

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 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*

Smoking Priority: First Stop, Then Lose Weight

Smokers who are also overweight face a dilemma in trying to take care of their hearts: Should they focus first on losing weight or kicking the smoking habit? A new study suggests stopping smoking should be the first step. All smokers had a higher risk of suffering a first heart attack than nonsmokers. But the risk didn't significantly go up for smokers who were also obese, the study, published in the European Journal of Internal Medicine, found.

Among nonsmokers, heart-attack risk was significantly higher among obese people than those of normal weight. Smoking and obesity are major public health problems but it hasn't been clear whether one is more harmful than the other, the researchers said.

The relatively small effect of obesity on smoking risk underscores the effect on heart-attack risk from smoking-related changes in blood-vessel function and blood composition, the study said. Previous research has shown that gaining weight doesn't offset the cardiovascular benefits of quitting, the study noted.

Increased heart-attack risk was also found among former smokers, the study said. However, people who stop smoking reduce their risk for heart disease within one to two years of quitting, according to the Centers for Disease Control and Prevention.

Researchers in Israel used a large health database to identify 738,380 people, age 40 to 74, whose body-mass index and smoking status were recorded in 2009 or 2010. Just over a fifth, 20.8%, were smokers, 10.7% were former smokers and 68.5% had never smoked. Of the subjects, 2,231 suffered a first heart attack in 2011.

Former smokers and smokers who weren't obese had more than double the risk of heart attack as nonsmokers after adjusting for age, gender and socioeconomic factors. Adding obesity as a factor increased the risk among all three groups, but it was only statistically significant among nonsmokers after further adjustment for diabetes, hypertension, high cholesterol and other cardiovascular conditions, the analysis showed.

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!

Menthol Cigarettes

What is menthol tobacco?

Menthol is a minty tasting chemical compound that has a numbing or anesthetic effect on its user.

Tobacco companies add it to tobacco products to cool the throat and make the product taste better.

The tobacco industry marketed menthol cigarettes as healthier and

safer, but they are just as deadly. Advertisements emphasized their cool and refreshing taste and claimed it would soothe your throat. Many people choose menthol cigarettes because they believe they are safer than non-menthol cigarettes. They are not. In reality, menthol just masks the harshness of the smoke, which makes it easier for young people to start. Smokers who use menthol have a harder time quitting than smokers who smoke non-menthol cigarettes.

BEAUTIFUL LIE
UGLY TRUTH

ABOUT **MENTHOL** TOBACCO

How has the tobacco industry marketed menthol?

Tobacco companies started marketing menthols heavily to African Americans in the 1960s. Tobacco companies did this by using messages and images (e.g. Black Power) that appealed to African Americans. Tobacco companies target African Americans, Latinos, Asians, Hawaiian/Pacific Islanders, young people, women and the LGBTQ community with menthol marketing.

In their own words: “We don’t smoke that s***. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid.” – RJ Reynolds Executive, 1971 “...the base of our business is the high school student.” – Lorillard (Makers of Newport), 1978 “Kool is to develop programs which ingratiate themselves with the Black community. These programs are to show the makers of Kool as a community citizen, be backfire-proof and pave the way for supporting the brand...” – Brown & Williamson, 1976

Read more and watch a great video at: <http://www.ansrmn.org/menthol-tobacco/>



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