

# Western Wisconsin Working for Tobacco-Free Living

www.W3TFL.org

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## Save the date: Quarterly coalition meeting!

Please join us Thursday **February 9, 2012** for our W3TFL quarterly coalition meeting. The meeting will be held at the Polk County Health Department from 9:00 am to 11:00 am. We hope to see you there!

## WI Wins End of Year Data

Now that the year is nearly over, Wisconsin Wins Data has been finalized and compliance rates have been calculated. Overall, throughout the MJC's five counties, the sale of tobacco products to a minor has gone up, which reminds us of the importance of the Wins checks and of educating tobacco retailers. With some sales rates still over 20%, we have room for improvement!

County	Total Inspections	Total Number of Completed Inspections	Number of Sales	2011 Sales Percentage	2010 Sales Percentage
Burnett	40	22	5	22.7%	10.0%
Pierce	41	33	7	21.2%	6.25%
Polk	67	58	1	1.7%	13.5%
Rusk	38	34	0	0%	3.1%
St Croix	86	80	18	22.5%	13.7%

**Reminder: All Q4 Wisconsin Wins new product watch, compliance checks, media outreach and public outreach are due on January 15<sup>th</sup>!**

Congratulations to two local FACT members who applied this fall and have been chosen to be on the FACT Youth Board! Kat Lutsey from the Amery FACT group and Chloe Springle from the Ellsworth FACT group. While on the board they will be: empowering other Wisconsin teens to fight against Big Tobacco's lies and manipulations, participating and leading local actions in their community, and joining other FACT Youth Board members in guiding the FACT movement. To learn more about the FACT movement go to [www.fightwithfact.com](http://www.fightwithfact.com) or find them on [Facebook](https://www.facebook.com/fightwithfact)

## Farwell to GERALYN

After 11 years of dedicated service we are sorry to say the GERALYN will no longer be with W3TFL as a partner of the coalition. We will miss her expertise and experience as well as her wonderful personality. We hope that she remains an active participant in W3TFL and we wish her the best in her future endeavors! Cheers to GERALYN!



## 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: Dissolvables

Dissolvables are fine-milled tobacco in a dissolvable candy-like form. They dissolve completely in user's mouth. Nicotine levels range from product to product, but one piece of dissolvable tobacco usually contains as much, if not more, nicotine than one cigarette which contains 1mg-2mg. These products are tested only for nicotine levels, so their chemical content and resulting safety is currently unknown. Common brands are:

- Camel Orbs, Sticks, and Strips
- Marlboro and Skoal Sticks
- Ariva and Stonewall

How is Big Tobacco Marketing?

- Easy to use, so there is no learning curve for kids interested in trying them.
- Similar in appearance to candy and are candy-flavored; this similarity to familiar products makes kids more comfortable trying them.
- These products are cheap, so they are easy for kids to purchase as an impulse buy.
- Product placement, Stonewall and Ariva have been on the market for some time without much furor. That's because Stonewall is typically sold in tobacco stores, while Ariva is more likely to be sold in drug stores, next to nicotine replacement products. But the new dissolvables including Camel, Marlboro and Skoal are being found in convenience stores and gas stations where they are more accessible to children and young adults.



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