



Western Wisconsin Working for Tobacco-Free Living

Quarterly Coalition Meeting!

Partners and members are encouraged to attend the quarterly coalition meeting on September 9th, 2010.

The meeting will be held at Pierce County Public Health Department, located at 412 W. Kinne St in Ellsworth, from 1:30 p.m. to 3:30 p.m.



If you would like to attend this quarterly coalition meeting, please contact Mary Boe for more information. Phone- 715.485.8834. Email- mary.boe@co.polk.wi.us.

Straight from the Source...

Wisconsin's smoke-free air law, which took effect nearly 2 months ago, on July 5th, marked an important day for the health of Wisconsin citizens! Every worker in the state now has the right to breathe clean, smoke-free air at their place of business. This is also great news for customers of bars, taverns and restaurants who don't like the smell of smoke while they eat.

Don't take our word for it though! Here is what Wisconsin residents are saying:

"I love that Marty & I are going to comedy night for the 1st time in years, since WI is now smoke free!"

"Dear WI smoking ban, I heart you."

"We've had no problems with the law whatsoever." -Elm Grove Assistant Police Chief Gus Moulas

"Customers we've gained because of the smoking ban outweigh the ones we've lost." -Server Laura Granlund of Superior, WI

"There have been no complaints so far, of any smoking violations in businesses, and the city has transitioned well, with people obeying the law." -Shell Lake Police Chief Clint Stariha

"We have had complaints in the past on how smoky the environment was in the concourse, in the areas that are semi-enclosed and protected from the wind, so there will be some happy folks around here!" -Packers Security Director Doug Collins on Lambeau Field

For more smoke-free air quotes, visit www.WiBetterSmokeFree.com.

Coalition Events:

- Northwoods Coalition Northwestern Region quarterly meeting on Tues, August 24th, from 1-3 p.m. at the Marshfield Clinic Lakewoods Family Center in Rice Lake. Please contact Mary Boe for more information.
- W3TFL Coalition meeting on Thursday September 9th at 1:30 p.m.
- Wisconsin State Primary Election on Tuesday September 14th.
- Legislative Breakfast in New Richmond on Monday October 4th at 9:00 a.m.



Big tobacco is at it again: New tobacco products have been advertised in convenience stores all over Wisconsin.

Notice the location of the products pictured above. A stand for cigars, cigarillos and little cigars are below eye-level and near the floor.

Flavors include: Red Wine, Sweet Strawberry, Grape, Citrus, Berry, and more.

FACT in Action



Unity High School and Amery High school FACT members participated this summer in WI Wins tobacco compliance checks in Polk County. As of August, Polk County's tobacco sales rate to minors for 2010 is 15.9%.

Smoke-Free Air! 50 days and counting!

Have you been out recently to enjoy smoke-free establishments? August 23, 2010 marked 50 days since Wisconsin's smoke-free air law went into effect. Support your local businesses and let them know how much you enjoy the smoke-free atmosphere.

These compliance rates are fairly typical compared to the other 27 states in the U.S. that implemented 100% smoke-free workplace laws. Other states had reports within the first 30-60 days, and then they dropped off. People start to get used to the law.

Non-compliance reports to the state's non-compliance website and phone number have been minimal in W3TFL's area. There have been 9 reports of non-compliance in the 5 counties. Statewide, there were 207 reports as of mid-August.



If there are businesses that are not

complying with the law, there are several options available to report violations.

Visit www.WiBetterSmokeFree.com or call 800-No-Smoke. Non-compliance reports can be filed anonymously or by leaving a name.

Verify the Age: Check the ID

It's impossible to tell who can legally purchase tobacco without making sure how old they are. The way someone talks and dresses, the way they look, or the people they hang out with can be clues.

However, don't be fooled. An underage teen who regularly purchases tobacco knows how to play it cool. Asking everyone for ID is the only guarantee that tobacco isn't sold to a minor.

Here are a few tips on how to read an ID for a person under the age of 21 in Wisconsin.

Licenses and ID cards issued to persons under age 21 are in a vertical format.

Date person turns 21 printed in red box

Date person turns 18 printed in yellow box

Date of Birth (DOB) printed in big red numbers



CHECKING THE YELLOW BOX IS THE QUICKEST AND EASIEST WAY TO IDENTIFY A PERSON UNDER THE AGE OF 18.

To print this document go to www.W3TFL.org and click on the Events, Projects & Activities tab → Wisconsin Wins.

For education or training materials, please visit www.smokecheck.org.

NEXT COALITION MEETING: September 9, 2010



W3TFL Meeting

Who: All coalition members and partners

What: September Quarterly Meeting

Where: Pierce County Health Department

When: Thursday, September 9th, from 1:30 p.m. - 3:30 p.m.

Other Tobacco Products: What will they think of next?



From citrus and berry blend chewing tobacco, dissolvable tobacco that come in packs, watermelon cigarillos to sweet grape little cigars, Big Tobacco is coming up with new ways to interest kids and adults in tobacco.



Above: Many different candy and fruit flavored cigarillos.



As more states across the nation increase cigarette taxes, implement smoke-free air laws, and smoking inside buildings or workspaces becomes a thing of the past, tobacco companies are coming up with new marketing of cigars, spitless and smokeless tobacco products.

Pictured at right are Tic Tacs vs. Camel Orbs. Orbs are a melt-away tobacco product that dissolves in the mouth in less than 30 minutes.

Big Tobacco efforts include promoting smokeless and spitless tobacco products as a means to stop or reduce cigarette smoking, as well as advertising them as replacement products for situations when cigarette smoking is not permitted.

Unlike traditional forms of smokeless tobacco, new dissolvable products contain finely shredded tobacco, which dissolves faster into the bloodstream. These products do not require the user to spit, allowing use to go undetected. These new products also appear less hazardous, and are packaged in containers that resemble min-like candy products, and may be more appealing to minors.



Above is the full line of dissolvable Camel products. From left to right: Camel Orbs in "Fresh" and "Mellow" flavors, Camel Snus in "Frost" and "Mellow", Camel Strips in "Fresh" and Camel Sticks in "Mellow". Orbs resemble breath mints, Strips resemble melt-away breath freshener and Sticks resemble a toothpick.

*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

*"Life takes on
meaning when you
become motivated;
set goals and
charge after them
in an unstoppable
manner."*

-Les Brown