

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 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. Balsam Lake, WI.

Federal Judge's Order Moves Tobacco Companies Closer to Finally Telling the Truth

U.S. District Judge Gladys Kessler on Monday issued a final order detailing how major U.S. cigarette manufacturers must publish “corrective statements” and finally tell the American people the truth about their deadly and addictive products. To prevent the industry’s deception from continuing, Judge Kessler ordered the companies to make corrective statements through television and newspaper advertising, on the companies’ web sites and on cigarette packaging. Some of the “corrective statements” that would be made are:

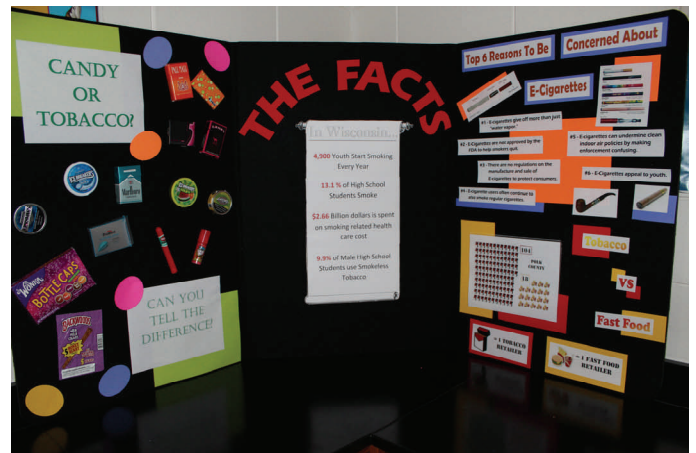
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol combined.
- “Low tar” and filtered cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes

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!

A New Display Board Ready and Looking For a Home!

Elizabeth has completed a brand new display board. Covering E-Cigarettes, Marketing, General Facts, and a Comparison of Tobacco Retailers Vs Fast Food Retailers. If you would like to use this board in your business or community contact Elizabeth at Elizabeth.hagen@co.polk.wi.us and she will get it to you to display!



Celebrate Smoke-Free Law's 4th Birthday



**WISCONSIN *is* BETTER
SMOKE-FREE**

July 5th marks the fourth anniversary of Wisconsin's smoke-free workplace law. Local health advocates say the law has made a world of difference in improving the state's health.

“Good public health sense and good business compliance continue to work together when it comes to the smoke-free air law here in WI” said Mary Boe Health Educator for Polk County Health Department. Boe continued “We are happy that Wisconsin residents and visitors are still enjoying the effects of clean air where they work, eat and enjoy entertainment.”

Wisconsin has enjoyed clear benefits from the smoke-free air law including lower youth cigarette smoking rates. The CDC recently announced the results of the 2013 National Youth Risk Behavior Survey (YRBS). Cigarette smoking rates among high school students have dropped to the lowest levels since the YRBS survey began. The teen smoking rate is down to 15.7% nationally, and 13.1% here in Wisconsin.

Because of the law, said Elizabeth Hagen, Health Educator for Polk County Health Department, smoke-free air is now the standard in Polk County. “Residents and Visitors of Polk County have come to expect clean air in their workplaces, restaurants and bars.”

Hagen also encouraged individuals that use tobacco products to call the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW.

For more information, visit the following links:

- Wisconsin's Smoke-Free Air Law - www.wibettersmokefree.com
- Quitting Tobacco Use - www.wiquitline.org



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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 your consideration!!