

# Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

Volume 5 Issue 6 June 30th, 2015



## 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.*

## Creating Powerful Messages

You can persuade someone with just 27 words, said in 9 seconds, and with no more than 3 points.



First ask yourself 5 questions:

- 1) Who, specifically is your audience?
- 2) What might appeal to their direct self-interest? (What's in it for them? Why should they care?)
- 3) Upon hearing your message, what do you want them to think?
- 4) What do you want them to feel?
- 5) What do you want them to do?

Now write your message. Then read it out loud to someone and ask for their feedback.

Reading it out loud is very important. Many times our statements sound very different when spoken, and we want to make sure it sounds like something you would actually say!

This quick message can be used to start conversations, make people think about issues, and even persuade others!

### 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!

**Celebrating Five Years of Smoke-Free Air in Wisconsin**  
*Despite progress, group asserts tobacco still a problem for state*



**WISCONSIN *is* BETTER  
SMOKE-FREE**

“Wisconsin employees and customers are healthier as a result of the state’s smoke-free law”, says Elizabeth Hagen of the Western Wisconsin Working for Tobacco-Free Living Collation. (W3TFL)

“Since the law took effect in 2010, we’ve seen less smoking, better indoor air quality and bartender health, and more smoke-free home rules” said Mary Boe, Coordinator W3TFL. “In just five years, the law has reshaped social norms around smoking and improved the health of Wisconsinites statewide.”

Health advocates say the combination of the smoke-free law, higher tobacco prices, and the state’s comprehensive tobacco prevention and control program have driven youth and adult smoking rates to all-time lows.

However, says Elizabeth Hagen, there is still much more work to be done to reduce tobacco’s burden on the state.

“Even though our smoking rates are down, we’re seeing more people using other types of tobacco products, like smokeless tobacco, little cigars, and e-cigarettes” said Elizabeth. “This is especially a problem with our youth.”

Data from the 2014 Wisconsin Youth Tobacco Survey reports around 10% of Wisconsin high school students currently use smokeless tobacco products and around 8% report using e-cigarettes. National data from the U.S. Centers for Disease Prevention and Control also shows more youth turning to e-cigarettes—with high school use of the products tripling in just the last year.

“Sometimes there’s a perception that tobacco isn’t a problem anymore because of the smoke-free law, but it’s important to remember that tobacco still takes a toll on our state” continued Elizabeth. “Tobacco costs us \$4.6 billion annually in health care and lost productivity. 7,000 Wisconsin lives are also lost to tobacco-related illness each year. We have to continue our efforts to help adults quit tobacco products and prevent youth from ever starting the deadly addiction.

Adult tobacco users who are ready to quit can receive free help and medications by calling the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW.



**Find us on:  
facebook®**

**W3TFL Contact Information**

**Mary Boe**

*Coalition Coordinator*

[mary.boe@co.polk.wi.us](mailto:mary.boe@co.polk.wi.us)

715-485-8834

**Elizabeth Hagen**

*Assistant Coalition Coordinator*

[elizabeth.hagen@co.polk.wi.us](mailto:elizabeth.hagen@co.polk.wi.us)

715-485-8517

[www.w3tfl.org](http://www.w3tfl.org)