

# 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 Tuesday December 4th, 2012 from 9:00am to 11:00am. 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!

## Increase in Smoking in Movies

For years, tobacco companies used Hollywood's top blockbusters movies to "sell" cigarettes to young people across the country. Tobacco companies know if they can addict a young person to nicotine before they turn 21, they increase their chance of having a lifetime customer. So they successfully negotiated the placement of cigarettes in movies to make smoking look as "cool" as possible.



Thankfully, Hollywood finally got the message that cigarettes kill. For five years, movie studios had been reducing the presence of tobacco in movies directed toward families and children. Unfortunately, that progress seems to be short-lived. A new study, done by the University of California- San Francisco, found that in 2011, youth-rated movies delivered almost twice as many tobacco-related "impressions" as the year before.

In addition, many of the top money making films of 2011 with significant amounts of smoking targeted a young audience. Among them the PG-rated cartoon "*Rango*" and "*X-Men: First Class*." The more smoking young people see in movies, the more likely they are to start smoking, the US Surgeon General has reported. Youth shouldn't be fooled by what they see in movies. Tobacco products damage your health, rob your pocket book, and ultimately lead to severe illness and death. There's nothing "cool" about that.

Wisconsin's tobacco prevention and control program is making positive strides in bringing down youth smoking rates through advocacy, education and WI Wins. The increase of smoking in youth-oriented films makes this important work much harder.

## FACT



Part of the Amery High School FACT crew showing off their finished Halloween themed FACTivism!

## 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!

## Candidate Forum

Thank you to everyone who attended the candidate forum, it wouldn't have been possible without your participation! We had a great turnout with almost thirty people in attendance, along with six candidates. Candidates were asked public health questions about tobacco prevention and control as well as;

- Physical Activity
- Nutrition
- Funding
- Dental Hygiene
- Health effects of sand fracking



## W3TFL Contact Information

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A big thanks to the facilitator Brian Kaczmariski!

