

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 February 17th 10:00 AM**
- 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 Polk County Public Health Department. 100 Polk County Plaza Balsam Lake WI 54810*

WI Wins 2015

County	Total Inspections	Number of Sales	2014 Sales Percentage	2013 Sales Percentage	Increase or Decrease in Sale Rate
Burnett	29	3	10%	4.3%	↑
Pierce	36	10	23.2%	25%	↓
Polk	59	6	10.2%	13%	↓
Rusk	25	1	4%	8.7%	↓
St Croix	78	10	12.8%	8.9%	↑

The 2013 WI Wins numbers for W3TFL are listed above. Please take time to thank retailers for not selling to minors. It is also a good time, as a coalition member, to encourage retailers to train their employees on smokecheck.org. Smokecheck.org is an easy online tool to learn the facts about Wisconsin's tobacco sales laws.



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!

More U.S. Teens Used E-Cigarettes than Traditional Cigarettes in 2014

Shocking Results Show Why FDA Must Act Now to Regulate E-Cigarettes – Our Kids Can't

A respected national survey of teen substance abuse has truly shocking news that should sound an alarm at the FDA: Significantly more teens reported recent use of e-cigarettes than traditional cigarettes in 2014.

The government-sponsored Monitoring the Future survey is the first national survey to show teen use of e-cigarettes surpassing use of regular cigarettes and the first to report tobacco use data for 2014. It follows the release in November of the CDC's 2013 National Youth Tobacco Survey, which found that e-cigarette use among high school students tripled between 2011 and 2013 (from 1.5 percent to 4.5 percent who reported using e-cigarettes in the past 30 days).



Monitoring the Future provides new evidence that kids are trying e-cigarettes at an alarming rate. It found that past-month e-cigarette use exceeded past-month cigarette use among all three grades surveyed (8th, 10th and 12th), with more than twice as many 8th and 10th graders reporting using e-cigarettes compared to regular cigarettes:

- Among 8th graders, 8.7 percent reported using an e-cigarette in the past 30 days, while only 4 percent reported using a traditional cigarette.
- Among 10th graders, 16.2 percent reported using an e-cigarette and 7.2 percent reported using a traditional cigarette.
- Among 12th graders, 17.1 percent reported e-cigarette use and 13.6 percent reported use of a traditional cigarette.
- **7.9% of Wisconsin High School students have used e-cigarettes. This is 75% higher than the national average of 3.4%**

In addition to these surveys on youth e-cigarette use, the American Association of Poison Control Centers reports that poisoning incidents involving e-cigarettes and nicotine liquids continue to soar. Through November 30, there have been 3,638 calls to poison control centers involving exposures to e-cigarette devices and nicotine liquids. This is more than double the 1,543 calls in all of 2013 and more than 13 times the 271 calls in 2011. In a terrible tragedy, a one-year-old boy in New York last week became the first person in the United States to die accidentally from swallowing liquid nicotine, according to news reports.

The big increases in both youth use of e-cigarettes and poisoning cases show that e-cigarettes are a clear and present danger to our children. How much more evidence does the government need before it acts?

These developments underscore the urgent need for the FDA to finalize its proposed rule to regulate all tobacco products, including e-cigarettes. We again call on the FDA to issue a final rule by April 25, 2015 – one year after the agency issued a proposed rule – and to close gaps in the rule by cracking down on marketing and flavors that appeal to kids. The FDA must also require child-resistant packaging for nicotine liquids.



The Many Shapes and Sizes of E-Cigarettes



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