

# Western Wisconsin Working for Tobacco-Free Living

[www.W3TFL.org](http://www.W3TFL.org)

Volume 2 Issue 2 July, 29 2011



## Save the date: Quarterly coalition meeting!

Please join us August 4, 2011 for our quarterly coalition meeting. The meeting will be held from 1 pm to 3 pm at the Polk County Health Department. Located at 100 Polk County Plaza, Suite 180, Balsam Lake, WI 54801. We hope to see you there!

## Other Tobacco Products Presentations!

If your organization/group is interested in learning more about other tobacco products (OTPs), please contact Mary or Cortney. We would love to come and do a presentation to spread the word!

## New “Watch”!

The “New Product Watch” is part of the WI Wins Program. **Volunteers** are needed to observe area tobacco retailers for designated new “watch”. This quarters “watch” is for Roll Your Own Shops. As you are traveling, please be on the look out for Roll Your Own shops. Items to note and report back to Mary or Cortney are:

- Tobacco type (pipe or cigarette)
- Number of machines
- Average price of a carton/pack
- Tobacco flavors/blends
- How long did it take to fill a carton of smokes?
- Were there incentives (coupons, 2-for-1)?
- Sampling available?



## WI Wins update!

Congratulations to all the businesses and clerks who checked I.D's and did not sell tobacco to our minors during the first 6 months of 2011 compliance checks. The midyear W3TFL WI Wins Report is below.

Burnett- 18 checks 2 sales  
Polk- 34 checks 1 sale  
St. Croix- 44 checks 7 sales  
Pierce- 20 checks 4 sales  
Rusk- 16 checks 0 sales

## W3TFL Contact Information

- Was smoking allowed on premises?
- Did they check your ID?
- Were there advertisements outside or inside the shop?
- Did you receive assistance using the machines
- Did you have to sign in?
- Do you know what # customer you were that day?

If you are uncomfortable asking any of these questions please ask what you are comfortable with or let us know where the shop is and we will check it out.

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## Teen smoking: 10 ways to help teens stay smoke-free

Want to prevent teen smoking? Understand why teens smoke and how to talk to your teen about cigarettes.

**No. 1: Understand the attraction-** Ask their opinion about smoking

**No. 2: Say no to teen smoking-** Make it clear why you don't approve of smoking

**No. 3: Set a good example**

**No. 4: Appeal to your teen's vanity-** Remind them of all the negative effects related to smoking

**No. 5: Do the math-** Calculate how much they would spend in a week, month, year

**No. 6: Expect peer pressure-** Practice how to handle tough situations

**No. 7: Take addiction seriously-** Talk about how easy it is to become addicted and the challenge of quitting

**No. 8: Predict the future-** Talk about the long term consequences

**No. 9: Think beyond cigarettes-** Other tobacco products are sometimes mistakenly thought of as less harmful and the advertising for them is directed at our youth.

**No. 10: Get involved-** Take an active step against teen smoking!

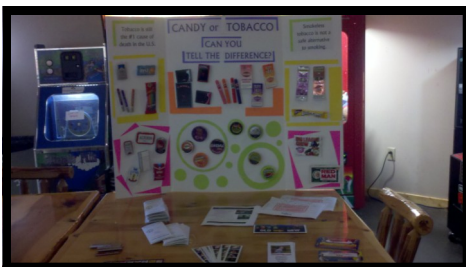
To read the whole article go to: [www.mayoclinic.com/health/teen-smoking/](http://www.mayoclinic.com/health/teen-smoking/)

# One year Anniversary of Smoke-Free Air Celebration!

A wonderful 1 year anniversary celebration was held at Gibby's Lanes in New Richmond on the afternoon of July 5th! 75 people came to celebrate. It was awesome to see all the families with children enjoying the clean air. Thanks for a great first year!



91% go out the same amount if not more since the smoke-free worksite law went into effect.



78% say the law is working well!

