

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Save the Date: Quarterly Coalition Meeting!

Please join us Tuesday **December 3rd** for our W3TFL quarterly coalition meeting. The meeting will be held at the Polk County Health Department from 10:00am to 11:30am. 100 Polk County Plaza, Suite 180 Balsam Lake, WI. We hope to see you there!

Electronic Cigarettes

Electronic cigarettes sales are expected to reach \$1.8 billion by the end of the year. A dramatic rise in sales from 2012. Coupled with the growing sales rate is the growing number of advertisements. Some are reminiscent of the old cigarette advertisements in the 1970's before they were banned on television and radio. An example is the commercial for Blu Electronic Cigarettes (<http://www.youtube.com/watch?v=mUJ5W2pz1XI>). Other advertisements take a different approach similar to a cell phone or tablet commercial, in which the product is the star not the user. This is the strategy Vuse is using (<http://www.youtube.com/watch?v=JSiU3MbhLdw>).

Some key talking points to remember when talking about electronic cigarettes are:

- They aren't currently approved by the Federal Drug Administration (FDA)
- Since they are not FDA approved the health effects to users and non-users due to secondhand smoke are unknown. it is unknown.
- They aren't approved as a cessation aid. There are currently seven approved cessation aids that are recommended.



Community Transformation Grant Polling Information

An extensive public opinion poll found that people in Wisconsin overwhelmingly agree that tobacco use and childhood obesity are problems in our state. The poll also found a lot of agreement on the actions Wisconsin should take to help improve health where we live, work and play. Some key takeaways from the poll are:

- Investing in tobacco cessation and prevention programs has wide and deep support from the public.
- A solid majority of Wisconsinites favor price parity for tobacco products.

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!

Get to know the Senators in the W3TFL Area

W3TFL Contact Information

The Wisconsin State Senate is the upper house of the Wisconsin State Legislature, smaller than the Wisconsin State Assembly. Together, they make up the legislative branch of the state of Wisconsin.

Senators are elected for four-year terms. The elections are staggered so that only half of the Senate is up for election every 2 years. To learn more go to: <http://legis.wisconsin.gov/Pages/senhome.aspx>

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