

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

Volume 3 Issue 4 September 28, 2012



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!

Tax Hike Decreases Smoking Rates

In his first month in office President Obama signed a tax hike, increasing the federal cigarette tax from 39 cents to \$1.01 on April 1, 2009. This tax hike has helped to restart the decline in smoking which had stalled in recent years. According to the Centers for Disease Control, about 3 million fewer people smoked last year than in 2009. Youth smoking fell 10 to 13 percent immediately after the tax increase took effect, according to a University of Illinois at Chicago study published in April.

The 2009 decline in cigarette sales is the second largest on record since the Federal Trade Commission (FTC) began reporting sales data in 1963. The largest decline, 10.3 percent, was in 1999, when tobacco companies significantly increased cigarette prices to pay for the 1998 legal settlement with the states. The evidence is clear, when cigarette prices go up, cigarette sales go down.

While it is a positive step that smoking rates have decreased it is still important to remember that tobacco companies are still investing millions of dollars for marketing of their products, both cigarettes and other tobacco products. The bulk of their marketing budgets are spent on ways to make cigarettes more affordable and appealing to price-sensitive kids. In fiscal year 2012, the states spent \$456.7 million on programs to prevent kids from smoking and help smokers quit. That means tobacco companies spend more than \$18 to market tobacco products for every \$1 states spend to reduce tobacco use.

To learn more click [here](#) or [here](#).

Candidate Forum

You are invited to share your viewpoints on public health issues at a candidate forum on **Monday, October 15 from 9 am to 11 am at the St. Croix County Government Center in Hudson**. The meeting will be held in the community room. The address is 1101 Carmichael Road in Hudson.

Local Health Departments and their partners from five member counties of the Western Region Organization of Wisconsin Association of Local Health Departments and Boards (WALHDAB) are sponsoring this forum for all candidates running for Senate and Assembly seats in the districts in Burnett, Dunn, Pierce, Polk and St. Croix Counties. The forum will focus on discussion of issues important to public health professionals, partner organizations and coalitions working to improve the health of the public.

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!

Smoke-Free Multi-Unit Housing

Clear Gains, Wisconsin's smoke-free multi-unit housing initiative is striving to give residents a healthier and safer place to live. It's about saving property managers time and money. It's not about singling out smoker's.

Wisconsin renters want smoke-free housing:

- 72% of renters in buildings that allow smoking, but keep their units smoke-free, would prefer non-smoking buildings.¹
- 52% of renters are concerned about the effects of secondhand smoke from other units on their health.¹

Smoke-free multi-unit housing is profitable for property managers:

- Smoke-free housing leads to lower costs to turn over an apartment.
- Less risk of fire damage.²
- The possibility of lower insurance rates.

The pictures below are from the Sauk County Wisconsin Housing Authority. Notice how you can see where the magnets were on the refrigerator.

Learn more about the Clear Gains campaign at <http://wismokefreehousing.com/>.

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

¹Center for Urban Initiatives & Research, Survey of Wisconsin Renters: Rules and Preference Regarding Smoking, 2012

²US Fire Administration's National Fire Incident Reporting System, 2010

