

# 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 March 11th 10:00 AM
- Tuesday June 3rd 10:00 AM
- Tuesday September 9th 10:00 AM
- Tuesday December 9th 10:00 AM

All Meeting will be at the Polk County Health Department. 100 Polk County Plaza, Suite 180 Balsam Lake, WI.

## Amery FACT Group



### 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!

## Hello From Elizabeth Hagen

Hi, my name is Elizabeth Hagen. I want to introduce myself as a new team member for Western Wisconsin Working for Tobacco-Free Living (W3TFL). Prior to my new position I worked, the last 3 years, for the St. Croix Chippewa Indians of Wisconsin. While there I worked on the WNATN grant for tobacco prevention and control as well as on the CTAS grant, which was a youth AODA prevention grant. A little bit about me - I was born and raised in Texas and then went to college at St. Cloud State University, in Minnesota, where I got my bachelors degree in community health. I am very excited to be working here at Polk County in Tobacco Prevention and Control!



## CVS Will Stop Selling Tobacco Products Later This Year!



CVS Caremark announced that it will stop selling cigarettes and other tobacco products at its more than 7,600 CVS/pharmacy stores across the U.S. by October 1, 2014, making CVS/pharmacy the first national pharmacy chain to take this step in support of

the health and well-being of its patients and customers. "Ending the sale of cigarettes and tobacco products at CVS/pharmacy is the right thing for us to do for our customers and our company to help people on their path to better health," said Larry J. Merlo, President and CEO, CVS Caremark. "Put simply, the sale of tobacco products is inconsistent with our purpose."

We would like to applaud CVS Caremark for taking a bold step and ending the sale of tobacco products at its stores across the United States. We would also like to encourage other pharmacies to follow CVS's example. As more pharmacies and retailers follow CVS's example, access to tobacco products will decrease thus decreasing the burden of tobacco related illnesses.

**CVSquitsforgood**

### W3TFL Contact Information

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## FDA Launches "The Real Costs" Campaign

On Tuesday, February 6<sup>th</sup> the U.S. Food & Drug Administration (FDA) announced a new multi-media campaign to show teens the consequences of using tobacco products. This is the FDA's first youth tobacco prevention campaign. The campaign, titled *The Real Cost*, couldn't be launching at a better time - too many Wisconsin kids are addicted to tobacco.



*The Real Cost* campaign will help reverse these numbers by using visuals to draw attention to the physical and social costs of smoking. The campaign will target multiple media platforms including TV, radio, print and online and run for at least 1 full year.

For more on the campaign visit: [www.fda.gov/therealcost](http://www.fda.gov/therealcost).

