

# 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 June 25, 2013 from 11:00am to 11:30am. Following the short coalition meeting there will be a W3TFL community event (11:30am to 1:00pm) highlighting coalition work and building community interest. Please join us and invite others! Food will be provided. The meeting will be held at the Polk County Health Department.

## FTC Reports First Increase in Tobacco Marketing Since 2003, Underscoring Need for Continued Vigilance in Fighting Tobacco Use

The Federal Trade Commission (FTC) reported the first increase in tobacco marketing since 2003 earlier this May. Marketing expenditures for cigarettes and smokeless tobacco increased by nearly four percent rising to \$8.82 billion in 2011, the first increase in overall tobacco marketing since 2003. This increase is a reminder that the tobacco companies continue to assertively market their deadly and addictive products, often in ways that appeal to kids.

The FTC reported that total marketing expenditures for cigarettes and smokeless tobacco increased from \$8.49 billion in 2010 to \$8.82 billion in 2011. This means tobacco companies spend \$24 million a day - \$1 million each hour - to market their harmful products.

The FTC's specific findings include:

- Cigarette marketing expenditures rose from \$8.05 billion in 2010 to \$8.37 billion in 2011, due mainly to an increase in spending on price discounts.
- Spending on price discounts increased from \$6.49 billion in 2010 to \$7 billion in 2011, representing more than 83 percent of all cigarette marketing.
- Smokeless tobacco marketing increased from \$444.2 million in 2010 to \$451.7 million in 2011.

The huge amount spent on price discounts is especially troubling as this makes cigarettes more affordable and appealing to price-sensitive kids.

## Amery FACT Group



The FACT group having fun using chalk to share their message!



## 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!

# Minnesota Raises Taxes on Tobacco

## W3TFL Contact Information

We have terrific news to share about our neighbors across the border! The Minnesota Legislature voted to increase the state cigarette tax by \$1.60 per pack and also increase the tax on other tobacco products (OTPs). The tobacco tax increase is a win-win for Minnesota. It will help to reduce tobacco use and save lives!

We congratulate the Minnesota leaders for protecting kids versus siding with the tobacco industry by supporting the tobacco tax increase.

Campaign for Tobacco-Free Kids report that studies show that every 10 percent increase in the price of cigarettes reduces youth smoking by about 6.5 percent and overall cigarette consumption by about 4 percent.

The evidence is clear that increasing the cigarette tax is one of the most effective ways to reduce smoking, especially among kids.

With Minnesota's increase to \$2.83 per pack, the average state cigarette tax will be \$1.51 per pack. Minnesota's tax now surpasses the Wisconsin cigarette tax of \$2.52 per pack.

See how other states rank below. Information from the Campaign for Tobacco-Free Kids website.

Mary Boe  
Coalition Coordinator  
[mary.boe@co.polk.wi.us](mailto:mary.boe@co.polk.wi.us)  
715-485-8834

Cortney Draxler  
Public Health Specialist  
[cortney.draxler@co.polk.wi.us](mailto:cortney.draxler@co.polk.wi.us)  
715-485-8517

[www.w3tfl.org](http://www.w3tfl.org)

State	Tax	Rank	State	Tax	Rank	State	Tax	Rank
Alabama	\$0.425	47	Kentucky	\$0.600	40	North Dakota	\$0.440	46
Alaska	\$2.000	12	Louisiana	\$0.360	49	Ohio	\$1.250	29
Arizona	\$2.000	12	Maine	\$2.000	12	Oklahoma	\$1.030	32
Arkansas	\$1.150	30	Maryland	\$2.000	12	Oregon	\$1.180	30
California	\$0.870	33	Massachusetts	\$2.510	10	Pennsylvania	\$1.600	22
Colorado	\$0.840	34	Michigan	\$2.000	12	Rhode Island	\$3.500	2
Connecticut	\$3.400	3	Minnesota	\$2.830	6	South Carolina	\$0.570	42
DC	\$2.500	11	Missouri	\$0.170	51	South Dakota	\$1.530	25
Delaware	\$1.600	22	Mississippi	\$0.680	37	Tennessee	\$0.620	39
Florida	\$1.339	27	Montana	\$1.700	18	Texas	\$1.410	25
Georgia	\$0.370	48	Nebraska	\$0.640	38	Utah	\$1.700	18
Hawaii	\$3.200	4	Nevada	\$0.800	35	Vermont	\$2.620	8
Idaho	\$0.570	42	New Hampshire	\$1.680	20	Virginia	\$0.300	50
Illinois	\$1.980	17	New Jersey	\$2.700	7	Washington	\$3.025	5
Indiana	\$0.995	32	New Mexico	\$1.660	21	West Virginia	\$0.550	44
Iowa	\$1.360	26	New York	\$4.350	1	Wisconsin	\$2.520	9
Kansas	\$0.790	36	North Carolina	\$0.450	45	Wyoming	\$0.600	40