

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

Volume 6 Issue 5 - May 31st, 2016



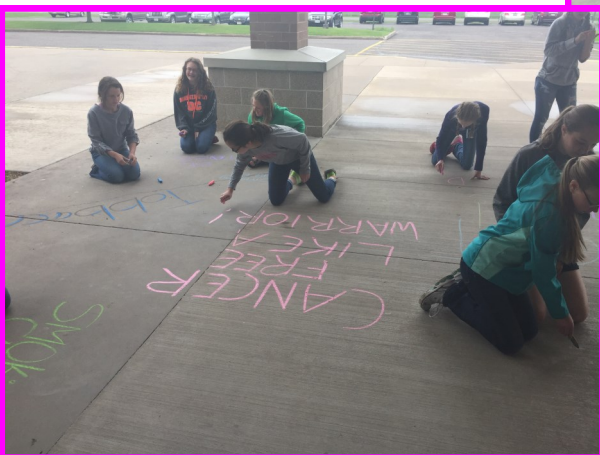
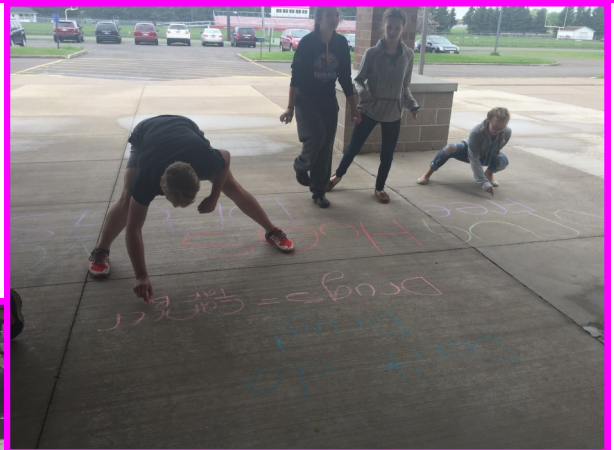
Quarterly Coalition Meeting!

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*

Amery FACT Group Wrapping up another school year with one last message!



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!

New FDA Rule Extends Regulation to E-Cigarettes, Other Tobacco Products

The Food and Drug Administration took historic action to improve the public's health and protect future generations from tobacco and nicotine addiction by announcing a new rule extending its oversight beyond cigarettes and smokeless tobacco. The new rule includes the regulation of e-cigarettes and vape pens, all cigars, hookah (water pipe) tobacco, pipe tobacco and nicotine gels, among others. The FDA received more than 135,000 comments on their initial proposal.



The rule also looks to restrict youth access to tobacco. These components are scheduled to go into effect in 90 days:

- Tobacco products cannot be sold to minors under the age of 18 (both in person and online)
- Age verification by photo ID is required for all tobacco sales
- Tobacco products covered by the rule cannot be sold in vending machines (unless in an adult-only facility)
- The distribution of free tobacco product samples is not allowed

In addition, tobacco manufacturers must show that their products meet the applicable public health standard set forth in the law and receive marketing authorization from the FDA, unless the product was on the market as of February 15, 2007. Tobacco companies with products on the market have two years to comply.

While health advocates expressed excitement for the new rule, they noted a few key missing pieces, like flavoring restrictions for e-cigarettes and hookah. "This rule is long overdue given these products' rising popularity with young people," said Elizabeth Hagen, Assistant coordinator for the Western Wisconsin Working for Tobacco Free Living coalition. "However, the job's only half-done as long as these products still come in kid-tempting flavors like chocolate and peanut butter and jelly."

Though comprehensive in many ways, the group also expressed concern that the new rule doesn't place any advertising restrictions on e-cigarette manufacturers. "Right now, e-cigarettes can be advertised on stations popular with young people like ESPN and Spike TV, and we know young people are seeing these ads," said Elizabeth Hagen. "The FDA's new rule is a great first step, but how these products are being advertised needs to be looked at in the future."

Details on the FDA's tobacco rule can be found at fda.gov/tobaccoproducts. For more on local tobacco prevention control efforts:

- Visit the W3TFL website: www.W3TFL.org
- Like us on Facebook: <https://www.facebook.com/W3TFL>
- Quitting smoking : www.wiquitline.org or Call 1-800-QUIT NOW



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