

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.

State Youth Tobacco Report Highlights Achievements and Room for Improvement

According to the 2014 Wisconsin Youth Tobacco Survey, fewer of our young people are smoking than ever before. This is a clear cause for celebration.

Wisconsin achieved this historic result by using an effective combination of best practices including high cigarette taxes, a statewide smoke-free law, and a comprehensive tobacco prevention and control program. Here in Polk, Rusk, St. Croix, Burnett, and Pierce Counties, the Western Wisconsin Working for Tobacco Free Living Coalition (W3TFL) has contributed to the effort by completing the WI Wins Tobacco Compliance Checks in an effort to keep these products out of the hands of youth.

However, while smoking rates are down, the rate of high school students using smokeless tobacco products is up. Today, nearly 10% of high school students are using smokeless tobacco, compared to around 6% in 2012.

Also troubling, the report shows that around 8% of Wisconsin high school students are using e-cigarettes—above the national average of 4.5%.

Helping our young people is important because we want to protect youth from becoming another one of the tobacco industry's addicted customers and victims of the major health problems that smoking causes.

In Wisconsin, we've proven that we can move the needle when it comes to youth smoking rates. Now it's time to reduce all youth tobacco use.

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!



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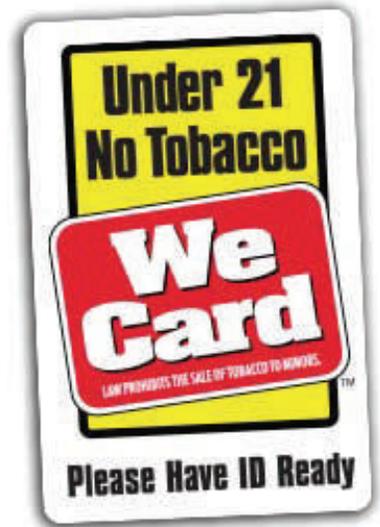
“Smoking Kills”

Increasing the Sale Age for Tobacco Products to 21

One strategy for reducing smoking and other tobacco use among young people is to increase the minimum legal sale age for tobacco products to 21.

Nearly all smokers start as kids or young adults, and these age groups are heavily targeted by the tobacco industry. Increasing the sale age to 21 will help to prevent young people from ever starting to smoke and to reduce the deaths, disease and health care costs caused by tobacco use.

Increasing the sale age will complement other strategies to reduce tobacco use, including higher tobacco taxes, strong smoke-free laws that apply to all workplaces and public places, and well-funded, sustained tobacco prevention and cessation programs. New laws to increase the tobacco sale age to 21 were recently approved in [New York City](#), [Suffolk County](#), NY, and [Hawai'i County](#). These measures are grounded in sound science:



Most Adult Smokers Start Smoking Before Age 21—Nicotine is incredibly addictive, and adolescents and young adults are more susceptible to its effects because their brains are still developing. Delaying the age when young people first experiment with or begin using tobacco can reduce the risk that they will become addicted smokers.

Tobacco Companies Target Kids and Young Adults—Tobacco companies intentionally market to kids and young adults in order to recruit “replacement smokers” and protect company profits. They know nearly all users become addicted before age 21. Increasing the tobacco sale age to 21 will help counter the efforts of the tobacco companies to target young people at a critical time when many move from experimenting with tobacco to regular smoking.

Raising the Sale Age Will Help Keep Tobacco Out of High Schools—Research shows that kids often turn to older friends and classmates as sources of cigarettes. With more high school students turning 18 before graduation, younger kids have regular contact with older students who can legally purchase tobacco for them

About 700 kids under the age of 18 become regular smokers each day – one in three will eventually die as result. We should do everything we can to prevent young people from smoking and save lives. Increasing the minimum legal age of sale for tobacco products to 21 will help achieve these goals.

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