

# Western Wisconsin Working for Tobacco-Free Living

[www.W3TFL.org](http://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!

## Joint Finance Hearings

The Joint Finance Committee has announced the four public hearing dates and locations for the 2013-15 Biennial Budget. The hearings are as follows:

- Thursday, April 4: Greendale - Greendale High School (10am-6pm)
- Monday, April 8: Green Bay - Lambeau Field (10am-5pm)
- Wednesday, April 10: Wisconsin Dells - Kalahari Resort (10am-5pm)
- Thursday, April 18: St. Croix County - Baldwin-Woodville High School (10am-5pm)

We are hoping to have a good showing of W3TFL members (you all!) at the hearing in Baldwin. We will make sure to share more information as it becomes available. Please start thinking about attending or sharing this information with someone you know who would be able to attend to speak about the importance of Tobacco Prevention and Control Funding - we have done so much, but have many more things to accomplish! If you are unable to attend the hearing but still want to contribute you can submit a written testimony. Click [here](#) to view a template and sample letter. If you feel comfortable please email your written testimony to [BudgetComments@legis.wisconsin.gov](mailto:BudgetComments@legis.wisconsin.gov). Once you do this please forward the email onto [mary.boe@co.polk.wi.us](mailto:mary.boe@co.polk.wi.us) or [cortney.draxler@co.polk.wi.us](mailto:cortney.draxler@co.polk.wi.us) so that we are able to keep track of how many letters were sent. Feel free to email Mary or Cortney letters to read over if you need some assistance.

Please note that while these official dates have been released, past hearings logistics have been changed. We will notify you of any changes.

## Amery FACT Group



## 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!

# Cigarette Warning Labels

## W3TFL Contact Information

The government will not seek Supreme Court review of an appellate court ruling that blocked graphic cigarette warnings (see image below) proposed by the Food and Drug Administration (FDA).

The court ruling at issue blocked the specific warnings developed by the FDA, a separate appellate court ruling upheld the law's underlying requirement for the graphic warnings. The law requires cigarette warnings that contain color graphics depicting the health consequences of smoking and cover the top half of the front and back of cigarette packs, as well as 20 percent of cigarette ads.

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Tobacco companies filed two lawsuits challenging the warnings.

- In March 2012, the U.S. Court of Appeals for the Sixth Circuit upheld the law's warning labels requirement.
- In August 2012, the U.S. Court of Appeals for the D.C. Circuit struck down the specific warnings proposed by the FDA.

Tobacco companies are fighting the graphic warnings because they know such warnings are effective. As a federal judge found in a 2006 civil racketeering judgment against cigarette manufacturers, these companies have spent decades deceiving the American people and downplaying the health risks of smoking. Even today, they continue to spend billions to glamorize smoking. The graphic warnings would counter the industry's deception and tell the truth about how deadly and unglamorous smoking truly is.

The FDA did announce that it will begin development of new warnings that comply both with legal rulings and the 2009 law that required large, graphic cigarette warnings. Hopefully the FDA will move quickly to develop strong warnings that are based on the best available science and fully inform Americans about the deadly consequences of smoking.

