

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Quarterly Coalition Meeting!

Hello everyone our next W3TFL quarterly coalition meeting is coming up! So mark your Calendars! Also Listed are the meeting dates and times for the remainder of 2014.

- Tuesday June 3rd 10:00 AM
- Tuesday September 9th 10:00 AM
- Tuesday December 9th 10:00 AM

All meetings will be held at the Polk County Health Department in Balsam Lake.

Tobacco Prevention and Control in the News

Protecting Our Youth

In the past 50 years, we've done a lot to cut smoking rates. But if we don't do more, 5.6 million children alive today will ultimately die early from smoking. [This public service announcement \(PSA\)](#) is a reminder of the long-term impact of smoking on the nation's future -its youth. For more information and resources for Surgeon General's Reports on smoking and health, please visit <http://www.surgeongeneral.gov/initiatives/tobacco/index.html>.



Other Tobacco Products (OTPs) Presentations

If your organization/group is interested in learning more about other tobacco products (OTPs), please contact Mary or Elizabeth. We would love to come and do a presentation to spread the word!



The FDA's Proposed Rulings on E-Cigarettes

Despite decades of efforts to reduce tobacco use, it continues to be the leading cause of preventable disease and death in the United States. To address this public health problem, FDA proposes extending its authority to cover additional products that meet the definition of a tobacco product under the proposed rule: Tobacco Products Deemed To Be Subject to the Food, Drug & Cosmetic Act (Deeming)

Currently the FDA regulates cigarettes, cigarette tobacco, roll-your-own tobacco and smokeless tobacco. Proposed newly "deemed" products would include electronic cigarettes, cigars, pipe tobacco, certain dissolvables that are not "smokeless tobacco," gels, and waterpipe tobacco. Once the proposed rule becomes final, FDA will be able to use powerful regulatory tools, such as age restrictions and rigorous scientific review of new tobacco products and claims to reduce tobacco related disease and death.

FDA wants to hear from you in regard to these proposed rulings:
[Learn more about this commenting opportunity](#)

Wisconsin Quit Line

W3TFL Contact Information

About the Quit Line:

The Quit Line is managed by the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI). It is funded by the Wisconsin Department of Health Services.

FREE Services Include:

- Telephone coaching for Wisconsin tobacco users who want to quit. This consists of one individualized coaching and support call.
- Two weeks of free medication (nicotine patch, nicotine gum or nicotine lozenge) and self-help materials.
- A secure Web site where tobacco users can interact with others trying to quit, get support, develop personalized quit plans and track results.
- Information for those concerned about a tobacco user.
- Referrals to local quit-tobacco resources and services.

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How to Reach the QUIT LINE:

Call 1-800-QUIT-NOW (1-800-784-8669)

TTY: 1-877-777-6534

En Español: 1-877-2NO-FUME

<http://www.ctri.wisc.edu/quitline.html>

Action Item

We are looking for Coalition Members to help with a W3TFL **Tobacco Retailer Environmental Scan**. An environmental scan is an assessment of retail establishments to collect information about the tobacco advertising and product availability present. The scans can be done when you are visiting a local gas station or convenience store that sells tobacco—they do not require lots of additional time! If you are interested in helping out please contact Elizabeth at Elizabeth.hagen@co.polk.wi.us and she will get the recording document to you.

Thanks for you consideration!!