

Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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Save the date: Quarterly coalition meeting!

Please join us Thursday **November 10, 2011** for our W3TFL quarterly coalition meeting. The meeting will be held at the Rusk County Health and Human Services Department from 11:00 am to 1:00 pm. 311 Miner St. Suite C220 Ladysmith, WI. Part of the meeting will be at Casa Mexicana to support the job they are doing complying with the smoke-free air law. We hope to see you there!

RYO Shop Update

The Department of Revenue is notifying the Roll Your Own (RYO) tobacco shops operating in Wisconsin that they are manufacturers of cigarettes and need to be paying the cigarette tax. While we are still awaiting the precise details about how this will be carried out and enforced, this step is a critical one and provides guidance for excise tax agents working for Department of Revenue.

This may not mean you'll see each of the RYO shops suddenly close their doors and stop operating - rather, they will likely fight this action in court and that could take some time. However, the decision by the administration to stop illegal manufacturing is a critical one in efforts to reduce the burden of tobacco in Wisconsin.

To read the Governor and Department of Revenue's media release and the letter being sent to all RYO shops follow the link below:

http://www.revenue.wi.gov/news/20110923_01.pdf

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!

Western Wisconsin Working for Tobacco Free Living is on Facebook! If you are on



Facebook search W3TFL to find us. If you don't have Facebook click on the link below to view the site:

<http://www.facebook.com/pages/Western-Wisconsin-Working-for-Tobacco-Free-Living-W3TFL/257102210977160>

FACT is currently accepting Youth Board Member applications for the 2011-2012 year. Since FACT began, it's been led by the Youth Board. They've provided feedback on proposed youth ideas. They've developed Statewide and Regional Actions. They've led local activism initiatives throughout the state. Most importantly they've been the face of FACT representing all parts of the state. To learn more go to the FACT page on www.W3TFL.org

Highlighting an OTP: Snus

Snus is flavored tobacco packaged in small teabag like pouches. The bag is placed between the upper gum and the lip. Due to the placement of the bag and the lower salt and moisture content of the tobacco, users are not required to spit while using snus. Since it doesn't require spitting it can be easily concealed. Snus comes in a variety of flavors such as frost, spearmint, and rich. These flavors make it more appealing to new users. Snus was introduced in Wisconsin last year and can be found in stores across the state.

Because it is a new product manufacturers include directions on how to use the product in the packaging. This teaches the concept of nicotine dosing to inexperienced users. The marketing also emphasizes that you can use snus in places you can't smoke, without others knowing.

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HAPPY VALENTINE'S DAY



CHEAT ON YOUR OLD FLAME

Get a little closer to your special someone this Valentine's and switch to Camel SNUS — it's smoke-free, spit-free tobacco pleasure packed in a pouch. In other words, a relationship you see going places.

camelsnus.com*
*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.



WARNING: This product can cause mouth cancer.

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2011

SMOKE-FREE RESOLUTION

If you've decided to quit tobacco use, we support you. But if you're looking for smoke-free, spit-free, drama-free tobacco pleasure, Camel SNUS is your answer. Log on to the Pleasure Switch Challenge and see how simple switching can be. Camel SNUS—it might just change the way you enjoy tobacco.

Take the Pleasure Switch Challenge at CamelSNUS.com/2011

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WARNING: This product can cause mouth cancer.

What message do you think big tobacco is trying to send? Let us know what you think on the W3TFL Facebook wall!

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FROST THE FIRE

Smoke-free, Spit-free and Drama-free


Camel SNUS is the tobacco pouch perfected. Simply place one under your lip and enjoy the bold refreshing flavor that's sold cold for ultimate freshness.

Camel SNUS—the pleasure's all yours.

camelsnus.com*
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WARNING: This product can cause mouth cancer.


CAMEL SNUS
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BEFORE, DURING AND AFTER

BOLDLY GO EVERYWHERE

EXPERIENCE CLEANER TOBACCO ENJOYMENT

Small-pouched, MODERN tobacco that's spit-free, MESS-FREE and sold cold for FRESHNESS.



WARNING: THIS PRODUCT MAY CAUSE MOUTH CANCER

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