

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Quarterly Coalition Meeting!

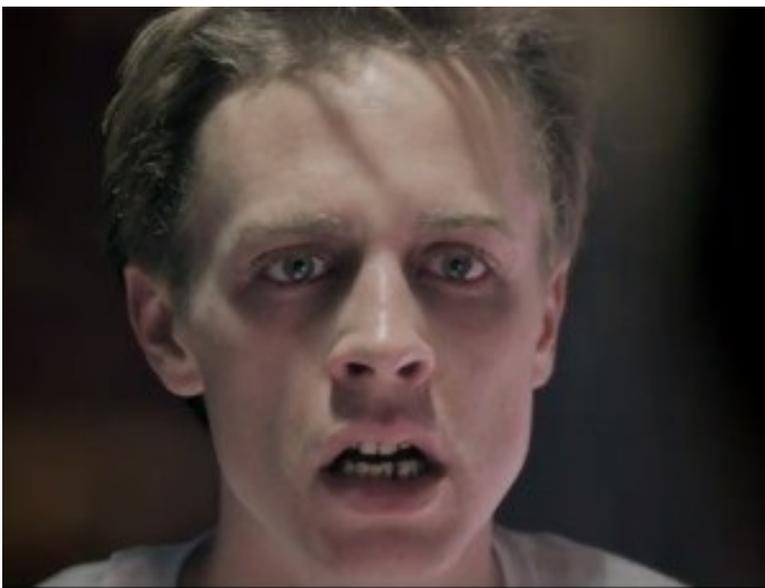
Hello everyone; W3TFL will be meeting quarterly in 2016. The dates are listed below so mark your calendars!

- **Thursday June 16th 10:00 AM**
- Thursday September 15th 10:00 AM
- Thursday 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 FDA Campaign: Smokeless Doesn't Mean Harmless

On April 19, the FDA announced a new campaign to educate rural teens on the dangers of smokeless tobacco use. The campaign includes TV, radio, and online ads, as well as baseball stadium promotions. The campaign uses attention-grabbing visuals like those featured in the original Real Cost ads, and features the tagline “Smokeless doesn’t mean harmless”



**Dip can cause gum disease,
which could cost you your teeth**

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!

THIS FREE LIFE

This Free Life is FDA's public education campaign designed to prevent and reduce tobacco use among lesbian, gay, bisexual, and transgender (LGBT) young adults ages 18-24 who use tobacco occasionally.

This Free Life uses authentic and credible messages from members of the LGBT community encouraging other members to be tobacco-free. This Free Life will challenge the perception that tobacco use is a necessary part of being LGBT and show that living tobacco-free is an important factor in leading a long and healthy life. This Free Life uses a variety of integrated marketing tactics including paid media, engagement through multiple digital platforms, and outreach at the local level.

What is it?

Tobacco use is the leading preventable cause of disease, disability, and death in the United States, causing more than 480,000 deaths each year. LGBT young adults are nearly two times as likely to use tobacco as other young adults, resulting in tens of thousands of LGBT lives being lost to tobacco use each year. Through This Free Life, FDA's ultimate goal is to reduce disease, disability, and death related to tobacco use among LGBT young adults.

Who It Targets?

This Free Life is designed specifically to reach the occasional or "social" smokers in the LGBT community. Of the more than 2 million LGBT young adults ages 18-24, more than 800,000 smoke occasionally, meaning they have smoked at least once in their lifetime but not every day in the past 30 days.

What Will it Do?

FDA hopes This Free Life will affect positive change in knowledge, attitudes, and behavioral intentions among LGBT young adult occasional smokers within 24 months.

The Key Messages of the Campaign Include:

- The negative health consequences and addiction risks of tobacco use
- The dangerous mix of chemicals found in cigarette smoke
- How tobacco use negatively affects aspects of life that are very important to LGBT young adults, while a tobacco-free lifestyle aligns with LGBT ideals like being free



Ultimately, The FDA Hopes to:

- Educate LGBT young adults about the harms of tobacco use
- Reduce the attractiveness of tobacco use among LGBT young adults
- Reduce rates of tobacco use among LGBT young adults
- Prevent current occasional smokers among LGBT young adults from becoming daily users
- Prevent loss of LGBT lives to tobacco use

To Find out More Visit:

<https://thisfreelife.betobaccofree.hhs.gov/>

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