



Western Wisconsin Working for Tobacco-Free Living



2010 W3TFL Year-End WI Wins Data

County	Checks	Sales	Sales Percentage
Burnett	30	3	10%
Pierce	32	2	6.3%
Polk	52	7	13.5%
Rusk	36	1	2.8%
St. Croix	73	10	13.7%

WI Wins checks will continue to be conducted throughout the W3TFL MJC in 2011. Our goal is to continue to reduce the amount of tobacco sales to minors and to continue to educate tobacco retailers about tobacco products, the importance of keeping tobacco products out of the hands of minors and the free on-line training tool for employees; smokecheck.org.

The "New Product Watch" will also continue in 2011 as part of the WI Wins Program. Through the "New Product Watch" area tobacco retailers are observed quarterly for evidence of the "highlighted" product of the quarter. The first quarter product is cigarillos.



Save the Date: Quarterly Coalition Meeting!

Our next coalition meeting is scheduled for May 12th, 2011 from 10:00 a.m. to 12:00 p.m. at the St. Croix County Health and Human Services Department in New Richmond, WI. Please get it on your calendar - we would love to see you there!!!

Upcoming Events:

- Tuesday, March 1st: Statewide Sustainability Call with SmokeFree Wisconsin at 10 a.m.
- Friday, March 4th: 2010 year-end review with the Tobacco Prevention and Control Program.
- Tuesday, March 8th: Statewide SmokeFree Air call with the TPCP at 10 a.m.
- Wednesday, March 23rd: Kick Butts Day.

Legislative Event Dates for 2011:

- April 11th, 2011
- August 1st, 2011
- October 3rd, 2011
9-11 a.m.

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!

The events are held in New Richmond at the St. Croix County Health and Human Services Department.



Fighting Against Corporate Tobacco (FACT)



Fighting Against Corporate Tobacco (FACT) youth, at Amery Middle School, recently had a training event with Alex Hipp FACT Field Specialist. During the training they talked about why they are a part of FACT. They also discussed how they will spread the word and educate their peers, the community and legislators on how the tobacco industry targets youth. The 2011 campaign, "Manipulicious", will focus on other tobacco products (OTP'S) and how they look just like candy.

Why do you belong to FACT?

- "I don't want to become addicted to tobacco like my mom."
- "I want a voice."
- "Being healthy is important to me."
- "I want to share the word about tobacco and how bad it is for you."
- "My grandpa died from tobacco use"
- "Smoking stinks"



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Smoke-Free Air

For issues of non-compliance:

- 1-800-no-smoke
- Wibettersmokefree.com

Tobacco in the News

New York City has expanded its Smoke-Free Air Act to ban smoking at the city's parks and beaches.

Under the new law smoking is no longer allowed in parks, beaches, marinas and boardwalks. City pools, recreation centers and all other property, equipment, buildings and facilities under the jurisdiction of the Parks Department are included in the ban, as are pedestrian plazas, which are areas located within the bed of a roadway that the Department of Transportation has designated for use as a plaza. The ban does not include the sidewalks immediately adjoining parks, squares and public places; any pedestrian route through any park strip, median or mall that is adjacent to vehicular traffic; parking lots; and actors in theatrical performances. Violators face a \$50 fine.

*"Act as if what
you do makes a
difference...
It does."*

-William James