

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.*

Tobacco Quit Line Celebrates 250,000 Calls Data Show Program Reaches Every County

MADISON—The Wisconsin Tobacco Quit Line has handled 250,000 calls, a milestone for the free service that started in May 2001 to help Wisconsinites quit smoking or chewing tobacco. In 2014, the Quit Line processed more than 10,400 calls. For county-by-county call volume data, visit www.WiQuitLine.org.



“We know 80% of smokers were hooked as kids,” said Dr. Michael Fiore, director of the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI). “Many of them now want to quit. A quarter of a million times, someone has called the Wisconsin Tobacco Quit Line for help to either quit smoking, or to help someone else quit, and we have been there for them.”

Smokers can call 800-QUIT-NOW (800-784-8669) for free coaching 24/7. The Quit Line also offers free medications and an online forum where callers can support each other.

Tobacco use remains the single largest preventable cause of disease and premature death in Wisconsin and the US, killing more than 7,000 Wisconsinites every year and more than 480,000 nationwide. That’s more than the combined deaths from AIDS, suicide, homicide, drugs, alcohol and motor vehicle accidents. More than 14 million Americans live with diseases (such as emphysema) caused by smoking, according to the *Journal of American Medical Association*. Despite this, 17% of Americans smoke, or more than 46 million, including 800,000 Wisconsinites. The Quit Line is managed by UW-CTRI and funded by the Wisconsin Department of Health and the CDC. For more information, visit www.WiQuitLine.org.

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!

Study Finds Ninth-Graders Who Used E-Cigarettes More Likely to

Ninth-graders who used electronic cigarettes were more likely to smoke cigarettes, cigars or hookahs than peers who never tried the battery-powered devices, a study in the Journal of the American Medical Association found.

The research is some of the first to address fear among health officials that e-cigarettes could become a gateway to traditional cigarettes. The results come as the largely unregulated \$3.5 billion e-cigarette industry faces mounting criticism from health groups and lawmakers concerned about teens using the devices.

The study focused on ninth-graders at 10 public schools in Los Angeles who had tried e-cigarettes before the fall of 2013. Researchers surveyed those students in the spring of 2014 and fall of 2014, and discovered that they were about 2½ times as likely as their peers to have smoked traditional cigarettes, five times as likely to have smoked cigars, and three times as likely to have smoked hookahs.

The link between e-cigarettes and smoking is likely to escalate calls for regulators to treat the devices as traditional cigarettes. According to a survey by the Centers for Disease Control and Prevention released in April, e-cig use tripled among U.S. teens last year.

In the new study, after six months, 31% of e-cigarette users said they had smoked, compared with 8.1% of students who hadn't used e-cigarettes. After 12 months, 25% of e-cigarette users reported smoking, compared with 9.3% of students who hadn't tried e-cigs.

"We interpreted it as teens who used e-cigarettes and enjoyed the experience of inhaling nicotine might be more liable to try other tobacco products," Prof. Leventhal said. He added more research was needed to determine why that was the case.

Health officials have warned that nicotine is addictive at any age and can adversely affect brain development in adolescents. E-cigs have become a flash point in the past year. The Food and Drug Administration proposed rules more than a year ago that would give it the authority to regulate the industry and require e-cig manufacturers to submit products for federal approval. It is expected to complete those rules in the coming weeks.

But in contrast to cigarette regulation, the FDA hasn't proposed rules preventing the industry from advertising on television and radio. It hasn't proposed banning online sales or restricting companies from offering flavors that appeal to children.

Matthew Myers, president of Campaign for Tobacco-Free Kids, said the study by itself can't give a final answer about the consequences of e-cigs but does heighten concern the devices will increase the likelihood that "never-smoking youth will go on to use tobacco products."

A spokesman said the FDA is "moving expeditiously" to finalize the rules. He added that when completed, the rules "will represent a significant first step in the agency's ability to effectively regulate these additional tobacco products, and the public health burden of tobacco use in this country."



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