

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 and 2017. The dates are listed below so mark your calendars!

- **Thursday December 15th 10:00 AM**
- **Thursday March 16th 10:00AM**
- **Thursday June 15th 10:00AM**

**The meeting will be held at the Polk County Public Health Department. 100 Polk County Plaza Balsam Lake WI 54810*

National Report: Wisconsin Ranks 32nd in Protecting Kids from Tobacco

Wisconsin ranks 32nd nationwide in funding programs to prevent kids from smoking and help smokers quit, according to a report released today by a coalition of public health organizations. Wisconsin is spending \$5.3 million this year on tobacco prevention and cessation programs, which is just 9.2 percent of the \$57.5 million recommended by the Centers for Disease Control and Prevention (CDC).

The report challenges states to do more to fight tobacco use – the nation's No. 1 cause of preventable death – and help make the next generation tobacco-free. In Wisconsin, 8.1 percent of high school students still smoke, and 2,900 kids become regular smokers each year. Tobacco use claims 7,900 Wisconsin lives and costs the state over \$2.6 billion in health care bills annually.



Other key findings in the report include:

- Wisconsin will collect \$779.1 million in revenue this year from the 1998 state tobacco settlement and tobacco taxes, but will spend less than 1 percent of the money on tobacco prevention programs.
- Tobacco companies spend \$155 million each year to market their deadly and addictive products in Wisconsin – 29 times what the state spends on tobacco prevention. Nationwide, tobacco companies spend \$9.1 billion a year on marketing – more than \$1 million every hour.



For the Full Report Visit: <http://www.tobaccofreekids.org/microsites/statereport2017/>

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!

Deadly Alliance

How Big Tobacco and Convenience Stores Partner to Market Tobacco Products and Fight Life-Saving Policies

Tobacco companies have enlisted convenience stores as their most important partners in marketing tobacco products and fighting policies that reduce tobacco use, thereby enticing kids to use tobacco and harming the nation's health.

As other forms of tobacco marketing have been restricted, tobacco companies now spend more than 95 percent of their marketing budget — nearly \$8.7 billion a year — to saturate convenience stores, gas stations, and other retail outlets. Tobacco companies pay stores to ensure that cigarettes and other tobacco products are advertised heavily, displayed prominently, and priced cheaply to appeal to both kids and current tobacco users.

Convenience stores have also become partners with — and front groups for — the tobacco industry in fighting higher tobacco taxes and other public policies that reduce tobacco use.



Key findings of the report:

- Convenience stores and other retail outlets have become by far the dominant channel for marketing tobacco products in the United States.
- Point-of-sale marketing is very effective at reaching kids and influencing them to smoke.
- Tobacco companies, inhibited by their own negative reputations, have enlisted convenience stores as front groups to oppose tobacco tax increases and other policies to reduce tobacco use.

This report can be used at the state and local level to draw attention to the tobacco problem in general, but particularly to the role that convenience stores and other retailers play in it and the way that tobacco companies use them to market their products and oppose policy change. If you are working on funding for tobacco prevention, tobacco taxes, Tobacco 21 or point-of-sale issues, the report can be useful in drawing attention to the problem and the solutions.

To see the Full Report Visit: http://www.tobaccofreekids.org/content/what_we_do/industry_watch/store_report_slideshow/Deadly_Alliance_2016.pdf



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