

# Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

Volume 5 Issue 11 November 30th, 2015



## Quarterly Coalition Meeting!

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

- Tuesday December 15th 10:00 AM

*\*The meeting will be held at the St. Croix County Health Department. 1752 Dorset Lane (across from Wal-Mart) New Richmond WI 54017.*

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**In 2015 W3TFL did 15 Environmental Scans. Here is what we found....**

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**\$5.60**  


**Lowest Price Found for a  
pack of cigarettes.**

## New and Unusual Flavors

*Peach*

*Clove*

*Rum*



*Vanilla Dream*

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Looking ahead to 2016 we will be focusing on dollar stores; for example Dollar General, Family Dollar, and Dollar Tree. We want to focus our attention on these establishments because the few that we scanned this year (2015) had lower prices for cigarettes, lots of advertising for tobacco products inside and outside the store, as well as selling other tobacco products (OTP). We would like to find out if these things are happening in just a few stores or if this is the case for all dollar stores, as well as if there is a difference between different dollar store chains.

### 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!

# Tobacco Related Disparities

## SECONDHAND SMOKE EXPOSURE

According to a 2011–2012 national survey:<sup>3</sup>

### CHILDREN

7 out of 10 black children, ages 3 to 11, were exposed to secondhand smoke regularly. This is a prominent disparity as on average 4 out of 10 children were exposed regularly.



### MULTI-UNIT HOUSING

More than 1 in 3 nonsmokers who lived in rental housing were exposed to secondhand smoke.

## EDUCATION LEVEL

### 2014 SMOKING RATES IN WISCONSIN<sup>1</sup>



Less than high school*	<div style="width: 33%;"></div>	33%
High school or GED	<div style="width: 21%;"></div>	21%
Some college	<div style="width: 17%;"></div>	17%
College graduate	<div style="width: 5%;"></div>	5%

Some national surveys show that 40% of adults with a graduate education degree (GED) certificate smoke.<sup>4</sup>

## PREGNANT WOMEN



In Wisconsin, 14% of women report smoking during the last 3 months of pregnancy, compared to 10% nationally.<sup>5</sup>

Among women who quit smoking during pregnancy in the US, 40% relapse within 6 months after delivery.<sup>5</sup>

## HOMELESS



70% to 80% of homeless adults in the US smoke.<sup>6</sup>

The majority of homeless smokers started smoking before losing their housing.<sup>7</sup>

## INCOME LEVEL

Americans are 40 percent more likely to smoke if they live below the poverty line.<sup>4</sup>

### 2014 SMOKING RATES IN WISCONSIN<sup>1</sup>

Medicaid or Badgercare Recipient*	<div style="width: 36%;"></div>	36%
Income \$<24,999	<div style="width: 32%;"></div>	32%
\$25,000-\$49,999	<div style="width: 19%;"></div>	19%
\$50,000+	<div style="width: 11%;"></div>	11%

## VULNERABLE POPULATIONS

A vulnerable population is a group of people who are marginalized in some way. They typically have less power than the majority of their peers, language and/or cultural differences, and limited access to resources and health care.

W3TFL supports tobacco prevention and control efforts among a number of populations who are considered vulnerable.

Research on tobacco prevalence within vulnerable populations is limited. There is a need for more consistent data collection that is inclusive of these groups. When looking at intersecting populations we have an even more significant gap in data collection, but can hypothesize that individuals who identify with multiple vulnerable populations are at an even greater risk for using tobacco.



### W3TFL Contact Information

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