

Western Wisconsin Working for Tobacco-Free Living

Logo Decided!

At the June 10th Coalition meeting, members were able to view several ideas for a logo. The top two choices were selected and sent out via email for members to vote on. The votes came in, and members decided on the tree logo, with the tagline "Clean air. Healthy Communities."
Thanks for voting!!



Western Wisconsin Working for Tobacco-Free Living
Clean air. Healthy communities.

burnett • pierce • polk • rusk • st.croix

Website is up and running!

The website is running and operational!
The address is www.W3TFL.org.

Many resources and informational items are listed on the site. Some of the things to check out are:

- News and articles from Smoke-Free Wisconsin, the CDC and the New York Times on the homepage
- Calendar of events and weekly updates for members
- "Our Partners" tab for contact

information for all counties in the Multi-Jurisdiction Coalition

- Information about WI WINS and the Quit Line
- Links to tobacco resources at the state and national level and a link to the Burden of Tobacco in Wisconsin report
- Member's section, which includes meeting minutes, agendas and other important documents

Smoke-Free Air Celebration

During the Smoke-Free Air Implementation teleconference on Tuesday June 15, it was announced that 14 venues across the state, with more to come, are hosting smoke-free air celebrations on July 5th! Some celebration locations include Green Bay, Milwaukee, Superior, Racine, Kenosha, Wisconsin Dells and West Salem.

These celebrations are being held at businesses that either are supporters of the smoke-free air law, or have gone smoke-free before the law actually takes effect.

The public and media are invited to attend

these events, for food, giveaways and celebration!

W3TFL will be hosting a post-celebration at the Top Spot Bar & Grill in Balsam Lake on Tuesday July 6th; from 11 a.m. - 1 p.m. Everyone is welcome to join us that day and celebrate Wisconsin's smoke-free air!



Upcoming Events:

- State Prevention Conference, June 22-24th in Wisconsin Dells.
- FACTivism (sevenfive10 chalking) with Unity **FACT** members at Milltown's Fisherman's Party on June 25th at 10:30 a.m.
- FACTivism (sevenfive10 chalking) with Unity **FACT** members at Freedom Fest on July 2nd in Balsam Lake at 10:30 a.m.
- SMOKE-FREE WISCONSIN! July 5, 2010
- Smoke-Free Air Celebration at Top Spot in Balsam Lake, 11 a.m. - 1 p.m.

**"Never doubt that a small group of thoughtful, committed people can change the world. Indeed. It is the only thing that has."
-Margaret Mead**



Amery High School **FACT** members did sevenfive10 chalking in front of their high school in May to raise awareness about the new law.

FACT in Action



Amery Middle School **FACT** members display their "FACTivism"... a sevenfive10 quilt! Members had their peers write down why they are excited about smoke-free air!

Smoke-Free Air Law Business Kits

The first week of June, the state's Tobacco Prevention & Control Program mailed about 20,000 smoke-free air "business kits"; packets that have information for business owners and employees about the new law and how it affects them.

However, not everyone in Wisconsin was able to receive one. Mary and Laura, with help from the partners, are sending out a condensed version of these kits to Chambers of Commerce and law enforcement agencies in the five county MJC.

Included is a letter to Chambers about forwarding and distributing the information to businesses that may not have gotten a kit. There is also information for the state's implementation website at

www.WiBetterSmokeFree.com, as well as electronic copies of the materials at www.W3TFL.org, under the "Business Kits" tab.

Chambers will also get a July 5th celebration poster from the coalition.

Packets for law enforcement will be more comprehensive than those sent to Chambers. Law enforcement is receiving a letter and a packet, similar in content to the state's business kits. All of the materials can be found online at www.W3TFL.org.

Please contact Mary or Laura if you know of a business that needs a packet.



How to get the SFA message out

While word about the upcoming smoke-free law will be on the radio and in print advertisements around the state, many people still might not know when Wisconsin's Clean Air Act goes into effect. Some ideas to get the message out:

- Write a letter to the editor
- Put information on Wisconsin Public Access TV station
- Post signs, like the Quit Line poster, around businesses/signs in your community that have bulletin boards
- Write newspaper articles under the coalition's name and submit to county newspapers
- Be a guest on an AM radio station
- Ask restaurants to use their parking lot marquee boards to put up messages
- Send information to your local healthcare providers to distribute
- Use your FACT members to do sidewalk chalking outside of businesses (with their approval)
- Be creative!



NEXT COALITION MEETING:
September 9, 2010



W₃TFL Meeting

What: September Meeting

Where: Pierce County Health Department

When: Thurs, September 9th, from 1 p.m. – 3p.m.

**Western Wisconsin
Working for Tobacco-
Free Living**

100 Polk County Plaza,
Suite 180
Balsam Lake, WI 54810

Phone: (715) 485-8500

Fax: (715) 485-8501

E-Mail:
Mary.boe@co.polk.wi.us
Laura.jurek@co.polk.wi.us

Web Site: www.W3TFL.org

"The debate is over. The science is clear: secondhand smoke is not a mere annoyance, but a serious health hazard that causes premature death in and disease in children and nonsmoking adults."

-U.S. Surgeon General Richard Carmona

WI WINS



Don't forget your WINS checks!

By July 31st, exactly half of all WI WINS checks are due.

Each partnering county must have half of their contracted checks completed and entered into the WINS website database by that day.

Reminder: Wisconsin New Product Watch was launched by the Tobacco Prevention and Control Program to monitor the placement and accessibility of new tobacco products. MJC's are required to spend 30 minutes each quarter observing new products in the retail environment. **Second quarter observations are due on June 30th!** Once completed, mail them to Patrick Ellestad at:

1 West Wilson
P.O. Box 2659
Madison, WI 53701

To find a copy of the report, go to www.W3TFL.org and click on the "Members Section" tab. Type in the password, and go to documents. **If you cannot remember the password, lost it, or need it for the first time, contact Laura Jurek at 715-485-8547.**

Another reason to celebrate...

Something else to look forward to is the new federal law takes effect on June 22, which gives the U.S. Food and Drug Administration authority to regulate tobacco products.

At that time, the agency's federal requirements are designed to significantly curb access to and the appeal of cigarettes and smokeless tobacco to children and adolescents in the U.S. These regulations will restrict the sale, distribution, and promotion of these products to make them less attractive to kids.

Some of the new requirements include:

- Prohibits samples of cigarettes and limits distribution of smokeless tobacco
- Prohibits the sale of cigarette vending machines where minors are allowed
- Prohibits tobacco brand name sponsorship of athletic or musical events
- Prohibits sale and distribution of items, like hats or t-shirts with a tobacco logo



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100 Polk County Plaza, Suite 180
Balsam Lake, WI 54812


