

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.*

CDC Launches another “Tips from former Smokers” Campaign

THE BURDEN OF TOBACCO USE

Smoking remains the leading cause of preventable death and disease in the United States, killing more than 480,000 Americans each year. Smoking causes immediate damage to your body, which can lead to long-term health problems. For every smoking-related death, at least 30 Americans live with a smoking-related illness. The only proven strategy to protect yourself from harm is to never smoke, and if you do smoke or use tobacco products, to quit.

TIPS CAMPAIGN

Since its launch, the *Tips* campaign has featured compelling stories of former smokers living with smoking-related diseases and disabilities and the toll that smoking-related illnesses have taken on them. The campaign has also featured nonsmokers who have experienced life-threatening episodes as a result of exposure to second-hand smoke.

“What would you miss more, your children or cigarettes?”
When she was 16, Tiffany’s mother died of lung cancer from smoking. Later Tiffany quit smoking to be around for her own daughter. https://www.youtube.com/watch?v=26_rxunCRXU

For more real stories visit:

<http://www.cdc.gov/tobacco/campaign/tips/stories/>



Study Finds Teens Can Easily Buy E-Cigarettes Online FDA Must Act to Protect Kids

A new study published today finds that Internet vendors of electronic cigarettes do little to prevent youth from purchasing their products and teens can easily buy e-cigarettes online despite claims that online vendors verify customer age. The study, conducted in North Carolina, found that only five out of 98 attempts by teens to buy e-cigarettes online were blocked by online vendors' attempts to verify customer age.

This study underscores the urgent need for the Food and Drug Administration to strengthen and finalize its proposed rule to regulate all tobacco products, including e-cigarettes, and stop the marketing and sales of these products to kids. This study follows recent reports showing alarming increases in youth use of e-cigarettes and poisoning cases related to e-cigarettes.

It is unacceptable that addictive and potentially toxic products are so easily available to kids over the Internet. E-cigarettes currently are sold without any federal regulations to stop them from being marketed and sold to kids and without requirements for safety warnings and childproof packaging. How many more kids have to be addicted or poisoned by e-cigarettes before our government acts? Our kids can't wait.

The FDA's proposed rule would prohibit sales of e-cigarettes to children under 18 nationwide, require retailers to verify age for all over-the-counter sales and restrict vending machines to adult-only facilities. In comments filed in August, the Campaign for Tobacco-Free Kids and 23 other public health organizations urged the FDA to go further by prohibiting online sales, or at the very least to impose tougher age verification requirements on Internet sellers.

It is also critical that the FDA strengthen its proposed rule by cracking down on marketing and flavors that appeal to kids and requiring childproof packaging for nicotine liquids. It's not surprising that more kids are using e-cigarettes and being poisoned by them as e-cigarettes are being marketed in ways that appeal to kids and sold in child-friendly flavors and colors. E-cigarettes have been marketed using the same tactics long used to market regular cigarettes to kids, including celebrity endorsements, slick TV and magazine ads, and sponsorships of race cars and concerns. And despite the fact that nicotine is toxic, nicotine liquids used in e-cigarettes are sold in a rainbow of colors with flavors including "vivid vanilla," "cherry crush," chocolate, Jolly Rancher, Gummy Bear and Bubble Gum.

Recent evidence should compel the government to act quickly to regulate e-cigarettes and protect our kids. A national survey released in December showed teen use of e-cigarettes surpassing use of regular cigarettes for the first time. In November, the Centers for Disease Control and Prevention reported that e-cigarette use among high school students tripled between 2011 and 2013.

Responsibly marketed and properly regulated, e-cigarettes could benefit public health if they help significantly reduce the number of people who use conventional cigarettes and die of tobacco-related disease. But in the absence of FDA oversight, the irresponsible marketing and sale of e-cigarette poses a serious threat to our nation's kids and health.



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FACT Youth at Joint Finance Hearing
Spreading the Truth about tobacco



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