

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Quarterly Coalition Meeting!

Hello everyone; W3TFL will be meeting quarterly in 2015. The dates are listed below so mark your calendars!

- **Tuesday May 19th 10:00 AM**
- Tuesday September 15th 10:00 AM
- Tuesday December 15th 10:00 AM

****The meeting will be held at the St. Croix County Public Health Department.
1752 Dorset Lane (across from Wal-Mart) New Richmond WI 54017.***

New CDC Study Shows Youth E-Cigarette Use Tripled in One Year

A new study released today by the Centers for Disease Control and Prevention (CDC) shows a dramatic increase in use of e-cigarettes and hookah by youth. These tobacco products are unregulated by the U.S. Food and Drug Administration (FDA). E-cigarette use among both high school and middle school students has tripled in one year, increasing from 4.5 percent in 2013 to 13.4 percent in 2014 among high school students, and from 1.1 percent in 2013 to 3.9 percent in 2014 among middle school students. The results show that in only a few years of being on the market, youth use of e-cigarettes has now surpassed youth cigarette smoking.

The study, which summarizes results from the 2014 National Youth Tobacco Survey and was published in CDC's April 17, Morbidity and Mortality Weekly report also found that 24.6 percent of all high school students and 7.7 percent of all middle school students use at least one tobacco product and almost half use at least two tobacco products. Hookah use more than doubled among middle school students and almost doubled among high school students in just one year. While the study also shows that cigarette and cigar use both declined from 2013 to 2014, those declines were offset by the dramatic increase in use of e-cigarettes and hookah.

This new study is the latest in a series of studies over the past year that show an increase in youth use of e-cigarettes and other unregulated tobacco products. It also highlights the urgent need for President Obama's leadership in ensuring his Administration finalizes the "deeming" regulation that would give the FDA Center for Tobacco Products the same authority it currently has over cigarettes to e-cigarettes, cigars, hookah and other unregulated tobacco products.

[Morbidity and Mortality Weekly Report](#)

Other Tobacco Products (OTPs) Presentations

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

WI Tobacco QuitLine Celebrates 250,000 Calls

WISCONSIN TOBACCO
QuitLine
800-QUIT-NOW

The Wisconsin Tobacco Quit Line has handled 250,000 calls, a milestone for the free service that started in May 2001 to help Wisconsinites quit smoking or chewing tobacco. In 2014, the Quit Line processed more than 10,400 calls. For county-by-county call volume data, visit www.WiQuitLine.org.

“We know 80% of smokers were hooked as kids,” said Dr. Michael Fiore, director of the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI). “Many of them now want to quit. A quarter of a million times, someone has called the Wisconsin Tobacco Quit Line for help to either quit smoking, or to help someone else quit, and we have been there for them.”

Smokers can call 800-QUIT-NOW (800-784-8669) for free coaching 24/7. The Quit Line also offers free medications and an online forum where callers can support each other.

Tobacco use remains the single largest preventable cause of disease and premature death in Wisconsin and the US, killing more than 7,000 Wisconsinites every year and more than 480,000 nationwide. That’s more than the combined deaths from AIDS, suicide, homicide, drugs, alcohol and motor vehicle accidents. More than 14 million Americans live with diseases (such as emphysema) caused by smoking, according to the Journal of American Medical Association. Despite this, 17% of Americans smoke, or more than 46 million, including 800,000 Wisconsinites. The Quit Line is managed by UW-CTRI and funded by the Wisconsin Department of Health and the CDC.

For more information, visit
www.WiQuitLine.org



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FACT

Spreading the Truth about tobacco

Youth from FACT groups have until May 29th, 2015 to submit their online applications to serve on the FACT Youth Board of Directors. Letters of recommendation from your groups' Adult Advisors are also due on May 29th.

<http://factmovement.org/>

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