

# 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 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*

## Tobacco News

**America's new tobacco crisis: The rich stopped smoking, the poor didn't**—[https://www.washingtonpost.com/national/americas-new-tobacco-crisis-the-rich-stopped-smoking-the-poor-didnt/2017/06/13/a63b42ba-4c8c-11e7-9669-250d0b15f83b\\_story.html?utm\\_term=.b0832c5d7b68](https://www.washingtonpost.com/national/americas-new-tobacco-crisis-the-rich-stopped-smoking-the-poor-didnt/2017/06/13/a63b42ba-4c8c-11e7-9669-250d0b15f83b_story.html?utm_term=.b0832c5d7b68)

**San Francisco Board Votes to End Sale of Flavored Tobacco Products, Including Menthol Cigarettes** - [https://www.tobaccofreekids.org/press\\_releases/post/2017\\_06\\_20\\_sanfrancisco](https://www.tobaccofreekids.org/press_releases/post/2017_06_20_sanfrancisco)

## SmokeCheck.org Gets a Facelift!

After a decade of providing Wisconsin retailers with tobacco sales training, the time has come to retire SmokeCheck and replace it with the new WITobaccoCheck.org. The new URL reflects the training's inclusion of all tobacco products -- not just cigarettes.

The new site retains many of the same features from its predecessor, including study guides, free training, and a printable certificate of completion. The site also includes exciting new features for retailers, including the ability to set up a store account, monitor employee training progress, and download employee training certificates.

Feel free to contact TPCP Youth Access Coordinator Nancy Michaud with any questions on the new site. phone: 608-266-0181 e-mail: [Nancy.Michaud@wisconsin.gov](mailto:Nancy.Michaud@wisconsin.gov)



### 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 CDC Report on Middle and High School Student Tobacco Use



IN 2016, NEARLY  
**4 MILLION**  
U.S. MIDDLE & HIGH SCHOOL  
STUDENTS CURRENTLY USED  
TOBACCO PRODUCTS



The CDC released new data related to youth tobacco use in the U.S. from 2015-2016. National data is showing that youth tobacco use (including e-cigarette use) is down among middle and high school students.

A few highlights:

- During 2015-2016 decreases were observed in current use of use of any tobacco product, any combustible tobacco products, the use of two or more tobacco products, e-cigarettes, and hookah
- In 2016, an estimated 3.9 million U.S. middle and high school students currently used a tobacco product, and 1.8 million reported current use of two or more tobacco products
- E-cigarettes were the most commonly used tobacco product among both U.S. middle and high school students in 2016

Attached to this email you'll find a copy of the report, a highlights one-pager, the CDC's news release, and an image for use on social media.

One important thing to keep in mind is that **while Wisconsin did see youth decreases for combustible cigarettes in 2016, e-cigarette rates for middle and high school students actually went up.** You can review the 2016 Wisconsin Youth Tobacco Survey fact sheets at [www.dhs.wisconsin.gov/tobacco](http://www.dhs.wisconsin.gov/tobacco).



**Don't forget to check out our  
Facebook page at:  
[www.facebook.com/W3TFL/](http://www.facebook.com/W3TFL/)**

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