



February 2012 –Quarterly Newsletter 5 Counties for Tobacco-Free Living

Fond du Lac
Green Lake
Marquette
Washington
& Waushara Counties

Our mission is creating nicotine and tobacco-free environments in which we live, work, and play while promoting healthy lifestyles through education, advocacy, and policy.

Kick Butts Day

Wednesday, March 21, 2012

Kick Butts Day is a national day of activism that empowers youth to speak up and take action against tobacco use at more than 1000 events from coast to coast. Youth will **STAND OUT ... SPEAK UP ... and SEIZE CONTROL AGAINST BIG TOBACCO.**

FDL and NFDL FACT members will be educating the public with creative tobacco prevention messages while serving food at Culver’s Restaurant on West Johnson Street in FDL on Wednesday, March 21 from 4:30-7:30pm in conjunction with Kick Butts Day.

Quit Resources:

Wisconsin Quit Line is currently offering a FREE 2 week supply of Nicotine Replacement Therapies. www.WiQuitLine.org
1-800-Quit-Now

American Cancer Society has quit information as well as a “Quit for Life” Facebook page that offers on-line support. www.cancer.org

Text to Quit

A program offering support to those who want to quit smoking by sending motivational text messages and tips to handle cravings. www.smokefree.gov

Affinity “Call it Quits” program
1-800-362-9900.

Poster

(source: <http://www.kickbuttsday.org>)



FACT’s campaign for 2012 is Manipulicious



North Fond du Lac **FACTivists** encouraged their movie watching peers to scratch off Big Tobacco’s hidden costs at their high school commons. The

scratch off winners won an orange FACT mini-sharpie and all participants received a FACT commemorative coin.

Revealing the FACTs at Montello Junior/Senior High.

The banner reads: Cancer—That’s What’s Under Big Tobacco’s Candy Coating. Big tobacco is hiding deadly chemicals under flavors like cherry, grape, and mint. That’s not just dirty- that’s Manipulicious.



The North Fond du Lac FACT group has been going hard against the manipulous tobacco products of Big Tobacco. FACT Youth Board of Directors member, Savannah, has been dropping FACT knowledge on her peers at Bessie Allen Middle School. By doing FACT’s



Candy Camouflage Wrap **FACTivism**, Savannah and her fellow **FACTivists** are exposing how the tobacco industry is using colorful packaging and candy flavoring to lure new users. To find out more about FACT go to www.fightwithfact.com.

Sandy Bernier BSW CSW, Tobacco Control Program Coordinator
160 S. Macy Street
Fond du Lac, WI 54935
sandy.bernier@fdlco.wi.gov
920-906-5537

Julie Jorgensen CSW, Assistant Tobacco Control Program Coordinator
160 S. Macy Street
Fond du Lac, WI 54935
julie.jorgensen@fdlco.wi.gov
920-929-3096



February 2012 –Quarterly Newsletter 5 Counties for Tobacco-Free Living

Fond du Lac
Green Lake
Marquette
Washington
& Waushara Counties

Our mission is creating nicotine and tobacco-free environments in which we live, work, and play while promoting healthy lifestyles through education, advocacy, and policy.

Tobacco Limits in Major League Baseball Contract a Victory for Players and Kids' Health

Major League Baseball and the players' union have taken a historic first step toward getting tobacco out of the ballgame by placing significant limits on smokeless tobacco at the ballpark and whenever players are around fans.



Under the new contract agreement that MLB and the Major League Baseball Players Association announced, whenever fans are at the ballpark, players, managers and coaches will no longer be able to carry a tobacco tin or package in their uniform pocket, or anywhere on their bodies.

In addition, players, managers and coaches will be prohibited from using smokeless tobacco during televised interviews, at autograph signings and other events where they meet fans, or at team-sponsored appearances.

Quit Tobacco Kits

Members of the FDL County Asthma Coalition created quit tobacco kits as part of their reducing secondhand smoke in homes objective. The FDL County Asthma Coalition will be providing a limited number of quit tobacco kits to Fond du Lac County health professionals to provide to asthmatics who smoke or who have a family member living with them who is asthmatic. Anyone interesting in quitting tobacco or creating their own "Quit Kits" can access the resources on the Fond du Lac County Health Department Website under Asthma Coalition-FDL County. Please contact Sandy Bernier, Coordinator for the FDL County Asthma Coalition at 920-906-5537 if you have any questions.



Presentations on Candy Flavored Tobacco Products will be available throughout 2012.

If your organization would like a presentation contact Sandy Bernier at 920-906-5537 or Julie Jorgensen at 920-929-3096 as soon as possible to get on the presentation schedule.

Roll Your Own Shops Update

Public Health Advocates Concerns

- ◆ Availability of cheaper products will decrease quit attempts and increase youth initiation.
- ◆ Adult smokers and youth may assume pipe tobacco is safer and less addictive than cigarettes which is not the case.
- ◆ Increase of dual use of Roll Your Own (RYO) tobacco products and smokeless tobacco products.

RYO Information and Timeline

- ◆ A RYO machine uses pipe tobacco which is taxed cheaper than cigarette tobacco.
- ◆ 9-22-11 WI DOR sent letters to RYO retailers letting them know they needed to obtain both manufacturer and distributor permits, obtain certification from the department of justice to be placed on its approved directory of cigarettes for sale in Wisconsin in order to comply with state laws and regulations, and obtain certification from the Wisconsin Department of Safety and Professional Standards that these cigarettes meet the fire safety & performance standards.
- ◆ 10-7-11 Judge Colas from Dane County Circuit Court issued a temporary injunction preventing the state from enforcing the notice until a hearing on 11-23.
- ◆ 11-23-11 Judge Colas listened to over 5 hours of testimony and has not yet made a decision.