

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!

Great American Smokeout

The Great American Smokeout is November 17th. It is the American Cancer Society's nationally recognized day that rallies thousands of smokers to become smoke-free for a day, and hopefully eventually smoke-free forever. W3TFL encourages you to spread the word to those you know who smoke. Help them to use this day to make a quit plan and/or quit that day. By doing so, smokers will be taking an important step towards a healthier life for them and those around them. Remember quitting smoking is not easy, but it can be done.

To learn about events going on in the W3TFL counties check out the W3TFL Facebook page!



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 current W3TFL WI Wins sales Report is below.

Burnett- 27.3%
Pierce- 16%
Polk- 2.6%
Rusk- 0%
St Croix- 17.9%

RYO Update

On Friday October 7th a judge in Dane County restored RYO shops ability to operate temporarily. Circuit Court Judge Juan B. Colas issued a temporary restraining order preventing the state from taking steps such as requiring the shops to obtain tobacco manufacturing and distributor permits and paying manufacturers taxes. The restraining order was sought by RYO manufacturers and business owners involved in the RYO industry. A court hearing is scheduled for November 23rd to decide whether the restraining order should be continued.

Other Tobacco Product 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!

Highlighting an OTP: Cigarillos/Little Cigars

A cigar is classified as tobacco wrapped in a tobacco leaf. In the cigar group, the smallest are called little cigars. Little cigars are very similar to cigarettes. Most little cigars have filters and the size is similar to a cigarette. The difference is that cigarettes are wrapped in a paper tube while little cigars are wrapped with a tobacco leaf.

The medium sized cigars are called cigarillos. They are wrapped in a whole tobacco leaf, don't have a filter and like cigars aren't meant to be inhaled. Since little cigars and cigarillos are wrapped in tobacco the ban on flavored cigarettes doesn't apply to them. The pictures below show the bright packaging used in marketing little cigars and cigarillos. Also shown below are the variety of flavors they come in.

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Also comes in menthol, sweet strawberry, sweet grape, peach and sweet cherry



Also comes in menthol, mild, strawberry, grape, peach and sweet cherry

