

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!

State of Tobacco Control Report

The 11th annual *State of Tobacco Control* report, put out by the American Lung Association, tracks progress on key tobacco control policies at the state and federal levels, and assigns grades based on tobacco control laws and regulations in effect as of January 2, 2013. This report holds both good and bad news for Wisconsin. These grades reflect if tobacco control laws are adequately protecting citizens from the enormous toll tobacco use takes on lives and the economy. The core theme of the report is money, specifically how states aren't investing in prevention and how tobacco companies are spending money to make more in profits at the expense of the health of Americans:

- States aren't investing money to prevent youth from starting to use tobacco and help current users quit.
- The tobacco industry is putting time and effort into pursuing new users, creating new products and new marketing campaigns

Wisconsin received the following grades for 2012:

Smokefree Air - A

Cigarette Tax - B With a \$2.52 tax on a 20 pack of cigarettes Wisconsin's cigarette tax ranks in the top 10 in the nation. There still is room for improvement on the taxes on other tobacco products (OTPs).

Tobacco Prevention and Control Program Funding - F Although Wisconsin receives \$718 million in tobacco-related revenue annually, it spends a mere eight percent of what the Centers for Disease Control and Prevention recommends to adequately fund tobacco prevention and quit smoking programs.

Smoking Cessation Coverage - F

For additional information on this report go to www.stateoftobaccocontrol.org.

Amery FACT



Amery High School FACT members used Manipulicious Trash Bag FACTivism to spread the word about FACT.

To find out more about FACT visit www.fightwithfact.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!

Tobacco Control State Highlights 2012

The purpose of Tobacco Control State Highlights 2012, a CDC publication, is to provide tobacco control programs in the 50 states and the District of Columbia with state-specific valid and reliable data about the high-impact strategies they are currently or could be implementing and measures to track their progress.

Even in economically challenging times, states can make a significant difference in public health by employing high-impact, cost-effective tobacco control and prevention strategies as laid out in the World Health Organization's MPOWER strategic package of interventions proven to reduce tobacco use prevalence including:

- Monitor tobacco use and prevention policies
- Protect people from tobacco smoke
- Offer help to quit tobacco use
- Warn people about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion, and sponsorship
- Raise state cigarette taxes on tobacco

Below are some highlights from the report about Wisconsin:

- Wisconsin ranked 23rd among the states on the percentage of adults (ages 18+) who currently smoke cigarette. Wisconsin had a rate of 20.9% in 2011.
- In 2011 the percentage of Wisconsin adults who currently use smokeless tobacco was 4.0%, which gave Wisconsin a rank of 22nd.
- Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was higher in Wisconsin than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Wisconsin was 52.7%, ranking 46th among the states.

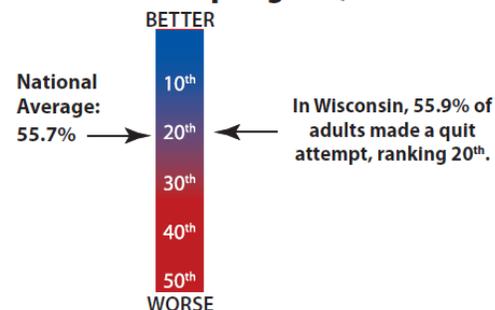
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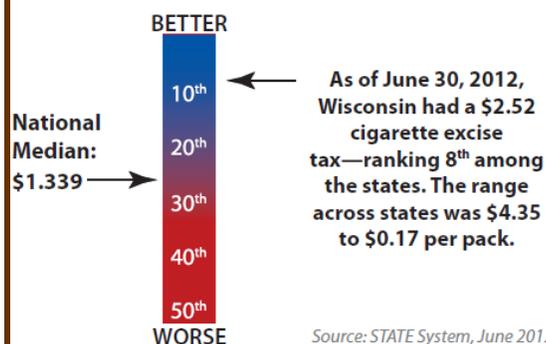
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Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009–2010

Amount of Cigarette Excise Tax



Source: STATE System, June 2012

Exposure to Secondhand Smoke

Overall	Workplaces	Homes	Vehicles	Public Places
52.7%	14.9%	12.0%	14.9%	39.5%

Source: National Adult Tobacco Survey, 2009–2010