

# Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

Volume 3 Issue 6 November 30, 2012



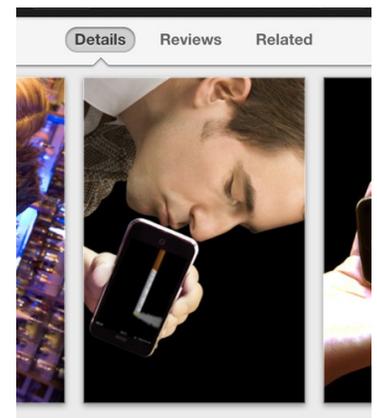
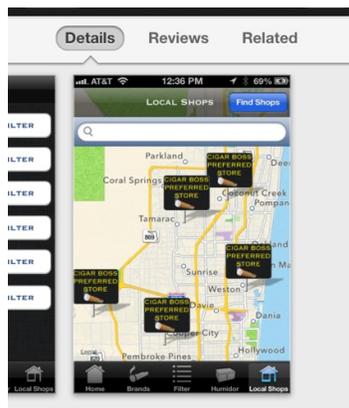
## Quarterly Coalition Meeting!

Our next W3TFL quarterly coalition meeting will be Tuesday December 4th, 2012 from 10:00am to noon. The meeting will be held at the Polk County Health Department. 100 Polk County Plaza, Suite 180 Balsam Lake, WI.

## Smart Phone Apps and Tobacco Marketing

Tobacco marketing isn't what it used to be. In 1999 a settlement banned tobacco companies from advertising outdoors or at stadiums but there's another area where the definition of an ad remains fuzzy, smartphone apps. According to research done in Australia, apps are loosely regulated, sold worldwide, and increasingly popular. These are all appealing features for cigarette makers and kids have access to them.

A simple search on a smart phone app store brings up many promotional apps. Some imitate smoking while others share information about where to buy tobacco products.



## Member Recognition

### Dedicated Service Award:

Kayo Nash  
Wendy Kramer  
Carol Larson (not pictured)

### Youth Involvement Award:

Kat Lutsey

### Community Partner Award:

Duana Bremmer



## 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!

## Chronic Disease and Tobacco

### What are chronic diseases?

- Chronic diseases are illnesses that last a long time, do not go away on their own, are rarely cured, and often result in disability later in life.<sup>1</sup>
- Tobacco use and secondhand smoke exposure are associated with many chronic diseases, including:
  - heart disease and stroke
  - respiratory diseases and asthma
  - type 2 diabetes
  - Cancer
  - oral health diseases

### The Toll of Chronic Diseases

- Over half of Wisconsin residents are living with at least one chronic disease.<sup>2</sup>
- Seven of the ten leading causes of death in Wisconsin are due to a chronic disease.<sup>3</sup>

### Tobacco Prevention and Control Can Help Reverse

- Funding tobacco prevention and control will reduce the impact of chronic diseases and decrease healthcare costs.
- Adequately funding community-based programs to tackle not just tobacco use, but other chronic disease risk factors of insufficient physical activity and unhealthy diet would yield a return of \$6.20 for every \$1 spent over the course of five years. This is a potential annual savings of \$338 million for Wisconsin.<sup>5</sup>

## W3TFL Contact Information

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Over 80% of the money spent on healthcare in the United States goes toward the treatment of chronic diseases.<sup>4</sup>

**\$1.1 billion**

Wisconsin's estimated annual cost to the Medicaid system for treating the six leading chronic diseases.<sup>4</sup>

<sup>1</sup> Wisconsin Department of Health Services. *The Epidemic of Chronic Disease in Wisconsin: Why it Matters to the Economy and What You Can Do to Help*. 2011.

\* Other Causes in chart include: unintentional injuries, influenza, pneumonia, suicide...

<sup>2</sup> Centers for Disease Control and Prevention (2009a) *Behavior Risk Factor Surveillance System Survey Data*. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2007-2009.

<sup>3</sup> McKenna M and Collins J. Current Issues and Challenges in Chronic Disease Control. In: Remington PL, Brownson R, Wegner MV (eds). *Chronic Disease Epidemiology and Control*, 3rd Edition. American Public Health Association, Washington DC, 2010.

<sup>4</sup> National Center for Chronic Disease Prevention and Health Promotion. Centers for Disease Control and Prevention, Chronic Disease Cost Calculator. Available at: <http://cdc.gov/chronicdisease/resources/calculator/index.htm>.

<sup>5</sup> Trust for America's Health; (2008). Prevention for a healthier America: investments in disease prevention yield significant savings, stronger communities [Internet]. Washington, D.C.: Available at: <http://healthyamericans.org/reports/prevention08/>. Accessed August, 2010.