

# Welcome!

## 2019 Monthly WI Cancer Council Networking Webinar Series

**Network** without  
leaving your desk.



# TOBACCO & E-CIGARETTES IN WISCONSIN

## **Sandy Bernier, BSW, CSW**

Five Counties for Tobacco Free Living Coordinator

Fond du Lac Health Department

## **Darcie K.G. Warren, MPA**

Partnership for a Tobacco Free Wisconsin Coordinator

American Lung Association

# WHAT TO EXPECT FROM TODAY'S WEBINAR

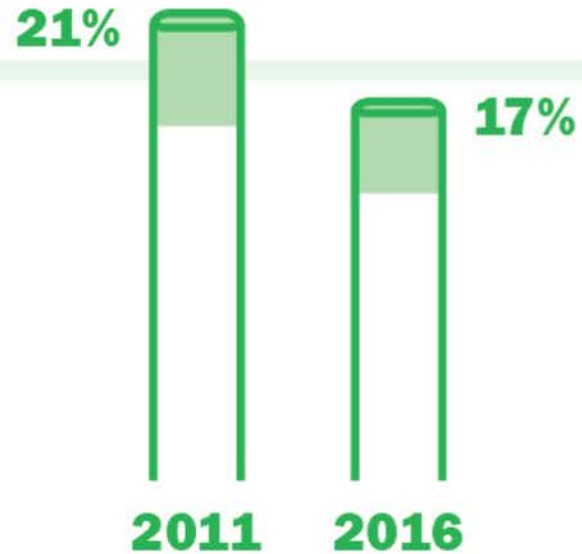
- Understand current status of tobacco and e-cigarette use in Wisconsin
- Learn about tobacco prevention and control programming impacting tobacco usage
- Hear about the movement's action plan, including policy priorities and legislative update



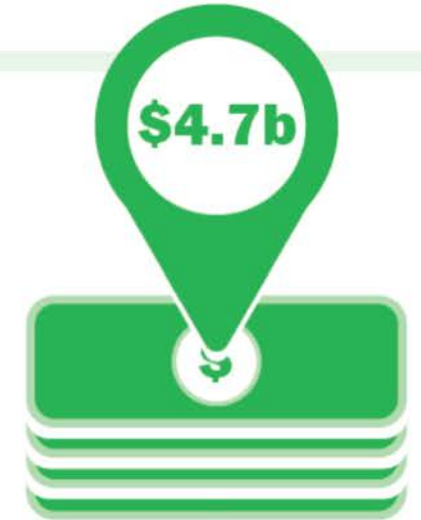
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# TOBACCO IS STILL A PROBLEM IN WISCONSIN

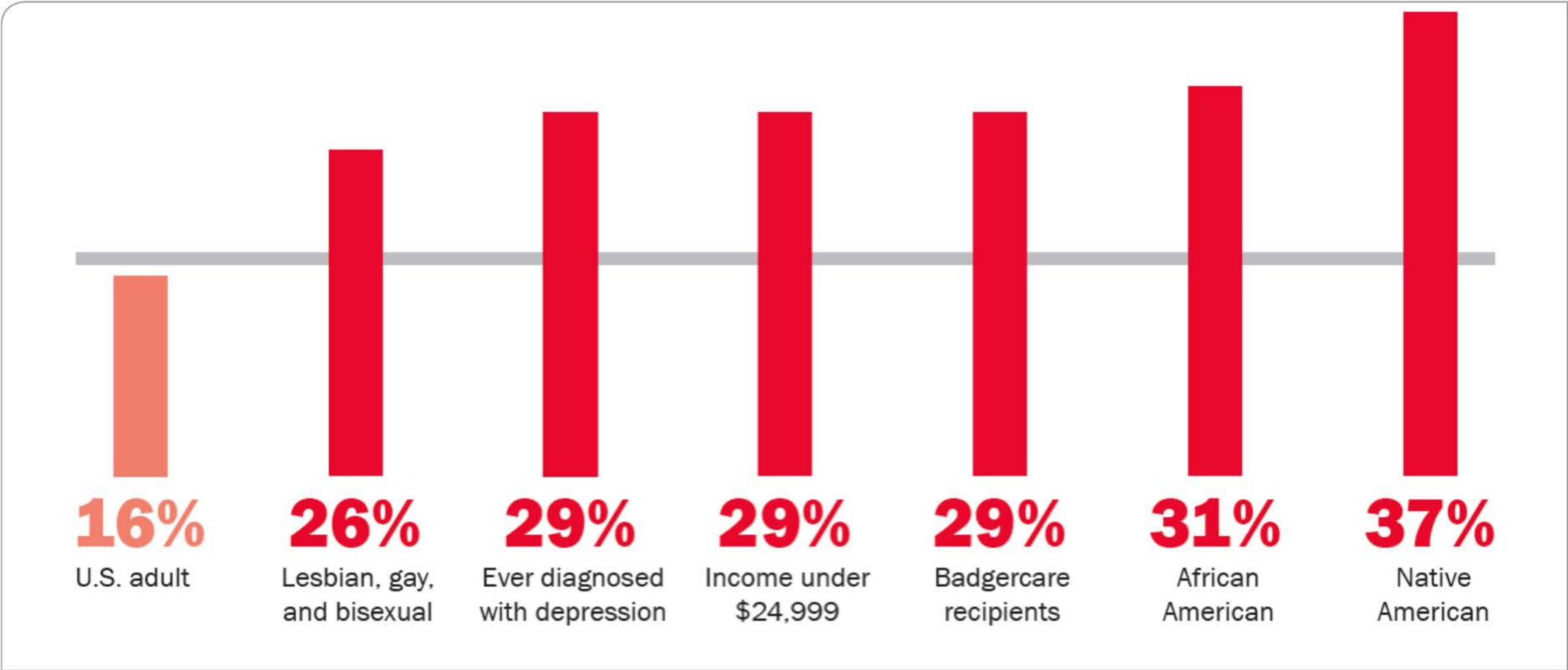


In Wisconsin, there's been a **reduction in adult smoking**, but tobacco still costs the state **\$4.7 billion** in health care and lost productivity.



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# SOME POPULATIONS USE TOBACCO MORE THAN OTHERS



# HOW WISCONSIN'S TOBACCO PREVENTION AND CONTROL PROGRAM IS REDUCING THE BURDEN OF TOBACCO



Supporting mental health and substance use disorder practitioners incorporating cessation resources into the care they provide.



Building partnerships to serve populations hit hardest by tobacco.



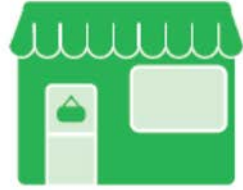
Encouraging and helping people who use tobacco to utilize Medicaid's extensive cessation benefits.



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# HOW WISCONSIN'S TOBACCO PREVENTION AND CONTROL PROGRAM IS REDUCING THE BURDEN OF TOBACCO



Working with businesses to help people quit tobacco and keep kids from starting.



Providing free Quit Line services to help more people quit. To date, the Quit Line has helped hundreds of thousands of Wisconsinites since 2001.



Educating kids, parents, teachers, and community leaders on the dangers of all tobacco products, including new candy and fruit-flavored products.



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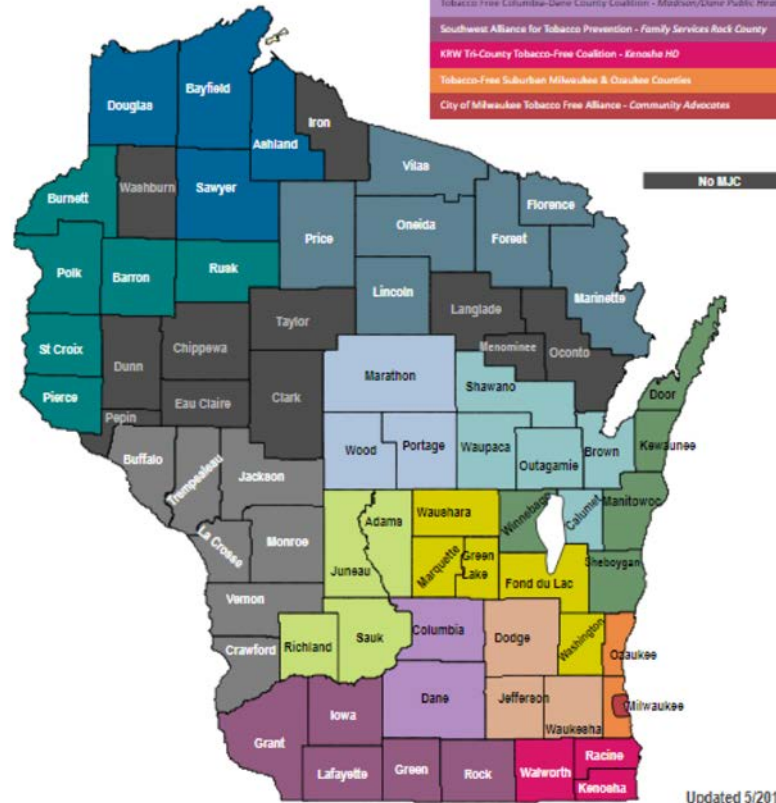
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# 15 TOBACCO PREVENTION COALITIONS

Tobacco Prevention and Control Program  
Multi-Jurisdiction Coalitions (MJC)

- Northwest Wisconsin Tobacco Free MJC - American Lung Association WI
- Western WI Working for Tobacco Free Living - Polk HD
- Northwoods Tobacco-Free Coalition - Oneida HD
- Tobacco-Free Coalition of Central Wisconsin - Marathon HD
- Community Action for Healthy Living
- reTHINK the Lakeshore Tobacco Prevention Network - NEWMANC
- 7 C's Health Initiative - La Crosse HD
- South Central WI Tobacco-Free Coalition - Juneau HD
- 5 Counties for Tobacco-Free Living - Fond du Lac HD
- Tobacco-Free Community Partnership DFW - American Lung Association WI
- Tobacco-Free Columbia-Dane County Coalition - Madison/Dane Public Health
- Southeast Alliance for Tobacco Prevention - Family Services Rock County
- KRW Tri-County Tobacco-Free Coalition - Kewaunee HD
- Tobacco-Free Suburban Milwaukee & Ozaukee Counties
- City of Milwaukee Tobacco Free Alliance - Community Advocates



**tobwis** Connect Resources Toolkits

To find a coalition or network near you, visit:  
[www.tobwis.org/connect](http://www.tobwis.org/connect)



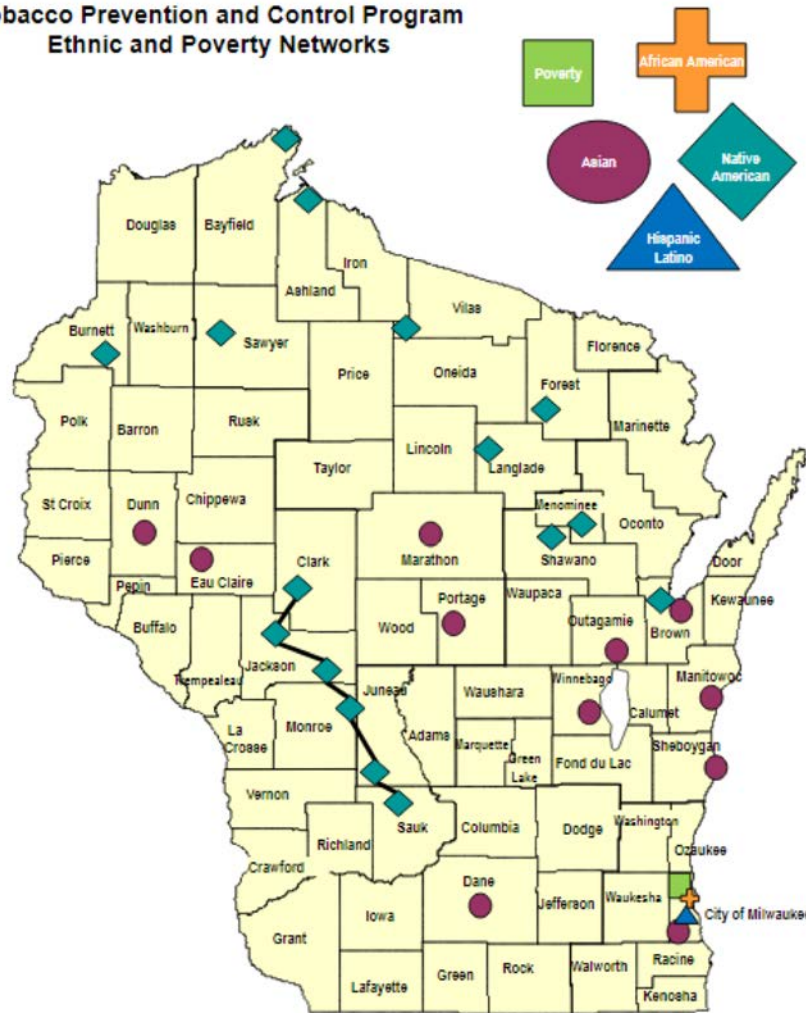
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# FIVE DISPARITIES NETWORKS

Tobacco Prevention and Control Program  
Ethnic and Poverty Networks



**tobwis** Connect Resources Toolkits

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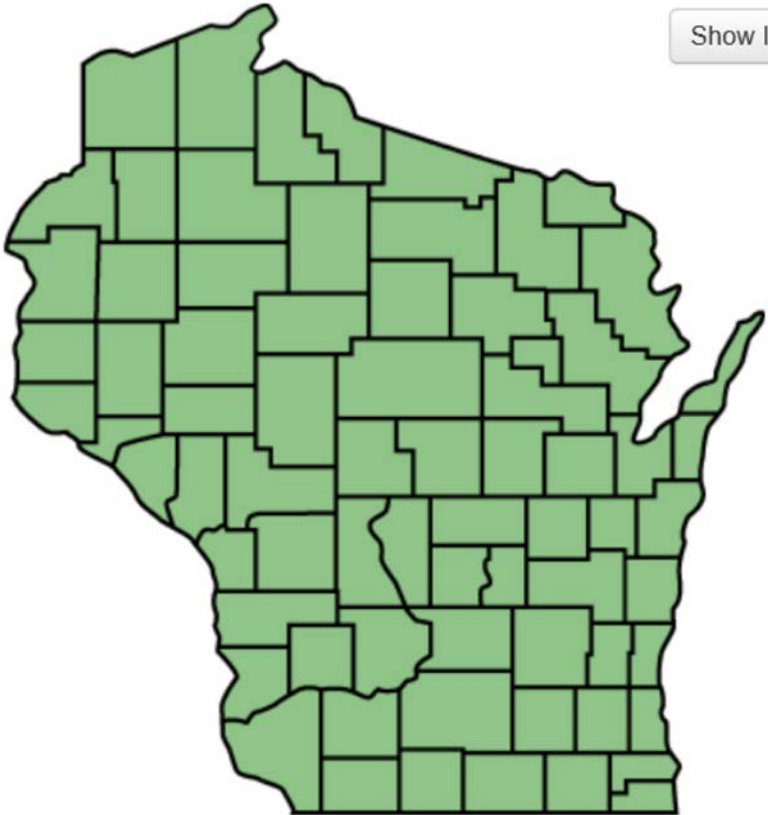
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# WI WINS COMPLIANCE CHECKS

2018 - Wisconsin Data  
January through December

Search for a county

Show Instructions



County    Inspections    Sales    Sales %

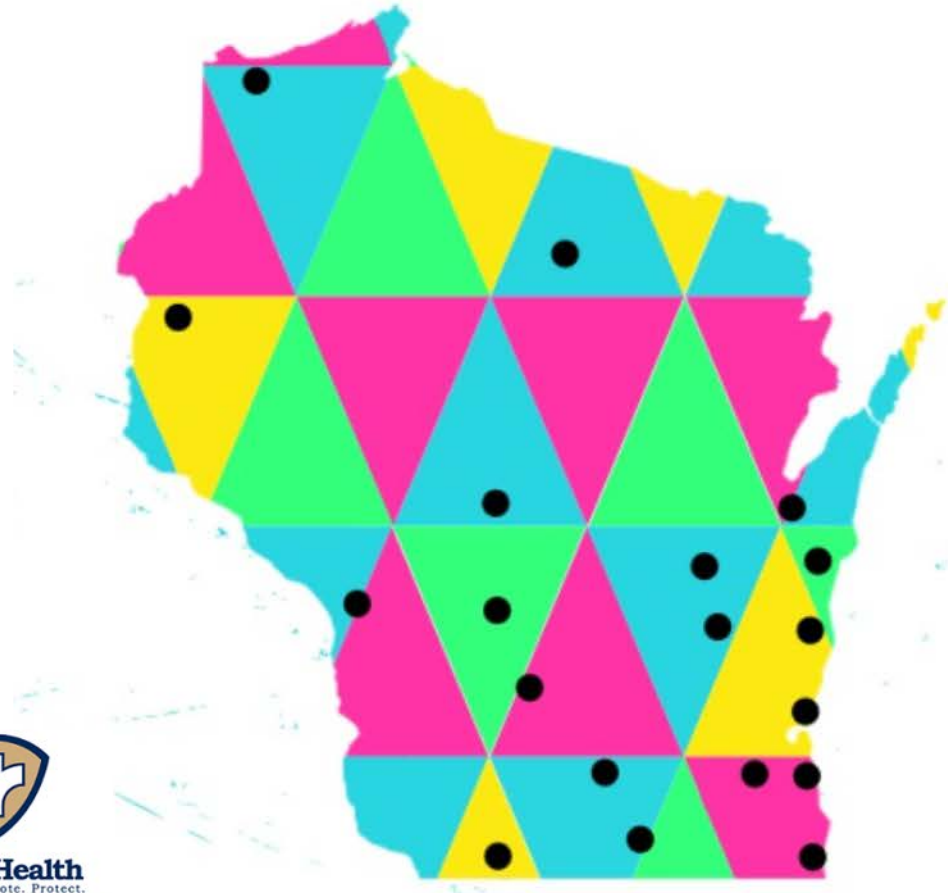
to**wi**s    Connect    Resources    Toolkits

To look up your WINS information, visit:  
<http://wiwins.org>.



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**Tomorrow  
belongs to us.  
And so does  
FACT.**



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# FACT YOUTH PREVENTION PROGRAM



[https://youtu.be/W8mXRt\\_cdPM](https://youtu.be/W8mXRt_cdPM)

Allie, age 16

FACT member from Wrightstown,  
Wisconsin



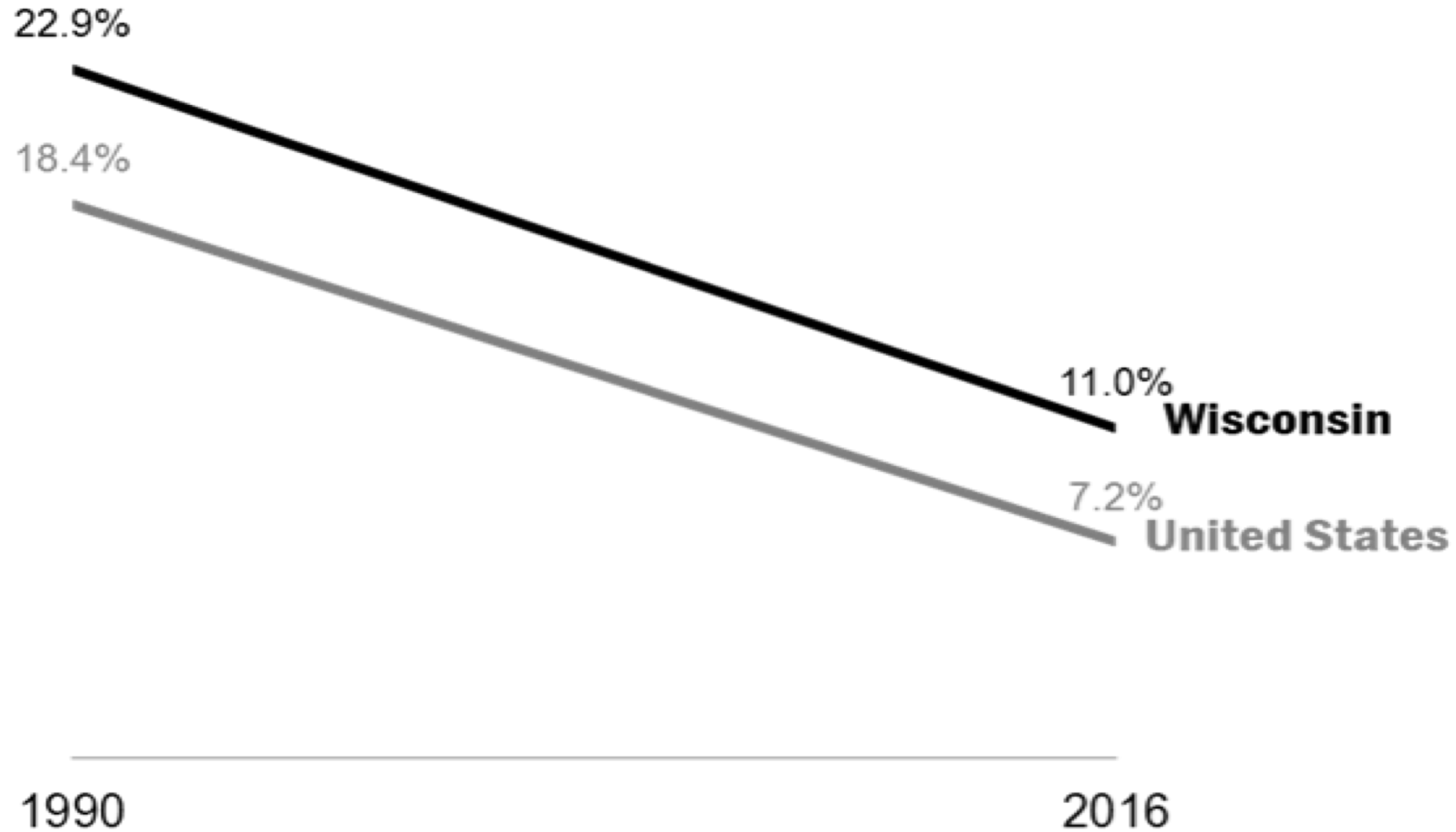
# FACT YOUTH PREVENTION PROGRAM



“Vaping and Juuling are very common in my school. Juuling, especially, has become more prominent in my school due to it being discrete. I hate seeing people use e-cigs just to look "cool" because these people don't actually know the consequences these products do to their health!”

Jackie, age 16 FACT member from Wisconsin Rapids

# FIRST BREATH PROGRAM & PREGNANT SMOKERS



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# TOBACCO RESEARCH AND INTERVENTION

WISCONSIN TOBACCO  
**QuitLine**  
**800-QUIT-NOW**



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# FIVE COUNTIES FOR TOBACCO FREE LIVING



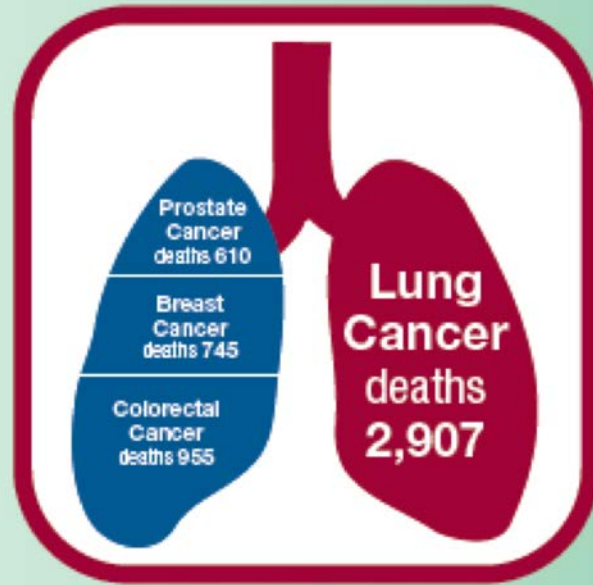
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 **AMERICAN LUNG ASSOCIATION®**

# CONNECTION BETWEEN TOBACCO AND CANCER

**MORE** people  
in **WISCONSIN**  
die from  
**lung cancer**  
than from  
prostate,  
breast, and  
colorectal cancers  
**combined.**



**TOBACCO  
SMOKE**  
causes

almost

**90%** of lung  
cancer  
deaths.



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# A WISCONSIN

NOT BURDENED BY TOBACCO



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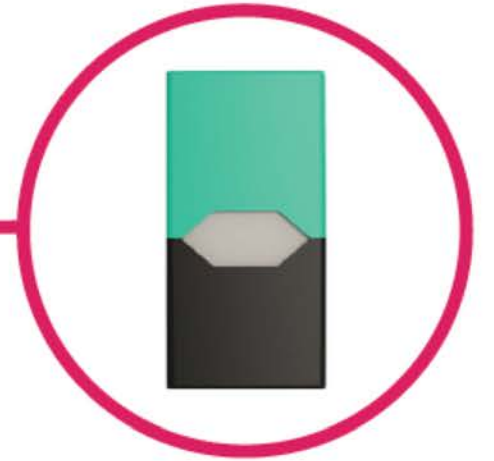


# “YOUTH USE OF E-CIGARETTES HAS REACHED AN EPIDEMIC PROPORTION.” – DR. SCOTT GOTTLIEB



Image from TruthInitiative.org

Image from OhGizmo.com



Each JUULpod contains **200 puffs** and on average **costs less than a pack of cigarettes.**<sup>2</sup>

Image from JuulVapor.com



Images from Amazon.com



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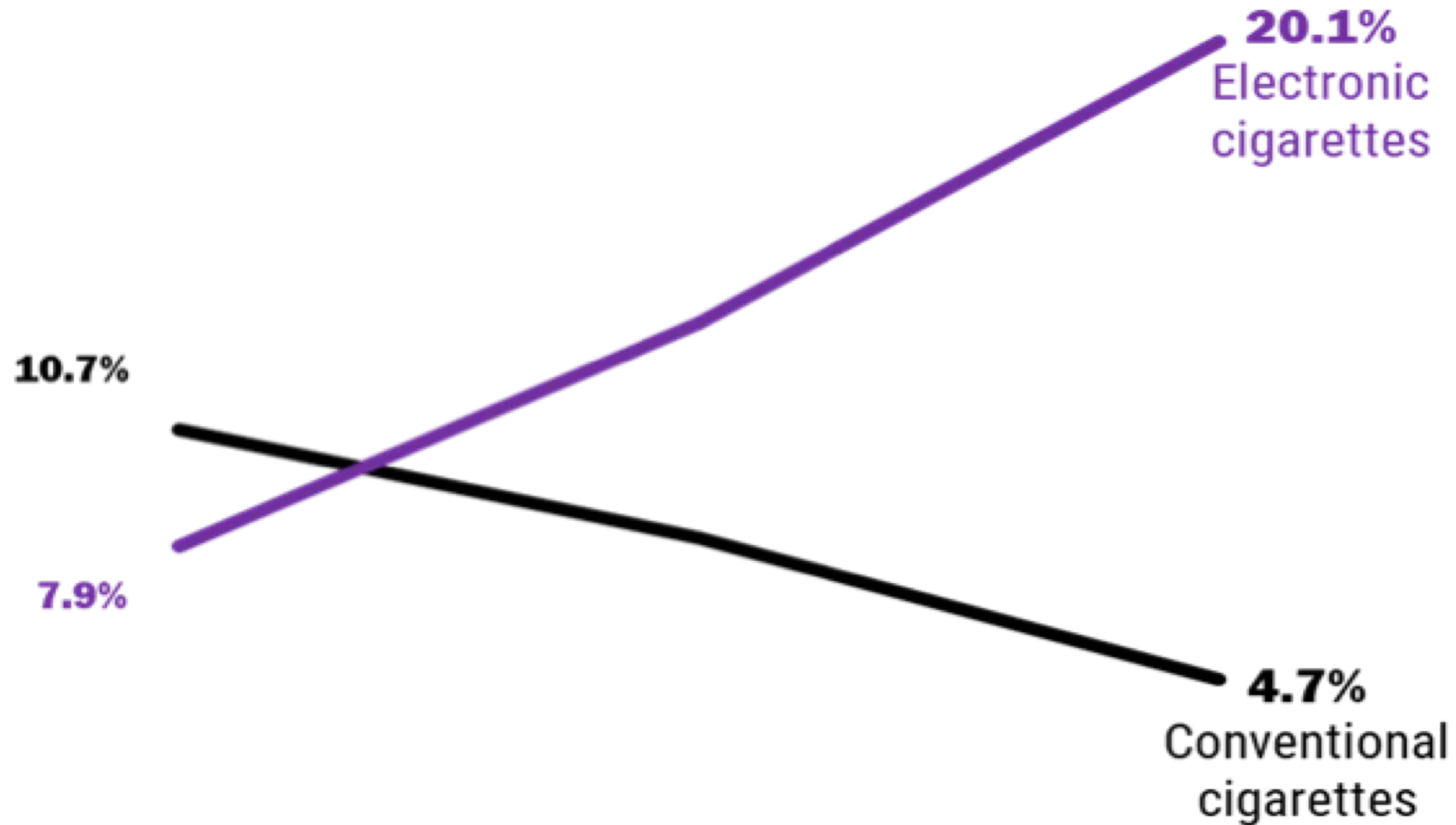
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# DEVICES COME IN A VARIETY OF SHAPES AND SIZES



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# WISCONSIN HIGH SCHOOLER USE RATES SKYROCKETING



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# WHAT'S IN A "VAPE" CLOUD?

NICOTINE

TOBACCO-SPECIFIC NITROSAMINES

FORMALDEHYDE

CARCINOGENS

BENZENE

ACETALDEHYDE



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# COLLABORATION ON EDUCATIONAL EFFORTS

*"If you haven't heard of **Juuling**, just ask your kids. Don't be mistaken by the fancy packaging and enticing flavors that are targeting young adults. Juul delivers a dose of nicotine stronger than cigarettes and will lead to a generation of nicotine-addicted adults." - Filip Troicki, MD, Agnesian Cancer Center radiation oncologist. To get the facts, go to [tobaccofreelivingfdl.com](http://tobaccofreelivingfdl.com).*

## 📍 Locations

### Agnesian Cancer Center

(920) 926-4100  
480 E. Division Street  
Fond du Lac, WI 54935

### Ripon Medical Center

845 Parkside Street  
Ripon, WI 54971



# AGNESIAN ONCOLOGIST RECEIVES HONOR



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# PREEMPTION AND TOBACCO CONTROL POLICY



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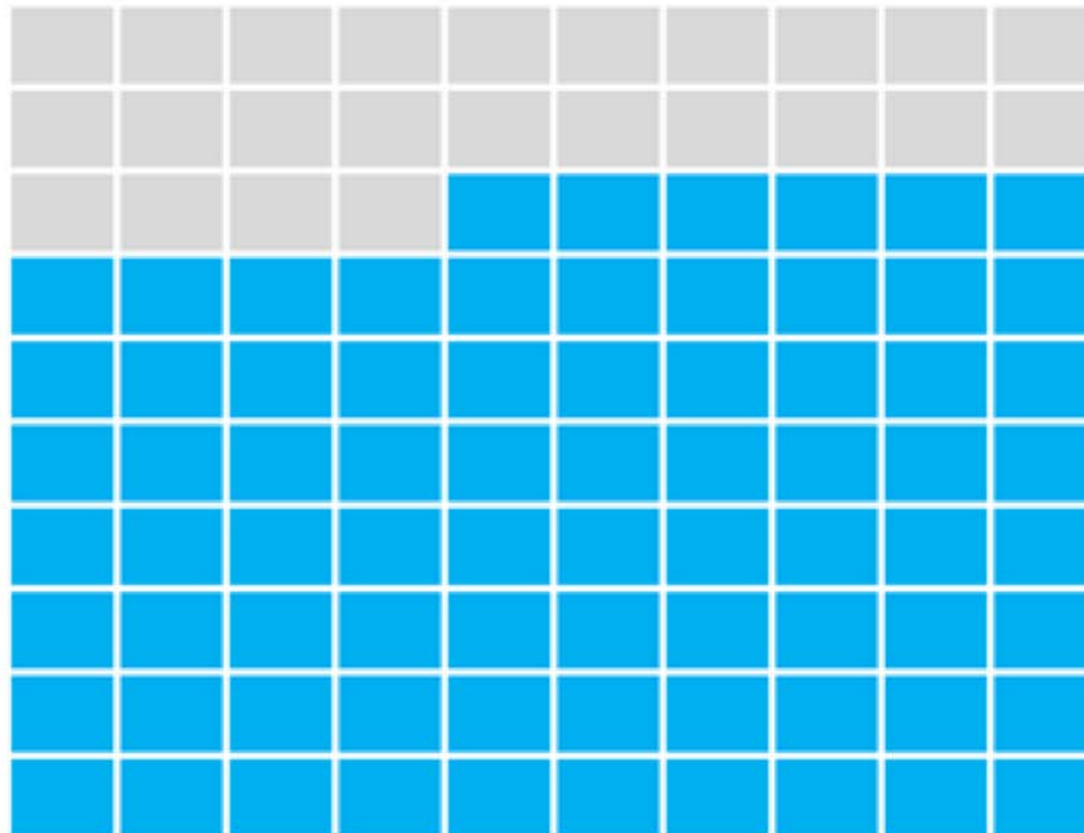
# **NO SMOKING** **NO FUMAR**



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This building is smoke-free, including electronic cigarettes.  
Este es un edificio libre de humo, incluyendo los cigarrillos electrónicos.

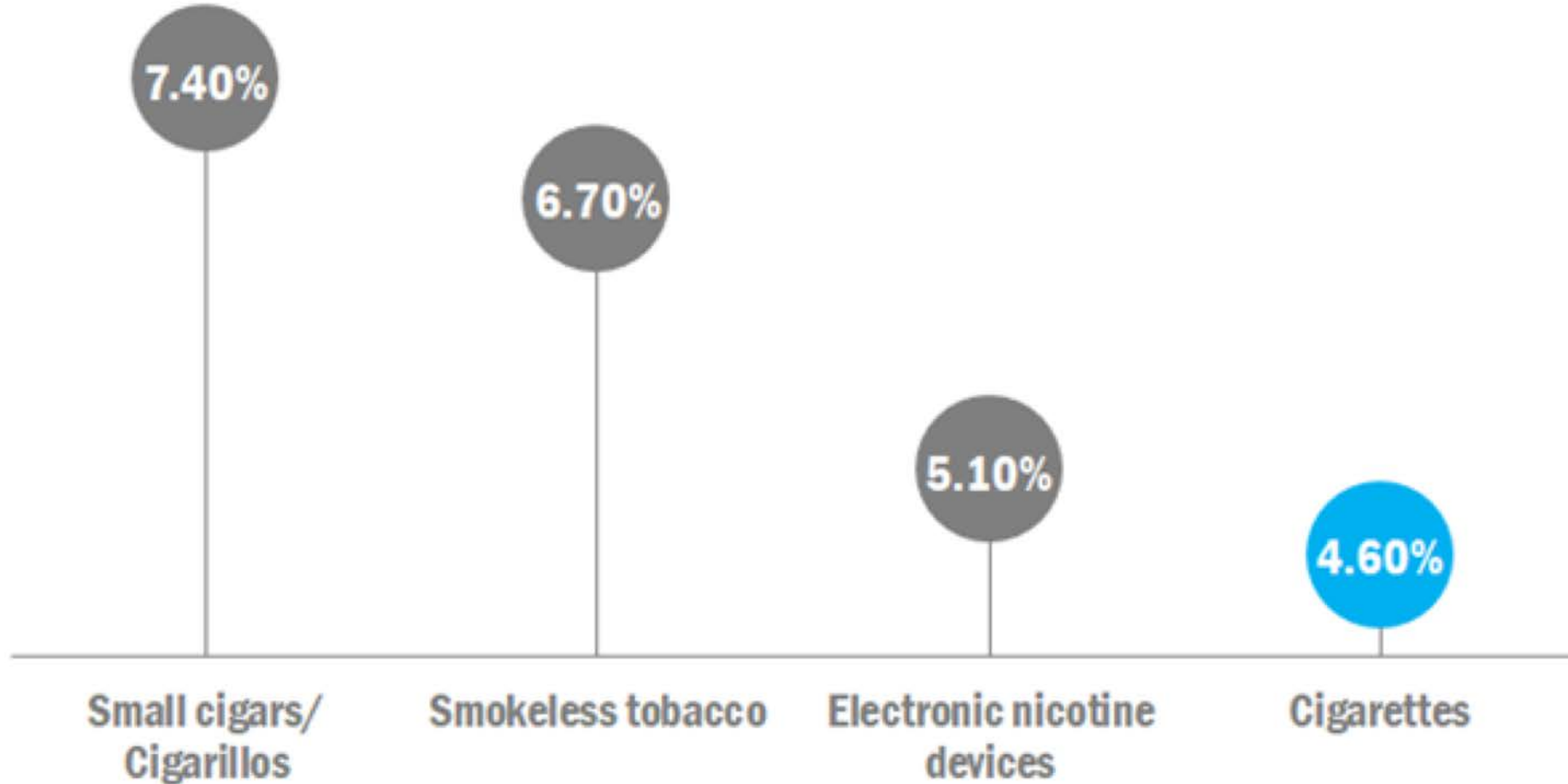
**76%** of high schoolers said it is easy to get tobacco products.



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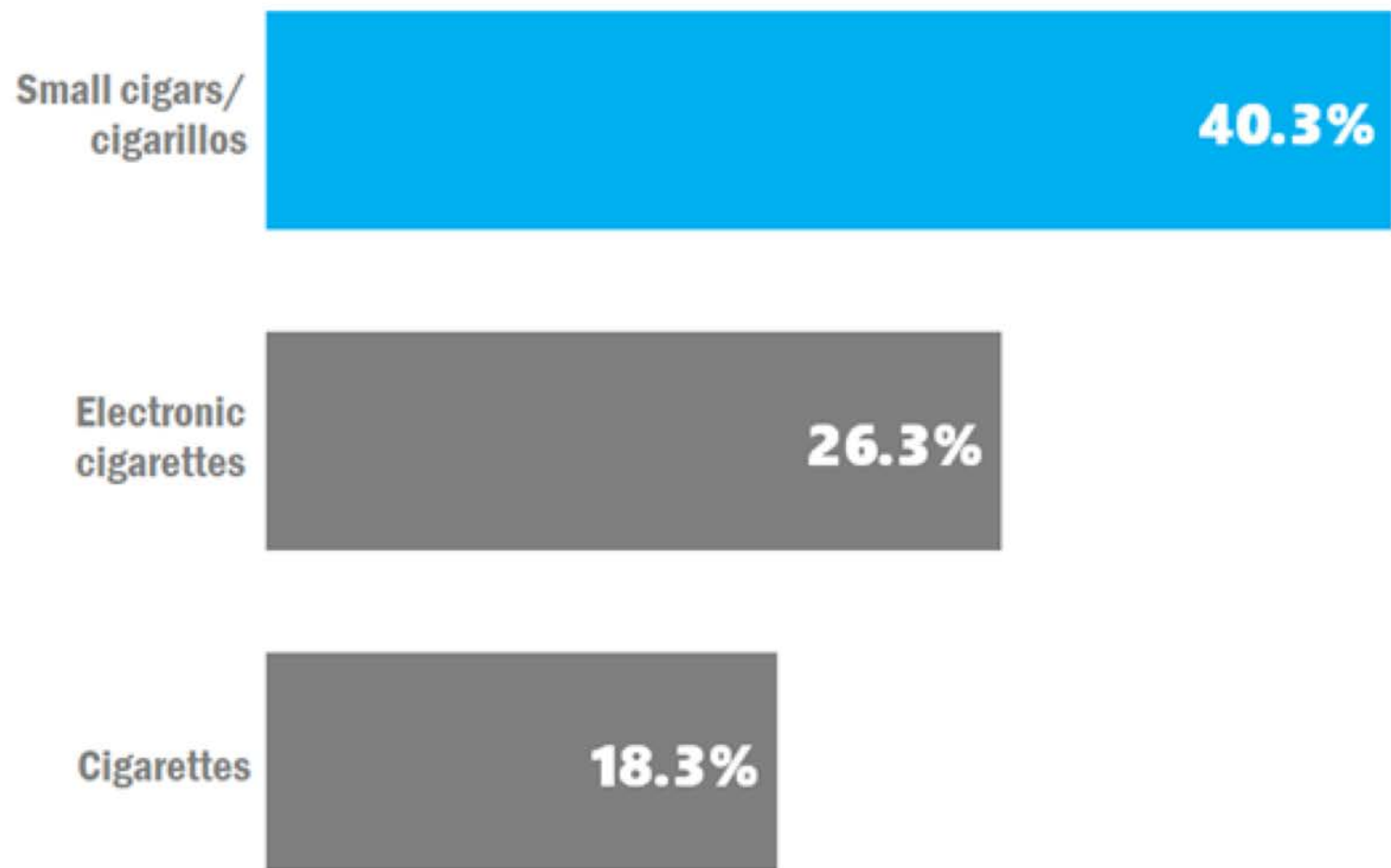
## Retailers sold **cigarettes** less than other tobacco products.



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## Youth often buy **little cigars and cigarillos** themselves.



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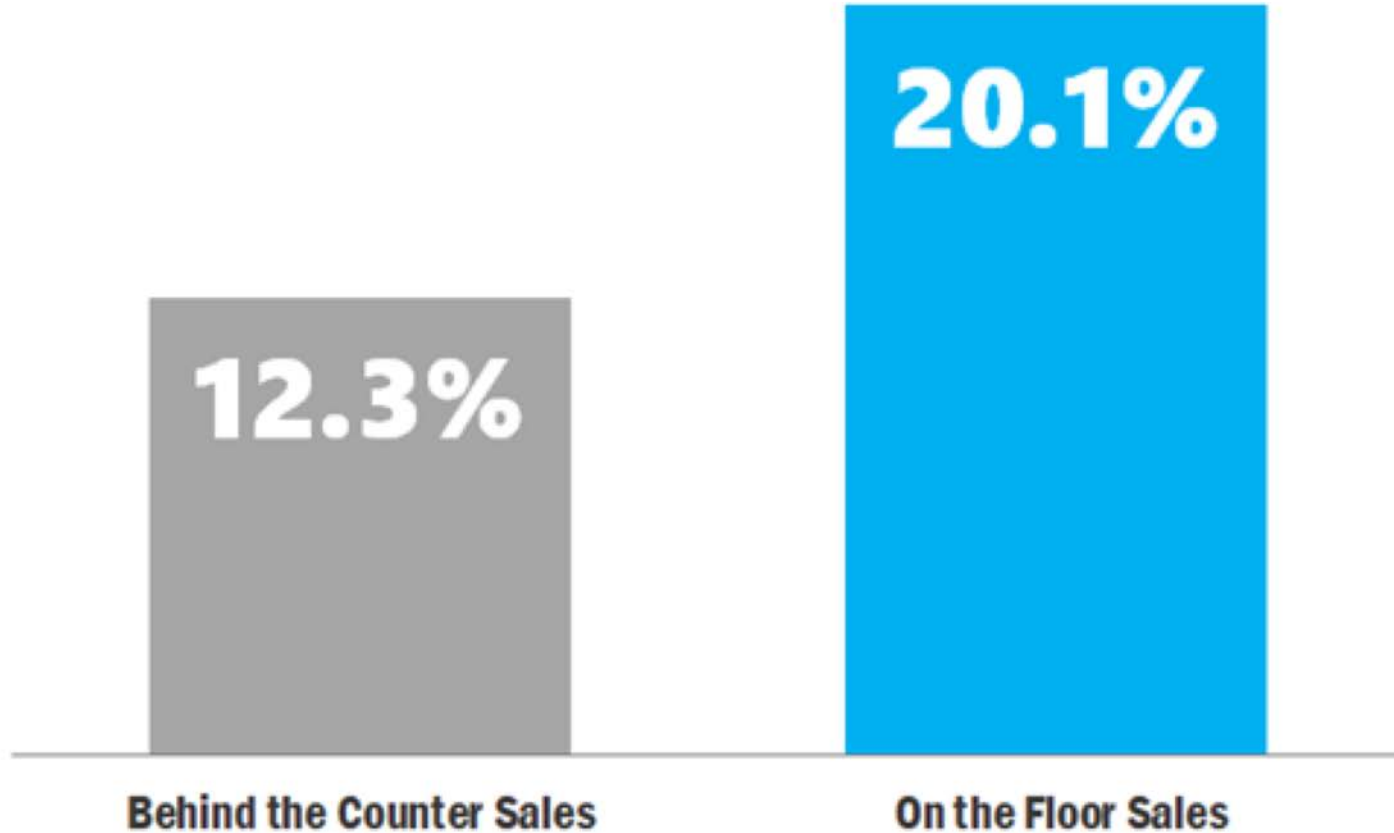




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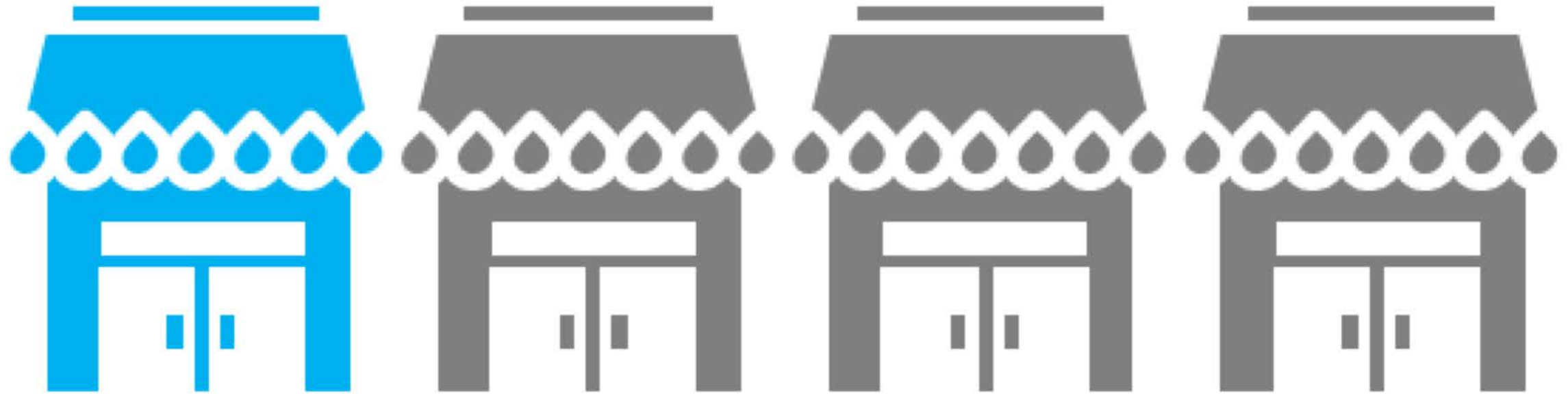
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**Tobacco products **on the sales floor** are more likely to be sold to minors than those behind the counter.**



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More than **1 in 4** surveyed retailers placed tobacco products within **12"** of **youth products.**





Flavored little cigars (brown cigarettes) are **taxed at a fraction of the cigarette tax rate**. A 20-pack of flavored little cigars is much more affordable for teens.



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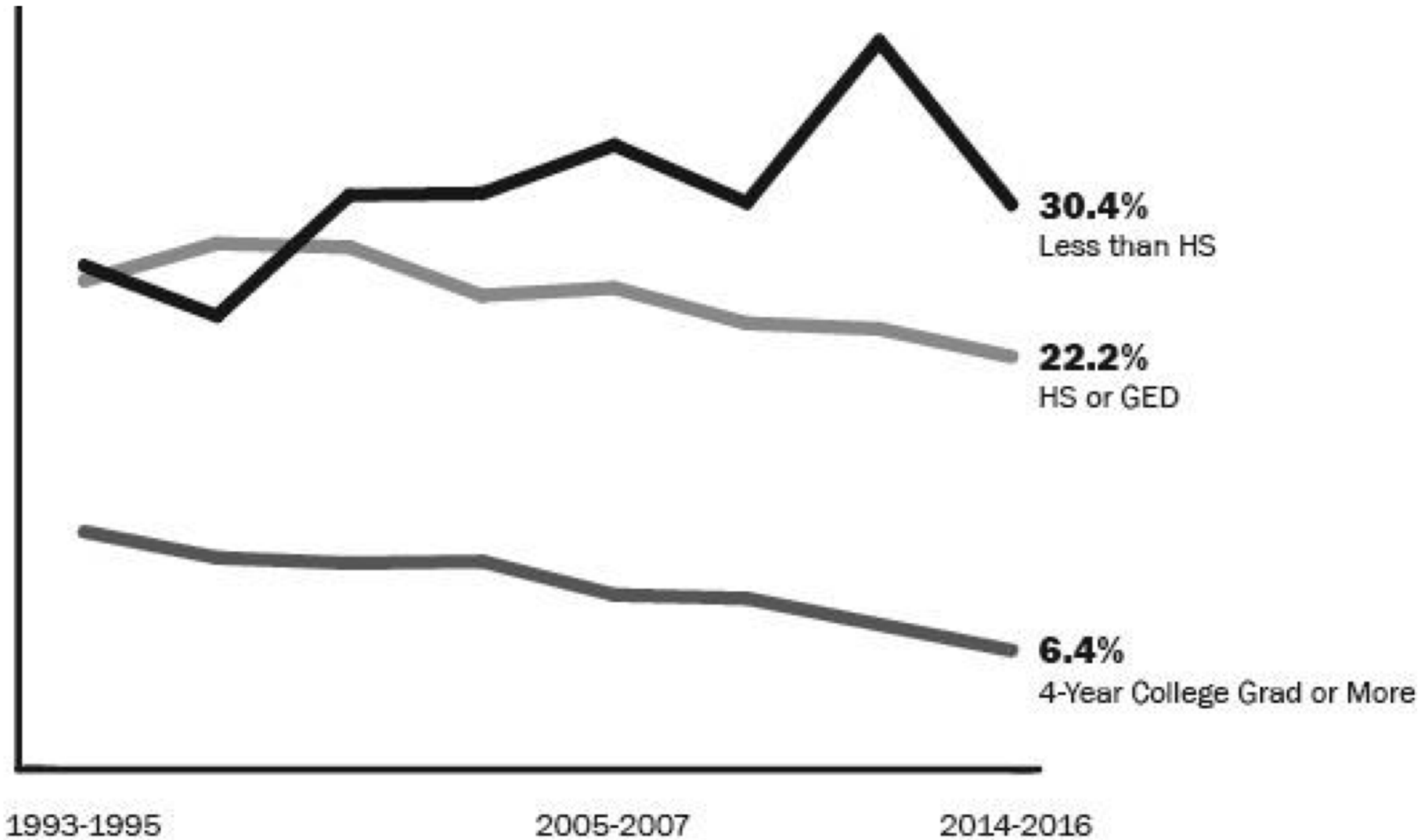
# PROGRAMMING CANNOT COVER THE ENTIRE STATE



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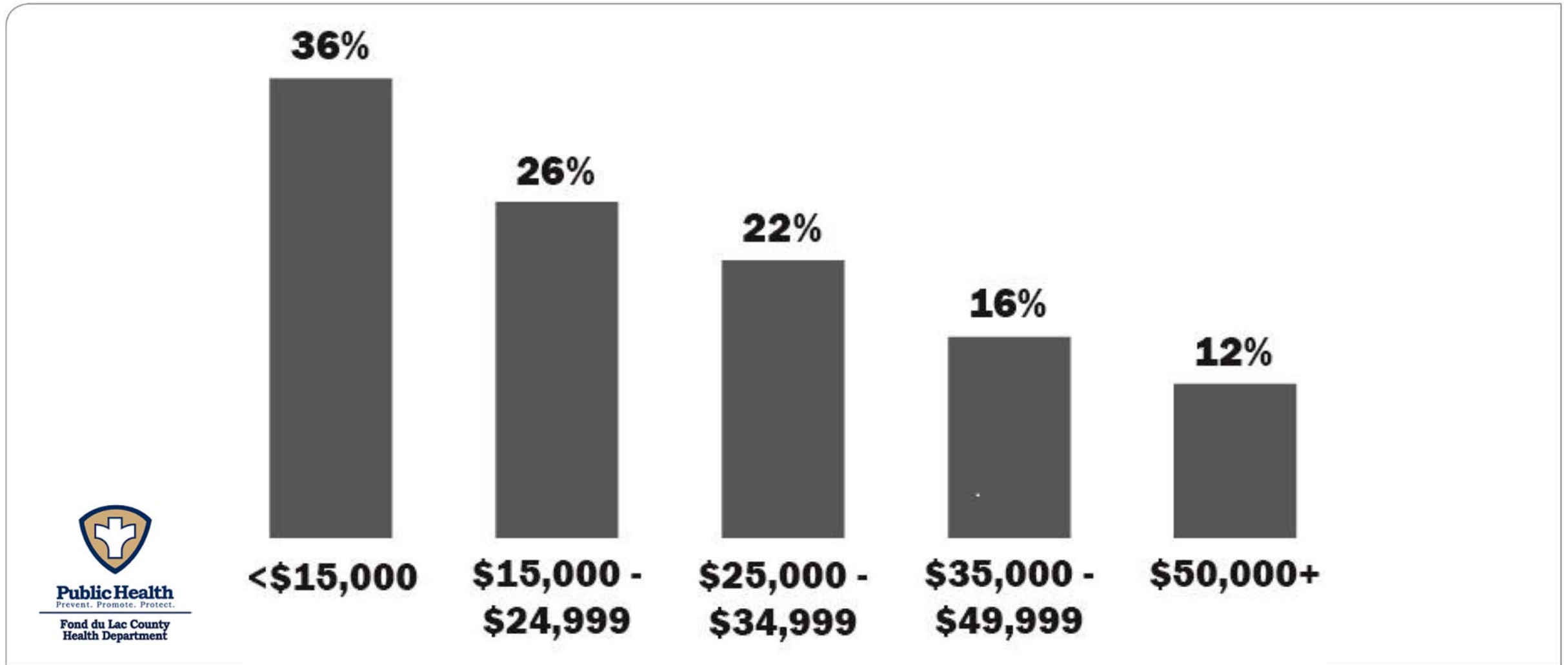
# EDUCATION PREDICTS ADULT SMOKING



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# SMOKING RATES VARY BY INCOME





# STATE PARTNERS IN TOBACCO CONTROL POLICY



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[tobaccofreewisconsin.org](http://tobaccofreewisconsin.org)



# TOBACCO & E-CIGARETTES IN WISCONSIN

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Five Counties for Tobacco Free Living Coordinator

Fond du Lac Health Department

## **Darcie K.G. Warren, MPA**

Partnership for a Tobacco Free Wisconsin Coordinator

American Lung Association

# Questions for the presenters



## Discussion:

- ▶ What suggestions or lessons learned do you have about tobacco and e-cigarette policy?
- ▶ What are you currently doing to provide education to the public (parents, teachers, local leaders, students) on the dangers of e-cigarettes?
- ▶ Any helpful resources to share with members currently doing e-cigarette/tobacco work?

# Upcoming Webinars & Topics

- ▶ September 12 – Cancer Policy Update
- ▶ October – No webinar
  - ▶ Join us at the Summit on October 17<sup>th</sup>



*Have a topic that you'd like to learn more about or something you feel passionate about that you'd like to share with others? Let us know!*





WI Cancer Council

# 2019 WI Cancer Summit

## *Cancer Survivorship* **LESSONS FROM THE FRONT LINES**

Oct. 16-17, 2019

Wisconsin Dells, WI

Learn more: [www.wicancer.org/2019Summit](http://www.wicancer.org/2019Summit)