

Western Wisconsin Tobacco-Free Alliance

Quarter 2 Newsletter: January, 2023

Welcome

Welcome to the Western Wisconsin Tobacco-Free Alliance (WWTFA) Newsletter! We are glad to have you! WWTFA is a Multi-Jurisdiction Coalition (MJC) that includes seven counties in Western Wisconsin: Barron, Burnett, Pepin, Pierce, Polk, Rusk, and St. Croix. With the help of our coalition partners and members, we are encouraging people in our communities to live tobacco-free.

Our mission is to prevent, reduce exposure to, and eliminate the use of tobacco and nicotine products in all Alliance counties through collaboration, policy work, education and informational/service efforts.

Our priorities are:

- Elimination of tobacco-related health disparities through increase education and services.
- Decrease youth access and initiation to tobacco and nicotine products.
- Increasing smoke-free environments.



**Barron, Burnett, Pepin, Pierce,
Polk, Rusk and St. Croix**

WI WINS Updates

WI Wins is a statewide campaign that aims to decrease youth access to tobacco products and help retailers avoid fines. Our Alliance partners with WI WINS to use positive reinforcement to create healthier communities by congratulating clerks who don't sell tobacco to youth and educating those who do.

Currently our county partners are working on:

- Conducting local tobacco compliance checks
- Media outreach
- Public outreach around T-21 and other tobacco prevention information.



Recent Events

In the past quarter, the Western Wisconsin Tobacco-Free Alliance participated in the following events:

- **November 5th, 2022:** Parent University Event
- **December 6th:** UW-River Falls Tabling Event
- **December 13th:** Tabling event at Amery High School



In the News

More than 3 Million Youth Report Using a Tobacco Product in 2022

On November 10th, 2022, a study was released by the FDA and CDC that found 3 million US middle and high school students reported current use of any tobacco product in 2022. These findings included about 2.5 million high school students and 530,000 middle school students.

This report found that e-cigarettes were the most commonly used device for the ninth consecutive year in a row among all students. They were then followed by cigars, cigarettes, smokeless tobacco, hookah, and several other tobacco products. This report specifically only collected information on commercial tobacco products and not the use of sacred or traditional tobacco.

Among all race and ethnicity groups within this study it was found that , non-Hispanic American Indian or Alaska Native students had the highest percentage of any tobacco product use. The study also showed that non-Hispanic students had the highest reported percentage of e-cigarette use. The results also found other groups that reported higher rates of tobacco use, including those with grades of mostly F's, students with sever symptoms of psychological distress, LGBTQIA+ students and those with low family affluence.

The findings of this study suggest that many factors contribute to youth tobacco use, including flavors, marketing and misperceptions of harm. They also found continuing disparities in tobacco use due to an increased exposure to tobacco promotions in racial and ethnic minority communities.

For more information on this study see the link. www.cdc.gov/media/releases/2022/p1110-youth-tobacco.html



FDA Warns Firms for Selling Illegal E-Cigarettes That Look Like Toys, Food, and Cartoon Characters



On November 16th, 2022, the FDA issued warning letters to five firms for the unauthorized marketing of 15 e-cigarette products. All the firms that were issued warnings failed to submit premarket applications for all these unauthorized products. The products that were issued warnings had packaging that looked like toys, food, or cartoon characters which are likely to promote youth use.

These products included similarities to glow sticks, Nintendo Game Boys, and walkie-talkies and included characters from TV shows and movies. Such as The Simpsons, Family Guy, Squid Game, Rick and Morty, Minions, and Baby Bus.

The companies charged for these products were Wizman Limited business and Wizvapor, Shenzhen Fumot Technology Co. Ltd. doing business as R and M Vaps, Shenzhen Quawins Technology Co., Ltd., Ruthless Vapor, and Moti Global. The warning letters notified these companies that e-cigarettes without a marketing authorization order are "adulterated and misbranded and that selling these products in the U.S. is prohibited. If these companies fail to correct these violations, the FDA will take further action.

For more information on this article see the link below. <https://www.fda.gov/news-events/press-announcements/fda-warns-firms-selling-illegal-e-cigarettes-look-toys-food-and-cartoon-characters>

Back to School Packet Update

This quarter all Alliance School Districts received four copies of our Back to School Resource Packet, along with the ability to request an online version. This packet contained information on how to address the youth vaping issues, including promoting various types of curriculum, alternative to suspension programs, classroom resources, and additional resources.

Two schools have had follow-up meetings with this Alliance Coordinator to learn more about the prevention curriculum and alternative to suspension programs. One of these schools has trained their staff in both the INDETH and CATCH My Breath programs. Due to the lack of response from other schools an additional follow-up email about the packet was sent out.

For information on this packet, please contact the Alliance Coordinator at Felicia.fisk@polkcountywi.gov.



Presentations & Exhibits

If you are interested in a presentation on tobacco and nicotine trends, cessation resources or parent and guardian education, please see the list below. These presentations include, interactive parent and guardian exhibits that educate them on new devices, cessation programs, prevention curriculum overviews and more.

- Hidden in Plain Sight
- Tobacco Trends
- INDEPTH/ NOT
- CATHC my Breath

Additional informational presentations can be created upon request.

For information on what is happening within the Alliance please contact: Felicia.fisk@polkcountywi.gov

More Tobacco News

- [Kids are Flocking to Flavored, Disposable E-cigarettes](#)
- [E-Cigarette Use Among Kids and Teens is an "Urgent" Problem, Organization Says](#)
- [How Vaping Prevention Ads Help Curb Teen Smoking, According to The Author of A New Study](#)
- [Don't be Fooled: Teen Vaping is Still a Public Health Crisis](#)
- [Research Shows E-cigarettes Could Lead to Cardiac Issues](#)
- [SSM Health Teaches Kids Risks of Vaping and E-cigarettes, Addressing A Concerning Trend](#)
- [How Schools and Parents are Losing the War Against Teen Vaping](#)
- [Reduced-Nicotine cigarettes Result in Less smoking in Anxious, Depressed Smokers](#)
- [The Environmental Argument for Banning Menthol Cigarettes](#)
- [California's Flavored Vape Ban Prevails but Court Challenge Looms](#)
- [1 in 6 High School Students Vape, Smoke or use Tobacco](#)
- [Number of Young People who "Wake and Vape" on the Rise](#)
- [U.S. Supreme Court Lets California Ban Flavored Tobacco Products](#)
- [Wisconsin Among 30+ States to Finalize \\$435M Agreement with JUUL Labs](#)

Upcoming Events

Some upcoming events that WWTFA has coming up are:

- January 12th, 2023: Osceola Medical Center Staff Health Fair Tabling Event

More events to be scheduled soon!!