Western Wisconsin Working for Tobacco-Free Living

Save the Date: Quarterly Coalition Meeting!

Please join us Tuesday **December 3rd from 10:00am to 11:00am** for our W3TFL quarterly coalition meeting. The meeting will be held via teleconference. To join the meeting call
Toll Free: 1-866-285-7780
Access number: 6463641

Polk County 4-H Youth Ambassadors

After learning about other tobacco products the Polk County 4-H Youth Ambassadors are hard at work writing letters to their legislatures about the importance of youth tobacco prevention and control efforts.

Farwell

I wanted to wish everyone a very bittersweet goodbye! I am leaving my position as a Public Health Specialist with Western Wisconsin Working for Tobacco-Free Living and the Polk County Health Department on Friday, November 30th. I have accepted a position as a Community Health Educator with the Eau Claire City-County Health Department. I have genuinely enjoyed my time with the coalition and I want to thank everyone that I have had the pleasure of working with! Thank you for the support, guidance, and encouragement you have provided me during my time with W3TFL. Even though I will miss my colleagues, the coalition and the health department, I am looking forward to this new challenge and to starting a new phase of my career.
Thanks again for everything.
-Cortney

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!

CDC's Winnable Battles

W3TFL Contact Information

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The Centers for Disease Control and Prevention (CDC) has begun an effort to achieve measurable impact quickly in a few targeted areas. These targeted areas address the leading causes of death and disability, as well as emerging public health challenges. The term "Winnable Battles" describes public health priorities with large-scale impact on health and with known, effective strategies to intervene. The charge under Winnable Battles is to identify optimal strategies and to rally resources and partnerships to accelerate a measurable impact on health. These priority areas include:

- Food Safety
- Global Immunization
- Healthcare-associated Infections
- HIV
- Lymphatic Filariasis in the Americas
- Mother-to-Child Transmission of HIV and Congenital Syphilis
- Motor Vehicle Injuries
- Nutrition, Physical Activity, and Obesity
- Teen Pregnancy
- Tobacco

Tobacco use is a major preventable cause of premature death and disease worldwide. Approximately 6 million deaths related to tobacco use occur each year, including 600,000 from secondhand smoke. In the United States, an estimated 45.3 million people – about one in five adults – currently smoke, and an estimated 443,000 people die prematurely from diseases caused by smoking or secondhand smoke exposure.

CDC has identified reducing tobacco use as a Winnable Battle. With additional effort and support for evidence-based, cost-effective strategies that we can implement now, we will have a significant impact on our nation's health. The goal for tobacco is to: Prevent the initiation of tobacco use, promote quitting and ensure smoke-free environments. The indicators to be used for measuring progress towards the goal are:

	Baseline	2015 Goal
Decrease the percent of adults who smoke cigarettes	20.6% (2008)	17% (17.5% reduction)
Decrease the percent of youth who smoke cigarettes	20% (2007)	17.6% (12% reduction)
Increase the proportion of the U.S. population covered by smoke-free laws	36.7% (2008)	58.5% (59% increase)

For more information on Winnable Battles go to: http://www.cdc.gov/winnablebattles/