

Western Wisconsin Working for Tobacco-Free Living



www.W3TFL.org

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Save the Date: Quarterly Coalition Meeting!

Please join us Thursday **September 19th** for our W3TFL quarterly coalition meeting. The meeting will be held at the Polk County Health Department from 10:00 am to 11:30am. 100 Polk County Plaza, Suite 180 Balsam Lake, WI. We hope to see you there!

WI Wins

Below is the Wisconsin Wins Mid-Year 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 2012. Some counties sales rates are on the rise though, 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	2013 Sales Percentage as of June 30th	2012 Sales Percentage
Burnett	10	6	1	16.6%	5.5%
Pierce	12	7	0	0%	0%
Polk	16	13	4	30.7%	19.5%
Rusk	10	8	0	0%	16.6%
St Croix	20	17	1	5.9%	22.9%

OTP Placement

This month we ask you to keep your eyes open and take pictures of the marketing that tobacco companies use to target our youth. Check for how tobacco advertising is placed right next to the candy section. Please send Mary or Cortney any pictures that you may take. Thanks!



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!

Menthol Cigarettes

Lorillard Inc. (LO), Altria Group Inc. (MO) and other tobacco companies may face limits on selling menthol cigarettes in the U.S. after regulators determined the minty flavoring may encourage people to start smoking. Menthol is a flavor additive widely used in consumer and medicinal products; however, its use in tobacco products is not currently regulated. It has a minty taste and aroma, and may have cooling or painkilling properties - which can reduce the irritation and harshness of smoking when used in cigarettes. The Food and Drug Administration conducted a preliminary evaluation and stopped short of proposing a ban.

The FDA is instead asking for input on whether to set standards prohibiting or limiting menthol in cigarettes. To give your input go to http://www.regulations.gov/#!documentDetail;D=FDA_FRDOC_0001-4088. A panel of advisers to the FDA determined in 2011 that ending menthol sales would benefit public health because the flavor lures people to start smoking. To further the FDA's understanding of the likely public health impact of the use of menthol in cigarettes, the FDA plans to support new research on the differences between menthol and nonmenthol cigarettes, including:

- menthol's likely impact on smoking cessation;
- menthol's likely impact on attempts to quit; and the levels of menthol in cigarette brands and subbrands.

Menthol makes up about 30 percent of the cigarette market, Lorillard, the largest U.S. maker of such products, said on its "Understanding Menthol" website. Greensboro, North Carolina-based Lorillard makes the Newport brand of menthol cigarettes, while Altria's Philip Morris USA unit sells menthol versions of Marlboro. Reynolds American Inc. (RAI) makes Camel, Kool and Salem.

"Menthol cigarettes raise critical public health questions," Mitch Zeller, director of the FDA's Center for Tobacco Products, said on a conference call. "We need more information on outcomes and we are honestly soliciting comment in response to the questions about regulatory outcomes."

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