

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 December 9th 10:00 AM** (*Note the Meeting Location Change*)

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

Shop Tobacco Free!

The Campaign for Tobacco-Free Kids has launched a new campaign that calls on America's retailers to stop selling tobacco products and encourages consumers to shop tobacco-free. The centerpiece of the campaign is a new website – www.ShopTobaccoFree.org – with an interactive map that pinpoints the locations of tobacco-free retailers across the country.

On this new website you can:

- Find stores that do NOT sell tobacco products to shop at in your area.
- Encourage stores that sell tobacco to go Tobacco-Free.
- Thank stores that have already made the decision not to sell tobacco products!



You Can Shop
Tobacco-Free

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!



**Amery HS and MS FACT
Groups working
to spread the TRUTH!**

**"Candy Flavored Tobacco Is
a TRICK not a TREAT!"**



Lung Cancer is an Equal Opportunity Killer

November is Lung Cancer Awareness Month—an opportunity to reflect on the terrible toll that lung cancer takes on Wisconsin families every year. To honor those taken by lung cancer and to prevent future deaths, the Western Wisconsin Working for Tobacco Free Living Coalition (W3TFL) is reminding tobacco users that free resources are available to help them quit.

Lung cancer is now the number-one cause of cancer death for both men and women, according to the 2014 Surgeon General's Report on Smoking and Health. The report also shows that almost nine out of 10 lung cancers are caused by smoking. Another startling finding from the report is that smokers today are more likely to develop lung cancer than those of 50 years ago.



November is Lung Cancer Awareness Month

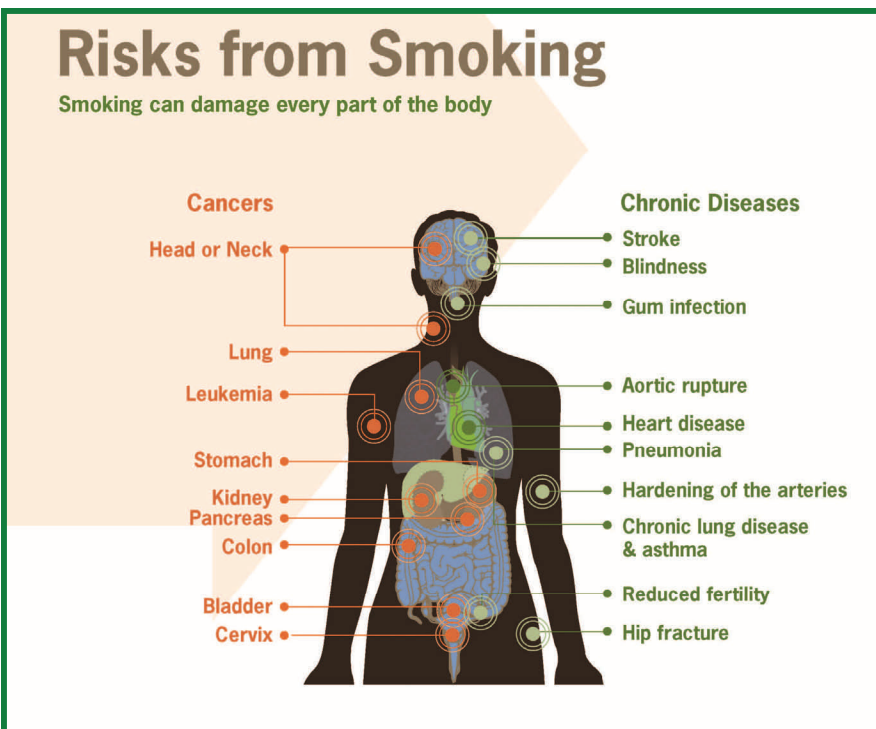
In the W3TFL Counties of Burnett, Pierce, Polk, Rusk and St. Croix Counties we have had 291 lung cancer deaths from 2010 to 2012*. And most of these could have been prevented!

While addiction can take a powerful hold on tobacco users, it can be beaten with the help of free resources. Western Wisconsin Working for Tobacco Free Living Coalition encourages individuals who smoke or use other tobacco products to call the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW for free assistance. In addition to receiving personal coaching, Quit Line callers can also receive a starter pack of quit smoking medications.

The Evidence is clear. The combination of quit smoking counseling and FDA-approved medications like; nicotine gum, patches, and lozenges is the most effective way to successfully quit! Both counseling and medications are available through Wisconsin's Tobacco Quit Line.

For more on local tobacco prevention control efforts:

- Visit the W3TFL website: www.W3TFL.org
- Like us on Facebook: <https://www.facebook.com/W3TFL>



*Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <http://dhs.wisconsin.gov/wish/>, Mortality Module, accessed 10/16/2014.

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