

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

- **Thursday March 16th 10:00AM**
- Thursday June 15th 10:00AM
- Thursday September 14th 10:00AM
- Thursday December 14th 10:00AM

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

The Prohibition of Distributing Free Samples of Tobacco Products—Draft Guidance From FDA

January 17th 2017, FDA has issued a draft guidance, [The Prohibition of Distributing Free Samples of Tobacco Products](#), for public comment. When finalized, this guidance will help tobacco product manufacturers, distributors and retailers understand – and comply with – the prohibition of distributing free samples of tobacco products. The free sample ban prohibits tobacco product manufacturers, distributors, and retailers from distributing free samples of tobacco products, except for smokeless tobacco products distributed in “qualified adult only facilities” in accordance with the regulations. In the draft guidance, FDA interprets this to mean that manufacturers, distributors, and retailers may distribute tobacco products to consumers only through a tobacco product sales transaction and only in exchange for money.

When FDA first issued the free sample ban in 2010, the prohibition applied to cigarettes (including roll-your-own tobacco), cigarette tobacco, and smokeless tobacco. As a result of the FDA’s final deeming rule, which went into effect on August 8, 2016, the ban on distributing free samples applies to all tobacco products (and their components and parts) that are subject to FDA’s tobacco product authority. This prohibition includes newly-regulated tobacco products such as e-cigarettes, cigars, and hookah tobacco.

This draft guidance explains, among other things, what and who are subject to the prohibition, as well as how the prohibition of distributing free samples applies to the distribution of tobacco products through: non-monetary exchanges; membership and rewards programs; contests and games of chance; and business-to-business exchanges.

The prohibition on free samples of tobacco products is among the FDA’s most important provisions to help reduce youth access to tobacco products. *The Prohibition of Distributing Free Samples of Tobacco Products* draft guidance, when finalized, will assist manufacturers, distributors and retailers to comply with these regulations.

For more information, [read the guidance](#).

Comments link: <https://www.regulations.gov/docket?D=FDA-2017-D-0113>

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!

2016 Wi Wins Results

The 2015 WI Wins numbers for W3TFL are listed below. Please take time to thank retailers for not selling to minors. It is also a good time, as a coalition member, to encourage retailers to train their employees on smokecheck.org. Smokecheck.org is an easy online tool to learn the facts about Wisconsin's tobacco sales laws.



County	Total Inspections	Number of Sales	2015 Sales Percentage	2016 Sales Percentage	Increase or Decrease in Sale Rate
Barron	45	1	2.4%	2.2%	↓
Burnett	30	1	0%	3.3%	↑
Pierce	32	11	27%	34.4%	↑
Polk	58	9	8.8%	15.5%	↑
Rusk	22	3	7.7%	13.6%	↑
St Croix	73	13	9.2%	17.8%	↑

Other Tobacco News

[FDA Takes First-Ever Action to Regulate How Tobacco Products Are Made – Proposal to Limit Carcinogen Levels in Smokeless Tobacco Would Reduce Cancer, Save Lives](#)

To See the full proposed rule visit: <https://s3.amazonaws.com/public-inspection.federalregister.gov/2017-01030.pdf>

MMWR Report: Association Between The Real Cost Media Campaign and Smoking Initiation Among Youths 2014–2016

To See the full article visit: https://www.cdc.gov/mmwr/volumes/66/wr/mm6602a2.htm?s_cid=mm6602a2_w

Electronic Cigarette Exposure: Calls to Wisconsin Poison Control Centers, 2010-2015

To See the full article visit: <https://www.wisconsinmedicalsociety.org/WMS/publications/wmj/pdf/115/6/306.pdf>

Smoking costs \$1 trillion, soon to kill 8 million a year, study finds

To See the full article visit: <http://www.foxnews.com/health/2017/01/10/smoking-costs-1-trillion-soon-to-kill-8-million-year-study-finds.html>

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