



# Western Wisconsin Working for Tobacco-Free Living

## Candidate Forum!

Get to know your candidates and the issues they stand for!

A candidate forum will be held in collaboration with WITC- New Richmond on Tuesday, October 26<sup>th</sup>, at 11:30 a.m. to 12:30 p.m. Candidates from Assembly Districts 28, 29 and 30 are invited.

Everyone is welcome and encouraged to attend this coalition event at WITC-New Richmond. Bring your questions!



## Tobacco by the Numbers

Wisconsin's tobacco prevention efforts have helped to keep smoking on the decline in our state. However:

- More than **915,000** Wisconsin residents still smoke cigarettes.
- **6,900** Wisconsin kids (under 18) become new smokers each year.
- **15%** of pregnant women in Wisconsin smoke, compared with 10% nationally.
- **25%** of Wisconsin's 18 to 24 year olds smoke.

Tobacco is still the #1 cause of preventable death in the U.S.

- Nearly **7,000** Wisconsin adults die each year from their own smoking habits
- **751** Wisconsin residents die annually from secondhand smoke exposure, maternal smoking and fires.

What is the cost to Wisconsin's taxpayers?

- The annual healthcare costs in Wisconsin, directly caused by smoking are **\$2.8 Billion**.
- The state average price for a pack of cigarettes is \$6.81, but the real cost to society and taxpayers of that pack of cigarettes is **\$9.53**, when factoring in the costs of productivity loss, absenteeism, and smoking-related illness and death.

Progress has been made in Wisconsin to reduce the rates of tobacco use, but there is more work to be done.

Tobacco prevention and control is still a priority health issue in Wisconsin.

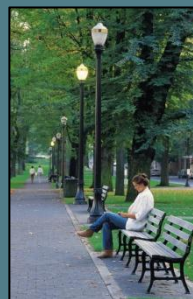
To view a printable version of "Tobacco by the Numbers", visit [www.W3TFL.org](http://www.W3TFL.org).

## Upcoming Events:

- *Legislative Breakfast in New Richmond on Monday, October 4<sup>th</sup> at 9:00 a.m.*
- *Candidate Forum Teleconference with Smoke-Free Air on Tuesday, October 5<sup>th</sup> at 10:00 a.m.*
- *Polk County Board is holding a public hearing about the Polk County Smoke-Free Air Ordinance on Tuesday, October 12 at 7:00 p.m. at the Polk County Government Center.*
- *Candidate forum at River Falls City Hall on Monday, October 11<sup>th</sup> at 7:00 p.m.*
- *Live Meeting with partners on Thursday October 14<sup>th</sup>*
- *Candidate forum at WITC-New Richmond on Tuesday, October 26<sup>th</sup> at 11:30 a.m.*

## Did you Know?

CNN.com polled readers in an unofficial "Quick Vote" survey on September 17<sup>th</sup>. The survey question was "Should cities ban smoking in outdoor areas such as parks, beaches and plazas?"



Readers were split. 51% of people polled said that smoking should be banned in outdoor areas; 49% said that smoking should remain legal in outdoor areas.

# Wisconsin: The Cost

Average retail price for a pack of cigarettes: **\$6.81**

Combined medical costs and productivity losses attributable to each pack of cigarettes sold in Wisconsin: **\$16.24 per pack**

For every dollar Wisconsin spends on providing tobacco cessation treatments, it has an **average potential return investment of \$1.12.**

[www.lungusa.org](http://www.lungusa.org)

## Secondhand Smoke in the U.S.

More than half of U.S. children between ages 3 and 11 show signs in their blood of exposure to secondhand smoke, according to a report released Tuesday by the CDC, which examined blood samples from more than 1,300 children.

These children are more prone to pneumonia, bronchitis, asthma, and decreased lung function, according to the CDC report. It also finds that 40 percent of nonsmoking adults have cotinine in their blood, a chemical that indicates exposure to secondhand smoke. For the most part, children are exposed to secondhand smoke in their own homes, the CDC said.

“After all these decades, and all the attention to this problem, to have almost 90 million Americans

exposed to secondhand smoke is really striking,” said Terry Pechacek, the associate director for science at the CDC’s Office on Smoking and Health.

While smoking rates declined from 2000 to 2005, rates have not changed much since then, and today 20 percent of Americans smoke. Some states with strong anti-smoking laws, such as California, have seen a decline in smoking rates.

Pechacek says the tobacco industry has employed successful sales tactics, such as direct-mail advertising, while fewer dollars have been spent to combat smoking because of the recession.

“We aren’t getting enough money to do the things we know that work,” he says. “Every year we miss the opportunity to help people quit smoking.”

## Talking to your legislators

It’s election time again, and candidates will be campaigning hard until November 2<sup>nd</sup>. Now is the best time to have your voice heard! When meeting with candidates, talking to current legislators up for re-election, or attending a forum, there are plenty of opportunities to educate a candidate on issues that are important to you.

To find out where the candidates stand on tobacco control and public health issues, listed below are a few questions that could be asked:

1. Big tobacco and the tobacco industry continue to target Wisconsin youth by rolling out new tobacco products featuring candy flavors with appealing packaging. These products are currently taxed differently than cigarettes, sending our kids the message that new tobacco products are an acceptable alternative to cigarettes. Usage rates of these products are currently rising. Would you support closing this loophole and ensure all tobacco products are taxed at the same rate as cigarettes?
2. Wisconsin’s tobacco prevention efforts have helped to keep youth smoking on the decline. These efforts will be hindered by recent funding cuts. Without restoring the program funding, these gains may end up being short-lived. Other states that suffered a reduction in funding have also seen an increase in smoking rates. The return on investment by preventing teen smoking is high, as it improves overall public health for the future. Do you support increasing funding for tobacco prevention and control?
3. Tobacco is still the number one cause of preventable death in Wisconsin and the United States. Funding for tobacco prevention and control has a significant return on investment; with every \$1 that is spent on tobacco prevention is shown to generate \$3.60 in health care savings. These savings are realized by individuals and by Wisconsin’s businesses. Do you support continuing investing in tobacco prevention and control?

## LIVE MEETING FOR PARTNERS:

October 14, 2010



### W<sub>3</sub>TFL Meeting

**Who:** All coalition partners

**What:** Microsoft Live Meeting to discuss the Strategic Recruitment Plan (SRP)

**When:** Thursday, October 14<sup>th</sup>, from 10:00-11:00 a.m.



# Smoking in Movies: On the Decline



Robert Pattinson, smoking on the set of "Remember Me".

To view the full article, click the following [here](#).

Hollywood has actually been taking the smoke out of movies.

The CDC released a report last month showing that scenes of smoking in high-grossing films fell to 1,935 "incidents" last year, down 49 percent from the highest rate in 2005. The study defined an incident as the use, or implied use of a tobacco product, by an actor, with a new incident occurring each time a tobacco product went off-screen then came back, or a different actor was shown with tobacco.

In the last several years, the major film studios have adopted policies meant to limit the depiction of tobacco use in films and particularly in films that are marketed to youth.

However, despite the decline of smoking in movies, the report found that more than half of all PG-13 rated films still showed smoking.

It pointed toward the movie "Remember Me," a PG-13 romance that starred Robert Pattinson, as an example of a youth-friendly film that showed its dreamy lead character with a cigarette in hand.

The report noted that a number of health organizations had pressed the film industry to assign an R rating to any film that portrayed tobacco use – something that would severely limit access by the young to such movies. To date, the Motion Picture Association of America, which helps oversee the rating administration, has resisted that step as unnecessary and unduly restrictive.

The director of the National Health Center for Chronic Disease Prevention and Health Promotion, said the smoking imagery in films continued to feed what she called "unacceptably high rates" of smoking among youths and more work needs to be done.

## UW-Stout Goes Tobacco-Free

Students at the University of Wisconsin-Stout voted twice in referendums to change university policy concerning the use of tobacco products on campus. On Wednesday, Sept. 1, those changes went into effect.

The UW-Stout tobacco-free initiative will make it the first four-year institution in the UW System to prohibit all tobacco products on campus. This includes all UW-Stout property, including parking lots and sidewalks.

In April 2009, students overwhelmingly supported banning smoking from campus. A year later, students voted to extend that ban to all tobacco products. Chancellor Charles Sorensen then accepted those recommendations, and official policy was changed to include the campus-wide tobacco-free initiative.

In the UW System, some two-year campuses are entirely smoke free but there are no other smoke-free four-year campuses. A number of state technical colleges also ban smoking on their campuses, including Chippewa Valley Technical College.

The enforcement of the policy will be through peer pressure; small cards have been printed that can be handed to people who are seen violating the tobacco-free initiative to encourage them to adhere to the policy and avail themselves of cessation resources.

The American Nonsmokers' Rights Foundation, which tracks the smoke-free air policies of universities and colleges, reports that as of July 5 there were 420 smoke-free campuses nationwide with no exemptions.

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*"How wonderful it is that nobody need wait a single moment before starting to improve the world."*

*-Anne Frank*