



# Western Wisconsin Working for Tobacco-Free Living

## Quarterly Coalition Meeting

The W3TFL quarterly coalition meeting was held on December 14<sup>th</sup> at Polk County Health Department. Many coalition members and partners were in attendance.

Agenda items discussed include: Updates on the smoke-free air law and compliance, smoking rooms that are being built by establishments, the Strategic Recruitment Plan, and in-district meetings with legislators. To view the meeting minutes, please visit the website, [www.W3TFL.org](http://www.W3TFL.org) or click [here](#).

## Air Quality Results are In!

Ninety-seven percent of air quality samples taken in more than 200 Wisconsin establishments after the ban took effect July 5 came back healthy, according to a study released last week by the state Department of Health Services and UW Carbone Comprehensive Cancer Center.

According to the study, air quality samples taken in bars and restaurants that had previously been found to have unhealthy air showed a 92% improvement after the smoke-free air law started in July.

The study measured fine particulates that are inhaled deep into the lungs, contributing to respiratory diseases.

The data for this study was collected by public-health agencies in communities around the state. Air-testing equipment collected air samples in the same establishment before and after the smoke-free law went into effect.

Most of the testing took place on

Friday and Saturday nights when the greatest number of employees and patrons might be exposed to secondhand smoke.

Before the ban, State health researchers tested the air in 200 bars and restaurants before the smoking ban and found 27 percent had air that was hazardous to health. Another 28 percent had air that was found to be very unhealthy and 38 percent unhealthy for bar and restaurant workers as well as customers.

" I think the goal here was to help protect the workers in these establishments and help the make the experience for everyone, including customers, healthier and a more pleasant experience," said Beth Kaplan from the Wisconsin Department of Health Services.

And by far the people happiest with the ban are those who work in the service industry. They're the ones who no longer have to work in a thick haze for their entire shifts.

## Upcoming Events:

- January 1<sup>st</sup>, New Years Day. Happy Holidays!!
- January 4<sup>th</sup>, SmokeFree Wisconsin's sustainability teleconference at 10:00 a.m.
- January 15<sup>th</sup>, Wisconsin Wins 4<sup>th</sup> Quarter reports and New Product Watch is due.
- January 21<sup>st</sup>, Amery Health & Wellness Expo from 9:00a.m. - 1:00p.m.



## In-District Legislator Meetings

W3TFL, in partnership with other MJC groups and coalitions, have been meeting with legislators in the MJC to discuss tobacco issues. So far, Dean Knudson (30<sup>th</sup> A.D.) and Roger Rivard (75<sup>th</sup> A.D.) have had productive discussions about tobacco issues.

More meetings are being scheduled for 2011. If you are interested in attending an in-district meeting, please contact Mary Boe.

# Wisconsin Wins Results

Now that the year is nearly over, Wisconsin Wins Data has been finalized and compliance rates have been calculated. Overall, throughout the MJC's five counties, the sales of tobacco products to a minor has gone down, which is great news! With some rates still over 10% however, we still have room for improvement!

**Reminder: All Q4 Wisconsin Wins new product watch, compliance checks, media outreach and public outreach are due on January 15<sup>th</sup>!**

## 2010 WI Wins Data for MJC

County	Total Number of Contracted Inspections	Total Number of Data Collected	Total Number of Completed Inspections	Number of Sales	2010 Sales Percentages
Burnett	37	40	30	3	10.0%
Pierce	40	41	32	2	6.25%
Polk	66	66	52	7	13.5%
Rusk	35	44	32	1	3.1%
St. Croix	79	81	73	10	13.7%

## R.J. Reynolds Pulls Camel Orbs, Sticks and Strips from Test Markets

In mid-December, R.J. Reynolds announced that they will be pulling their Camel brand Orbs, Sticks and Strips from test markets. These products, looking similar to candy breath mints, toothpicks or dissolvable tongue film-strips, drew controversy because of their kid-friendly flavors and easy to conceal packaging, which resembles that of candy or gum.

A spokesperson for R.J. Reynolds said they they will be bringing these products to new test markets in 2011 to "gain additional feedback and new perspectives." Users of these products received a letter in the mail from the company, as well as coupons for other smokeless tobacco products.



*Pictured on left: Camel Orbs and Strips.*

*Pictured below: Camel Sticks.*



## W3TFL COALITION MEETING

February 8, 2010



### W3TFL Meeting

**Who:** All coalition members

**What:** Quarterly in-person coalition meeting

**When:** Tuesday, February 8<sup>th</sup> from 1:00 - 3:00 p.m.

**Where:** Burnett County Government Center

# 2010 Surgeon General's Report



Surgeon General  
Vice Admiral Regina  
M. Benjamin, MD,  
MBA.

On December 9<sup>th</sup>, 2010, the U.S. Surgeon General released the new 2010 Surgeon General's Report, titled *How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease*. This report shows how tobacco smoke causes disease in people. It also describes how tobacco smoke immediately damages the body at every exposure.

The report shows that tobacco use is the single largest preventable cause of death and disease in the United States. More than 1,000 people are killed every day by tobacco.

It also says that smoking doesn't just harm the smoker. Every year, thousands of nonsmokers die from heart disease and lung cancer, and thousands of children suffer from respiratory infections because of exposure to secondhand smoke. What does this mean?

**There is no risk-free level of exposure to tobacco smoke and there is no safe tobacco product.**

## Key Findings:

The Surgeon General first reported on the dangers of smoking in 1964, launching our nation's fight against tobacco. Since then, it has issued multiple reports that have provided the scientific foundation for decades of education and action on an issue that has impacted millions of families in Wisconsin and across the nation.

The new report found that smoking and exposure to secondhand smoke causes immediate harm to the human body, triggering physical changes that lead to cancer, heart attacks, lung disease and many other serious illnesses, including damage to the reproductive systems of both men and women.

The report also found that design changes have made cigarettes more addictive over time. Today's cigarettes deliver nicotine more efficiently to the brain, addicting people more quickly and making it harder for them to quit.

While past reports have explained which diseases were the result of tobacco use, today's report is the first to detail *how* the diseases were caused. According to the Surgeon General's report:

- **There are no safe levels of tobacco use and secondhand smoke.** The report found that smoking and exposure to secondhand smoke causes immediate harm and damage to the human body, triggering physical changes that lead to cancer, heart attacks, lung disease and other serious illness. The report also reinforces the need for maintaining strong smoke-free policies such as Wisconsin's smoke-free law.
- **Quitting smoking at an early age provides improved health benefits.** That's why providing broad access to stop-smoking help, such as Wisconsin's QuitLine (1-800-QUIT-NOW), is critical to improving Wisconsin's health and reducing the nearly \$2.8 billion a year Wisconsin spends on tobacco-related health care costs.
- **Prevention is key.** Preventing people from starting to smoke is the best way to reduce tobacco's harms, and increasing the price of tobacco products has been proven in other states to be one of the most effective prevention tools, particularly with young people.

The report and related materials can be found at [www.surgeongeneral.gov](http://www.surgeongeneral.gov). For more on local tobacco prevention and control efforts, visit [www.W3TFL.org](http://www.W3TFL.org).

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Living*

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*"What is done for  
the children is  
doubly beneficial,  
since their success,  
obvious to  
everyone, educates  
the parents as well.*

*-Franz Grillparzer*