

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Quarterly coalition meeting!

Please watch your emails for notification of our next W3TFL quarterly coalition meeting. The meeting will be held at the Polk County Health Department. 100 Polk County Plaza, Suite 180 Balsam Lake, WI. More information will be coming soon!

Smoke-Free Air 2nd Anniversary

Smoke filled bars and restaurants already seem like a distant memory after two years of Wisconsin having smoke-free bars and workplaces. We now have healthier employees and customers as well as cleaner, fresher air. Wisconsin truly is better smoke-free.

It's easy to take for granted that we can now meet with friends at the local bar or take our families out for dinner without having to worry about being exposed to secondhand smoke. That definitely was not the case before the smoke-free law took effect. Before the law it was a safe bet that you'd leave a restaurant or tavern with a sore throat and your clothes smelling like smoke. What a difference the law has made!

By going smoke-free, Wisconsin made a change for the better and helped forge a healthier future for our kids. Great work Wisconsin!

Wisconsin is still working hard to create a healthier tobacco free state. The current efforts include; striving to get 100% compliance of the smoke-free air law, decreasing youth access to tobacco products, gaining equal tax on other tobacco products (OTPs) and increasing the number of smoke-free multi-unit housing opportunities.

WI Wins Inspectors



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 do. We are looking for youth ages 16 and 17 to help us complete WI Wins investigations in Burnett, Polk and St Croix Counties. If you know a youth that might be interested please contact Cortney for more information.

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 Prevention and Control Funding

In Wisconsin:

- Tobacco is still the #1 cause of preventable death.⁴
- Each year 7,400 kids (under 18) become new daily smokers.⁵

Why is the Tobacco Prevention and Control Program important in Wisconsin?

- It strives to help current smokers quit
- Educates communities on tobacco products to help prevent new tobacco users
- Aims to reduce exposure to secondhand smoke
- Has a proven track record of creating change for a healthier Wisconsin

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

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83% of residents think Wisconsin should spend at least 20% of tobacco tax revenue on tobacco prevention programs.³

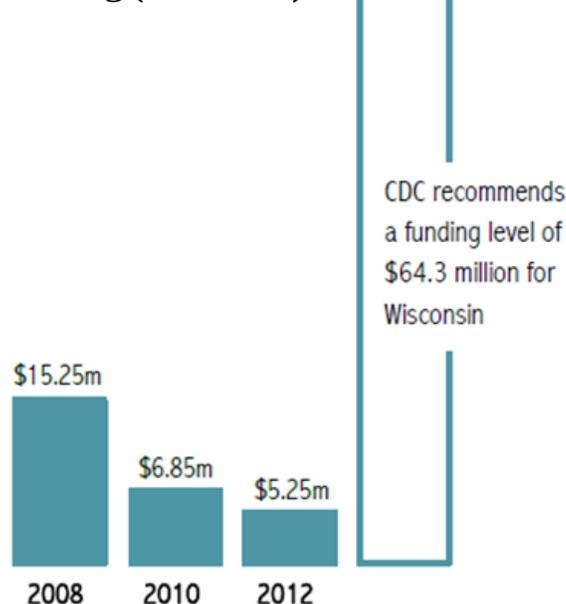
How does the Tobacco Prevention and Control Program benefit you?

- Tobacco Prevention pays for itself
 - Each dollar invested in tobacco prevention saves \$3.60 in tobacco-caused healthcare costs.¹
 - Every smoker who quits saves the state of Wisconsin over \$1,600 in medical and other healthcare costs.²

What you can do?

- Join W3TFL
- Write a letter to the Editor about the importance of Tobacco Prevention and Control
- Participate in education of your legislators

Wisconsin Tobacco Prevention and Control Program Funding (in millions)



1 Campaign for Tobacco-Free Kids. Comprehensive Statewide Tobacco Prevention Programs Save Money, 2008. (<http://www.tobaccofreekids.org/research/factsheets/pdf/0168.pdf>)

2 University of Wisconsin Center for Tobacco Research and Intervention. Quit Line Fact Sheet, 2010. (http://www.ctri.wisc.edu/News.Center/Fact%20Sheets/Updated_QL_Handouts/General_factsheet.pdf)

3 Center for Urban Initiatives and Research. 2010 Badger Poll: Summary of Results, 2011. (<http://www4.uwm.edu/cuir/research/upload/Badger-Poll-2010-Summary.pdf>)

4 Centers for Disease Control and Prevention. Tobacco Use: Targeting the Nation's Leading Killer, 2011. (<http://www.cdc.gov/chronicdisease/resources/publications/aag/osh.htm>)

5 Campaign for Tobacco-Free Kids. Toll of Tobacco in Wisconsin, 2012. (http://www.tobaccofreekids.org/facts_issues/toll_us/wisconsin)