

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Quarterly Coalition Meeting!

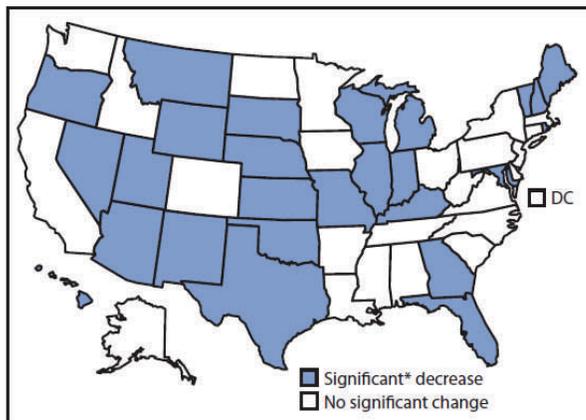
Hello everyone; W3TFL will be meeting quarterly in 2015. The dates are listed below so mark your calendars!

- Tuesday 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.*

New BRFSS Data Concerning Tobacco Use!

FIGURE 1. Change in percentage of current cigarette smoking among adults — Behavioral Risk Factor Surveillance System, United States, 2011–2013



* Significant = $p < 0.05$.

These findings underscore the importance of targeted population-based interventions focused on reducing the use of all tobacco products. From 2011 to 2013, there was a decline in current cigarette smoking prevalence in 26 states including Wisconsin (Decreased 10.5%). During the same period, use of smokeless tobacco significantly increased in Louisiana, Montana, South Carolina, and West Virginia. In Wisconsin the use of smokeless tobacco increased by 7.5%. Additionally, the concurrent use of cigarette smoking and smokeless tobacco significantly increased in

Delaware, Idaho, Nevada, New Mexico and West Virginia. The use of more than one tobacco product is concerning because adults who use both cigarettes, and smokeless tobacco have higher levels of nicotine dependence and are less likely to report planning to quit than those who exclusively smoke cigarettes.

Evidence-based, statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce smoking rates, as well as tobacco-related diseases and deaths.

For the full report visit: www.cdc.gov/mmwr.

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!

Learn More about E-Cigarette and Vaping at Shops Near You!



Last week I went out to visit some of our local E-Cigarette and Vape shops. What I found was a wealth of information. EC Blends is one of the manufactures of e-juice that are sold in Polk County. In this brochure are over 400 flavors to choose from. Just a few of the many flavors are PB and J, Bacon, Chocolate Dipped Strawberries, a multitude of fruit flavors, Caramel Macchiato, and many more (tons of flavors kids would love). You can even mix your own blend!

The learning experience was extremely eye-opening. They explained how you can “personalize your vaping”, not just with flavor but changing things like *throat hit* (that feeling you get in the back of your throat and in your lungs when you inhale smoke), *vapor*, and *consistency* to your personal preference. This can be done multiple ways either by the type of e-juice to changing the device you are using. This personalization may be one reason consumers choose to use e-cigarettes.

Go check out your local stores so that we can continue to gain an understanding of this industry. This will help us understand why kids find e-cigarettes so appealing. We need to protect our youth! The number of e-cigarette use among teens is rapidly rising.

E-cigarettes stores and vape shops will be included in our WI Wins underage compliance checks this year to help prevent the sale of these products to our youth.



Amery FACT
Spreading the Truth about tobacco



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