

# 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 Reynolds American Cigarette Heats Rather Than Burns



Reynolds American Inc. is hoping to capitalize on the growing appetite in the US for alternatives to traditional cigarettes by launching a cigarette that heats rather than burns tobacco, according to a story by Michael Felberbaum for Associated Press.

Revo has a carbon tip that is lit and that heats the tobacco using technology first unveiled by Reynolds with Premier cigarettes and later taken up in Eclipse cigarettes, which are still in limited distribution in the US and which, according Felberbaum, comprise one of the top-selling brands in the cafeteria at Reynolds' headquarters in Winston-Salem, North Carolina.

Revo is described by Reynolds as a 'repositioning' of Eclipse.

Even though Eclipse left no lingering odor and didn't produce ash, they had only minimal success, partly because they tasted different to traditional cigarettes and were more difficult to use.

"Heat-not-burn technology was 20 years ahead of when consumers were ready for it," J. Brice O'Brien, head of consumer marketing, was quoted as saying.

"It needed the mass presence of vapor products to open up an experience-base that smokers understood.

"The smoker could only compare heat-not-burn to a combustible and it lost every time. That's no longer the case."

### 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!

## Secondhand Smoke: An Unequal Danger

No level of secondhand smoke (SHS) exposure is safe. SHS exposure occurs when nonsmokers breathe in smoke exhaled by smokers or from burning tobacco products. It kills more than 400 infants and 41,000 adult nonsmokers every year. Exposure to SHS among US nonsmokers has declined, but progress has not been the same for everyone. SHS exposure is more common among children ages 3 to 11 years, blacks, people living below the poverty level, and those who rent housing.

**2 in 5** 

About 2 in every 5 children (including 7 in 10 black children) are exposed to SHS.

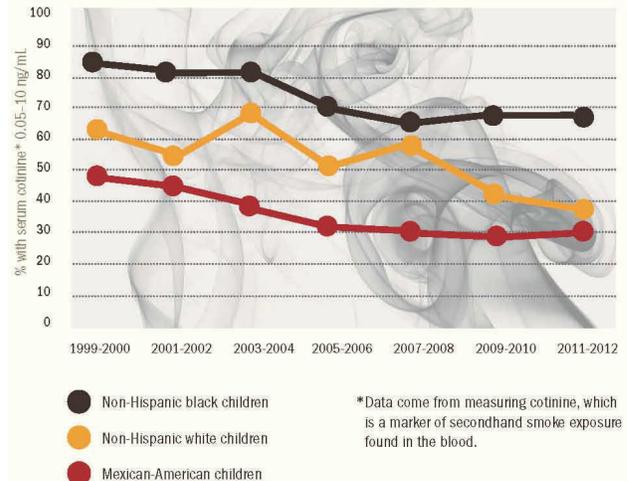
State and city officials can help protect children and adult nonsmokers from SHS in the places they live, visit, and work by using proven methods to eliminate smoking in:

- Indoor areas of all public places such as restaurants, bars, casinos, and other private worksites.
- Multiunit housing such as apartments, condominiums, and government funded housing.

### What Can We Do?

- Call 1-800-QUIT-NOW or go to [www.smokefree.gov](http://www.smokefree.gov) for free help, if they or someone they know smokes and wants to quit.
- Make their homes and vehicles 100% smoke free.
- Opening a window or using fans or air fresheners does not protect nonsmokers from the dangers of SHS.
- Not allow anyone to smoke around children and avoid all public places where smoking is allowed.
- Talk to children about why they shouldn't smoke or be around SHS.

Exposure to secondhand smoke differs among children ages 3-11 by race/ethnicity



### Amery FACT *Spreading the Truth about tobacco*



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