



# Western Wisconsin Working for Tobacco-Free Living

## Do Your Civic Duty!

The midterm elections are fast approaching. Tuesday, November 2<sup>nd</sup> will give people the opportunity to vote for the senator, assembly representative and congressperson of their choice.

Read up on the candidates at [www.wisconsinvote.org](http://www.wisconsinvote.org). Wisconsinvote.org has the latest news about candidates and where they stand on issues.

Go out on November 2<sup>nd</sup> and vote!



## Upcoming Events:

- Election Day! Vote in the midterm elections on Tuesday, November 2<sup>nd</sup>.
- Polk County Wellness Fair on Thursday, November 4<sup>th</sup>.
- Veteran's Day on Thursday, November 11<sup>th</sup>.
- Great American Smokeout on Thursday, November 18<sup>th</sup>.
- Thanksgiving Day, Thursday, November 25<sup>th</sup>.

## Youth Smoking Rates Stalled

Teen smoking rates have dropped in the past decade; however, with decreases in tobacco prevention and control program funding, the rates have stalled in recent years.

The means that increased tobacco prevention efforts are needed, a new U.S. government study shows.

According to the CDC, between the years 2000 and 2009, cigarette smoking rates declined from 28% to 17.2 percent among high school students, and from 11% to 5.2% among middle school students.

As other states have shown, with a decrease in tobacco prevention and

control funding comes an increase in youth tobacco use rates.

Cigarette use among youth tends to go up—as does the use of cigars, cigarillos and smokeless tobacco products, such as chew.



Before Election Day on November 2<sup>nd</sup>, find out where your candidates stand on tobacco prevention and control issues!

By staying informed and

learning about where your candidates stand on the issues, you can make a difference this election season!

## Have you seen...

The new Truth Campaign? Truth is the largest national youth focused anti-tobacco education campaign. To check out the latest from Truth, check out the following link: [www.shardsoglass.com](http://www.shardsoglass.com)



## CDC.Gov has Healthy Living E-Cards!

Do you know someone who is thinking about quitting smoking or who has recently quit?

Send them a healthy living e-card from the CDC!

Visit [www.CDC.gov/ecards](http://www.CDC.gov/ecards) to send a card.

## Secondhand Smoke: The Facts

Most people know that secondhand smoke is harmful. It causes health problems in infants, children and adults.

Many people might not know exactly why secondhand smoke is harmful, or what exactly the effects can be. Let's set the record straight with some CDC facts about secondhand smoke.

- Secondhand smoke contains at least 250 toxic chemicals, including more than 50 that can cause cancer.
- Most exposure to secondhand smoke occurs in homes and workplaces.
- In adults who have never smoked, secondhand smoke can cause heart disease and/or lung cancer.

- Secondhand smoke exposure causes an estimated 46,000 heart disease deaths annually among adult nonsmokers in the U.S.

In infants and children, secondhand smoke causes the follow:

- Ear Infections
- More frequent and severe asthma attacks
- Respiratory symptoms like coughing, sneezing and shortness of breath
- Respiratory infections like bronchitis and pneumonia

Secondhand smoke has a negative impact on the health of Wisconsin's smokers and nonsmokers. With the new statewide smoke-free air law, let's take a breath of fresh air and know that nonsmokers are being protected in public places!

## Candidate Forum 2010

A candidate forum was held at WITC-New Richmond on Tuesday, October 19<sup>th</sup> for candidates from Assembly District 29. Representative John Murtha and Candidate Liz Jones participated in a moderated forum, where the constituents in the audience were able to write down their questions. The forum was hosted by WITC-New Richmond and Western Wisconsin Working for Tobacco-Free Living.

The candidates started off with an introduction and were able to answer many questions from the students and public that attended.

We want to thank Representative Murtha, Candidate Liz Jones and everyone who attended the forum!

## LIVE MEETING FOR PARTNERS:

November 9, 2010



## W3TFL Meeting

**Who:** All coalition partners

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

**When:** Tuesday, November 9<sup>th</sup>, from 10:00-11:00 a.m.



Poster advertising the forum



Candidates Liz Jones (D) and John Murtha (R)

# Local Smoke-Free Air Ordinances



Local smoke-free air ordinances are useful to local municipalities because they save time and money in the long run!

Since the smoke-free air law was put into effect on July 5<sup>th</sup>, 2010, many counties and municipalities throughout the state have continued to adopt local smoke-free air ordinances.

Adopting a smoke-free air ordinance locally is beneficial because it gives law enforcement the authority to issue citations to those who are breaking the law—potentially business owners, persons in charge and offenders. As well as giving law enforcement the ability to write citations, a local ordinance will keep the money from citations within the county or municipality.

In the W3TFL coalition's five-county jurisdiction, there are already seven local ordinances! Those ordinances include: **Polk County, Rusk County, Amery, Hudson, North Hudson, Ladysmith, Prescott and Roberts!** Congrats! If you know of any other ordinances, please contact Mary Boe.

## New Tobacco Products Increase Importance of Preventing Youth Access

To combat smoke-free air laws, increases in cigarette tax and decreases in cigarette smoking rates, tobacco companies are coming out with new products to try to hook new users. These products are the newest challenge from the tobacco industry: flavored and smokeless tobacco products.

The tobacco industry is investing heavily in alternative smokeless tobacco products and flavored tobacco in order to respond to increasing regulations and smoke-free air laws. These products are marketed to get around the laws and entice newer, younger users.

The alternative products include flavored cigars and chewing tobacco (which are taxed at a lower rate than cigarettes), dissolvable tobacco and "Snus", which are spit-less tobacco pouches that users place under their upper lip. Dissolvable tobacco comes in pellet forms, which resemble a breath mint and strips, which are a dissolvable tobacco film strip for the tongue.

The tobacco industry promotes these new tobacco products as less dangerous alternatives to smoking and markets products in kid-friendly flavors like Berry Blend, Peach, Sweet Strawberry, Red Wine and Watermelon. With these new products in

stores, health professionals say it's more important than ever to prevent tobacco sales to minors.

Pictured below is the door of a convenience store—shown with a small no smoking sign, and a large advertisement for chewing tobacco and cigarettes.



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*"Determine the  
thing that can and  
shall be done, and  
then we shall find  
the way."*

*-Abraham Lincoln*