

# Western Wisconsin Working for Tobacco-Free Living

[www.W3TFL.org](http://www.W3TFL.org)

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## Quarterly Coalition Meeting!

Our next W3TFL quarterly coalition meeting will be Wednesday August 22nd, 2012 from 10:00am to 11:30am. The meeting will be held at the Polk County Health Department. 100 Polk County Plaza, Suite 180 Balsam Lake, WI. Hope to see you there!!

## WI Wins Mid-Year Update

Below is the most current Wisconsin Wins Mid-Year Data for each county and the calculated compliance rates for each county. Overall, throughout the MJC's five counties, the sale of tobacco products to a minor has gone down since 2011, but some are on the rise which reminds us of the importance of Wins checks and educating tobacco retailers so that we can keep tobacco out of the hands of minors .

County	Total Inspections	Total Number of Completed Inspections	Number of Sales	2012 Sales Percentage	2011 Sales Percentage
Burnett	15	11	0	0%	22.7%
Pierce	21	20	0	0%	21.2%
Polk	31	27	3	11.1%	1.7%
Rusk	-	-	0	-	0%
St Croix	30	24	5	20.8%	22.5%

### Informational Website: Smoke-Free Apartment Initiative

Clear Gains, Wisconsin's smoke-free housing initiative website is up and running. The site features information about going smoke-free for both property managers and residents. For property managers it has information about the benefits to being a smoke-free facility and resources to help them make the switch. Residents are able to discover the health benefits of living in a smoke-free environment. Visit the site to learn more! [www.wismokefreehousing.com/](http://www.wismokefreehousing.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!

## New Product: VERVE Discs

VERVE discs are a new kind of tobacco product designed to appeal to smokers interested in types of spit-free tobacco products as an alternative to cigarettes. These discs are made by NuMark an Altira Company whose primary focus is on developing and marketing innovative tobacco products. Consumers put the product in their mouth, chew on it and dispose of it when they are done. Currently, VERVE discs are in test markets in Virginia.



### VERVE Facts:

- Each disc contains approximately 1.5 mg of tobacco-derived nicotine. Comparable to one cigarette.
- There are sixteen blue mint flavored discs per package. Each package will cost around \$3.
- Retail stores are contractually required to sell VERVE discs only to adults 18 years or older.
- Sold in child resistant packaging stating “Keep Out of the Reach of Children.”
- The U.S. Food and Drug Administration has not determined that any tobacco product presents less risk compared to any other tobacco product.

Altira hopes that since Verve does not contain tobacco, it can market the product with milder health-warning labels than those used on cigarettes and smokeless tobacco. While nicotine is addictive and is linked to heart problems, high blood pressure and diabetes, it hasn't been linked to cancer.

For more information visit:

<http://www.nu-mark.com/>

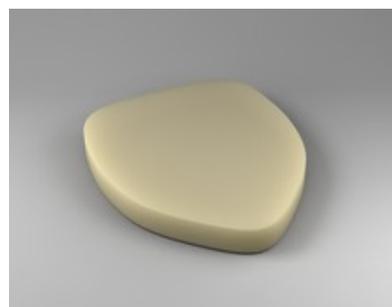
<http://www.drugfree.org/join-together/tobacco/altira-will-introduce-tobacco-free-nicotine-lozenge>

## W3TFL Contact Information

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## Action Item—Election Time

Look for Candidate Forums in your area as a chance to educate all candidates on other tobacco products (OTPs) and the importance of tobacco prevention and control initiatives. If you are interested please contact Mary or Cortney as we do have a template of questions available for guidance.