

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

National Public Health Week - **Be healthy from the start!**

Public Health Starts at home! Lets keep out Kids safe and healthy!

- Infants have a higher risk of SIDS if they are exposed to secondhand smoke. Children have a higher risk of serious health problems, or problems may become worse when exposed to secondhand smoke. Children who breathe secondhand smoke can have more; Ear Infections, Coughs, Colds, Respiratory problems such as bronchitis and pneumonia and Tooth decay.
- Children of smokers cough and wheeze more and have a harder time getting over colds. They miss many more school days too.
- Children with asthma are especially sensitive to secondhand smoke. It may cause more asthma attacks and the attacks may be more severe, requiring trips to the hospital.

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!

E-Cigarettes—What We Know!

Electronic or e-cigarettes are devices designed to mimic cigarettes. The metal tubes are designed to look like real cigarettes and contain a cartridge filled with a nicotine-laced liquid that is vaporized by a battery-powered heating element. The nicotine vapor is inhaled by smokers when they draw on the device, as they would a regular cigarette. Most e-cigarettes claim to contain nicotine, and some claim to also sell nicotine-free cartridges. They come in a variety of flavors, nicotine levels, and varieties, all claiming to be a less dangerous alternative to smoking cigarettes, and are flooding the market.

- **To date, e-cigarettes are not a proven way to quit smoking.**
- E-cigarettes are not currently regulated by the Food and Drug Administration.
- To date, there is no evidence that using e-cigarettes or inhaling the secondhand vapor they emit is safe. Studies have shown the presence of heavy metals and carcinogens in e-cigarette vapor.



World Oral Health Day!! (WOHD)

March 20th is World Oral Health Day (WOHD). The focus of this year's WOHD is to remind youth and adults about the importance of oral health. Want to know one of the best ways to protect your teeth and gums? Don't start using smokeless tobacco products or quit if you're currently using them.

Smokeless tobacco products come in a variety of shapes, sizes, and even flavors. However, despite carrying flavors like Peach, Apple, and Berry Blend, smokeless tobacco products are far from harmless.

Smokeless tobacco can cause serious damage to your mouth and gums. The harmful effects of smokeless tobacco include:

- Cancers of the mouth, tongue, cheek, gum, throat, esophagus, stomach, and pancreas
- Increased risk of heart disease, heart attacks, and stroke
- Bone loss around the roots of teeth
- Tooth loss
- Stained and Discolored Teeth

Quitting smokeless tobacco isn't easy, but it can be done. If you currently use tobacco and are ready to quit, call the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW for free help.



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Attention School Administrators!

As a School Administrator it is well known you have a passion to improve the health and safety of your students. To that end I want to share a bit about a new campaign that the FDA recently launched. The campaign, titled *The Real Costs*, is the FDA's first youth tobacco prevention campaign. This campaign could not be launching at a better time as so many kids are already addicted to tobacco. Here are some quick facts:

- 13.1% or 46,500 high school students in Wisconsin Smoke
- 128,000 Wisconsin kids who are currently under 18 will ultimately die prematurely from smoking related illnesses.
- \$2.02 billion is the annual health care costs in Wisconsin directly caused by smoking.

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. The campaign is specifically designed to affect at-risk youth who experiment with cigarettes but do not consider themselves smokers.

It is my hope that you will incorporate this campaign into your schools, as it can play a vital role in decreasing the number of our youth harmed by tobacco related illnesses. For customizable resources such as posters, postcards and campaign flyers are available for free download and many will soon be available for ordering through the campaign's clearinghouse. For more on the campaign visit:

www.fda.gov/therealcost .

