a tracheotomy hole in his throat, and a plume of cigarette smoke enveloping an infant receiving a mother's kiss. Some other images are accompanied by language that says smoking causes cancer and can harm fetuses. The warnings were to cover the entire top half of cigarette packs, front and back, and include the phone number for a stop-smoking hotline, 1-800-QUIT-NOW.

Some of the nation's largest tobacco companies, including R.J. Reynolds, sued to block the requirement. They argued that the government's proposed warnings go beyond factual information into anti-smoking advocacy. The Obama administration responded that the photos of dead and diseased smokers are factual.

A federal appeals court Tuesday April 10th debated the constitutionality of requiring large graphic photos on cigarette packs to show that smoking can disfigure and even kill people (These graphic labels were going to be required to be on cigarettes in September of 2012). Two of the three judges questioned how far the government could go. No further decision has been made.

FACT in Action!



Amery High School FACT members Kat Lutsey and Abby Anderson used street stencils to spread the word about the "Manipulicious" tactics of the tobacco industry! Way to go Kat and Abby!!!! To find out more about FACT visit

www.fightwithfact.com

Other Tobacco Products (OTPs) 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!

Tobacco Marketing

Tobacco marketing is less visible in the United States today because tobacco ads are banned on television, radio and billboards and less common in magazines and newspapers. But tobacco companies continue to aggressively market their products, and their strategies often have the greatest impact on kids – the “replacement smokers” the industry needs for the 443,000 Americans who die every year from tobacco-related diseases.

Tobacco companies spend \$10.5 billion a year – more than one million dollars an hour and nearly \$29 million each day – to market cigarettes and smokeless tobacco products in the U.S., according to the latest reports on tobacco marketing issued by the Federal Trade Commission (for 2007 and 2008).

This month we ask you to keep your eyes open and take pictures of the marketing that big tobacco uses to target our youth (see examples below). Please send Mary or Cortney any pictures that you may take. Thanks!

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