

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!

Wisconsin Wins

Below is the Wisconsin Wins Year-End Data for each county and the calculated compliance rates. Overall, throughout the MJC's five counties, the sale of tobacco products to minors has gone down since 2011. Some counties sales rates are on the rise, which reminds us of the importance of Wins checks and educating tobacco retailers on checking ID's 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	29	18	1	5.5%	22.7%
Pierce	32	31	0	0%	21.2%
Polk	51	41	8	19.5%	1.7%
Rusk	36	24	4	16.6%	0%
St Croix	63	48	11	22.9%	22.5

Congratulations to UW-River Falls



UW- River Falls Chancellor Dean Van Galen has approved for the campus to go Tobacco-Free starting July 1, 2013! Congratulations to the hard-working UWRF SPARK group who have been dedicated to make their efforts a reality.

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!

Youth Smoking Hits an All Time Low in Wisconsin

According to the 2012 Wisconsin Youth Tobacco Survey (YTS) there has been a 26% drop in high school smoking and a 36% drop in middle school smoking since 2010. The survey is conducted by a partnership between the Wisconsin Department of Health Services and the Wisconsin Department of Public Instruction.

This decrease in smoking rates means that more Wisconsin youth will live longer, healthier lives. Wisconsin will also see substantial health care savings down the line. Furthermore, fewer kids smoking means fewer kids at an increased risk of developing smoking-related diseases like cancer, heart disease and pulmonary diseases.

Wisconsin uses a comprehensive strategy to address tobacco on many fronts, including a strong emphasis on preventing youth from starting. This comprehensive strategy has proven to be effective as seen by the decrease in youth smoking, but there is still more work to be done.

77.8% of High School students using the internet, watching TV, or going to the movies have seen ads for tobacco products.

Tobacco is still a threat in Wisconsin. The tobacco industry still spends a whopping \$233 million each year to promote their products in Wisconsin. The tobacco industry now uses candy flavors and bright packaging to lure fresh users. These products may look fun and harmless, but they're deadly. We need to maintain a strong comprehensive tobacco prevention and control program to help make sure our kids aren't fooled into trying these new products.

For more information on the Middle School Youth Tobacco Survey click [here](#).

For more information on the High School Youth Tobacco Survey click [here](#).

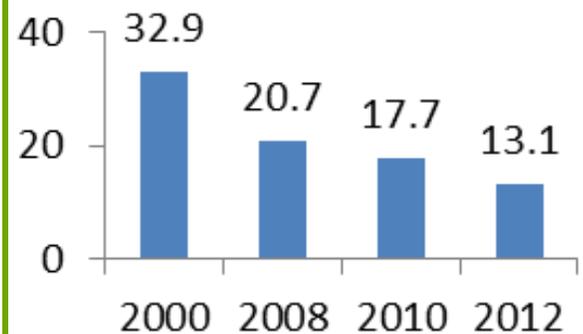
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Percent of High School Youth Who Smoke



Percent of Middle School Youth Who Smoke

