



Western Wisconsin Working for Tobacco-Free Living

Quarterly Coalition Meeting!

Please join us for the February quarterly coalition meeting. The meeting will be held in Siren at the Burnett County Government Center, located at the Government Center, 7410 County Rd K, Siren 54872. We hope to see you there!

First Breath Program Helps Women Quit Smoking

Women who are pregnant and smoke are often a common health concern for W3TFL's five county multi-jurisdiction coalition. In four out of the five counties, the percent of women who smoke during pregnancy is much higher than Wisconsin's average of 15% pregnant smokers.

In fact, the 15% of Wisconsin women who are pregnant and smoke is actually 2% higher than the national average!

Smoking during pregnancy is an important public health issue, as well as an economic issue. Smoking during pregnancy affects the health of the mother *and* the health of the baby—both during pregnancy and after.

Smoking during pregnancy can cause stillbirth, low birth weight, sudden infant death syndrome (SIDS), respiratory problems, as well as other health issues for the baby. The risk of these health problems can be lowered with the help of a program called First Breath. First Breath is offered by the Wisconsin Women's Health Foundation, and administrated through prenatal care providers, to help pregnant women successfully quit smoking.

Since 2001, over 10,000 pregnant women have participated in First Breath. This means there are healthier moms, healthier babies and lower healthcare costs to the state.

What First Breath means for Wisconsin in savings:

- First Breath saves \$3.00 in healthcare costs for every \$1.00 it spends.
- Since 2001, First Breath has saved almost \$3 million in neonatal health costs.
- If First Breath succeeds in preventing just two very low birth-weight premature babies each year, those cost savings far exceed the total annual cost of the program.

For more information about First Breath, visit www.wwhf.org, and click Programs.



Upcoming Events:

- Tuesday, February 1st: Statewide Sustainability Call with SmokeFree Wisconsin at 10 a.m.
- Monday, February 7th: Legislative Breakfast from 9-11 a.m. at the St. Croix County Government Center in New Richmond.
- Tuesday, February 8th: Quarterly coalition meeting in Burnett County from 1-3 p.m.
- Tuesday, February 15th: Statewide Sustainability Call with SmokeFree Wisconsin at 10 a.m.

Legislative Breakfast

There will be a legislative breakfast at the St. Croix County Government Center in New Richmond on Monday, February 8th from 9-11a.m.

Legislators from within the MJC are invited.

Everyone is welcome to attend this event! This is a great opportunity to meet your legislators and educate them on the issues you think are important!

Economic Impact of Smoke-Free Air

A new study released by the UW-Madison Carbone Cancer Center found that hospitality businesses saw no negative economical impacts as a result of local smoke-free ordinances in the years following implementation.

The study focused on Madison, Appleton, Eau Claire, Marshfield and Fond du Lac, cities that had smoke-free ordinances prior to July 5, 2010. From 2005 to 2009, researchers analyzed changes in the number of alcohol licenses issued, employment in sub-sectors of the hospitality industry, the number of establishments, and citations for violations of the city ordinances. After comparing the data to cities without smoke-free ordinances, researchers found no adverse economic effects throughout the hospitality industry, including bars and taverns.



In addition, there were only three violations in the five cities over the course of the research, according to the study. Researchers claim this suggests business owners did not find it more profitable to disobey the law and run the risk of citation fees.

This study explains what other states have shown; over time, hospitality businesses, including bars and restaurants, are not negatively impacted as a result of smoke-free ordinances. Wisconsin's statewide smoke-free laws should see even more positive economical effects on businesses over time.

We recognize it may take some individual customers and businesses time to adjust initially and not every business performs equally all the time. However, this study shows that for long-term; the hospitality industry performs as well as before implementation, if not better.

To report non-compliance of the smoke-free air law, go to www.WiBetterSmokeFree.com.

Farewell and Thank You! From, Laura

Hello W3TFL Coalition,

I wanted to take the time to wish everyone a very fond farewell! I am leaving my position as the Tobacco Control Specialist with Western Wisconsin Working for Tobacco-Free Living and the Polk County Health Department on Friday, January 28th. I have accepted the position of Grant Administrator with Barron County Safe & Stable Families Coalition. I will be coordinating a nutrition and physical activity grant, based out of Barron, my hometown.

I have genuinely enjoyed my time with the coalition and I want to thank everyone that I have had the pleasure of working with! I have gained so much experience working in tobacco prevention and control and the Polk County Health Department, as well as learning so much from the wonderful people in this field. Thank you for the support, guidance, and encouragement you have provided me during my time with W3TFL. Even though I will miss my colleagues, the coalition and the health department, I am looking forward to this new challenge and to starting a new phase of my career.

If anyone needs assistance after January 28th, please contact Mary Boe. I can also be reached at my personal email address laurajurek@gmail.com. Thanks again for everything.

Yours truly,

Laura Jurek

W3TFL COALITION MEETING

February 8, 2010



W3TFL Meeting

Who: All coalition members

What: Quarterly in-person coalition meeting

When: Tuesday, February 8th from 1:00 - 3:00 p.m.

Where: Burnett County Government Center, 7410 County Rd K, Siren 54872

Wisconsin Gets an "A" on Report Card!



Wisconsin's tobacco control policies earned mixed grades this year, with low marks for tobacco control program funding and cessation resources offered to smokers, but high grades for smoke free air and cigarette tax in the *American Lung Association's State of Tobacco Control 2010* report. The annual report tracks progress on key tobacco control policies at the federal and state level, assigning grades based on whether laws are adequately protecting citizens from the enormous burden caused by tobacco use.

Wisconsin's grades included an "A" for smoke free air, a "B" for its cigarette tax, and two "F"s for tobacco prevention and control funding, and for cessation coverage. This is the first time in the nine year history of the report that Wisconsin has received an "A" in any of the four categories.

As the 2011 legislative session begins under new leadership, the American Lung Association Wisconsin (ALAW) and multi-jurisdiction coalitions around the state will work to educate on why funding for tobacco prevention and cessation programs are essential to the health of Wisconsinites.

The state takes in almost \$700 million annually just in cigarette tax revenues, yet the Tobacco Prevention and Control Program receives less than \$7 million/year. Wisconsin continues to rely on cigarette tax revenues to help balance the budget, but only invests pennies on each dollar to help smokers quit and prevent new kids from starting to smoke.

They will also be working to equalize how tobacco products are taxed. Currently, other tobacco products (OTPs) such as little cigars and moist tobacco are taxed at substantially lower rates, making them attractive to youth. Additionally, these OTP's are frequently "candy" flavored, increasing their appeal to underage users.

The American Lung Association report shows vital action on some fronts in the fight against tobacco, yet it also underscores tobacco's grim national toll. Each year 443,000 people die from tobacco-related illnesses and secondhand smoke exposure, making tobacco the leading cause of preventable death. It is responsible for an estimated 7,240 deaths in Wisconsin. In addition, it costs the state's economy \$3.7 billion annually in healthcare costs and lost productivity.

The 50 states and District of Columbia were graded on tobacco prevention and control program funding; smoke free air laws; cigarette tax rates; and coverage of cessation treatments and services, designed to help smokers quit. These categories draw on four proven policies to save lives and cut health care costs.

For the first time, the report card also provided a more complete picture of a state's cessation efforts by including data about quitlines in the state cessation grade. Quitlines are free, phone-based programs that provide services to help callers quit tobacco use.

A number of states, including Wisconsin, continued in 2010 to rely on cigarette taxes for new revenues to help balance budgets, but most failed to use part of the revenues to help smokers quit, according to the American Lung Association report.

For more information on the ALAW or this report, please visit www.lungwi.org.

Want to quit using tobacco? Call the Wisconsin Quitline at 1-800-QUIT-NOW.

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Living*

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*"There is nothing
wrong with
change, if it is in
the right
direction."*

*-Winston
Churchill*