

Western Wisconsin Tobacco-Free Alliance

Quarter 1 Newsletter: October, 2022

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 this past quarter the Western Wisconsin Tobacco-Free Alliance took place in the following events:

- **August 2nd:** National Night Out in Polk County
- **August 16th:** Osceola's Parent Night Out
- **September 24th:** Hope and Healing with the Polk County Mental Health Task Force



In the News

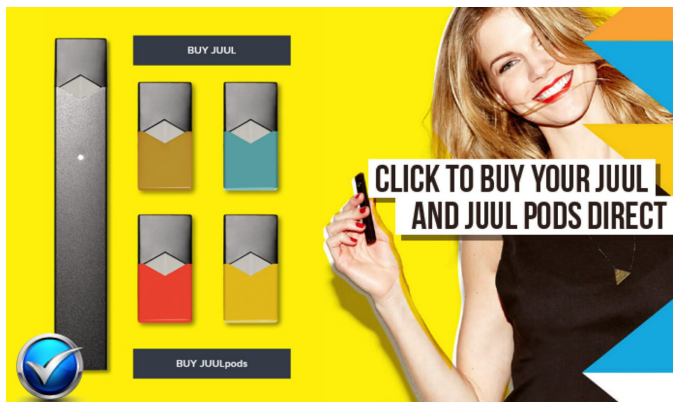
JUUL Issued Marketing Denial Orders

On June 23rd, 2022, JUUL labs was issued market denial orders from the FDA for all of their current products marketed in the U.S. One of the reasons for this was due to their targeted marketing towards youth with their wide variety of flavors, bright and attention grabbing packaging, and easy to conceal designs. JUUL was a major driver in the e-cigarette epidemic and led the use of flavored e-cigarettes. During the rise of their popularity youth e-cigarette use reported a 15.4% increase in e-cigarette use on the Youth Risk Behavior Survey.

Another reason for the market denial order was due to the lack of evidence that JUUL products would be appropriate for the protections of public health. Outside of the nicotine in the e-cigarettes e-liquids can contain heavy metals like nickel, tin, and lead. The aerosol form e-cigarettes also contains very fine particles which lead to negative impacts on the heart and lungs.

As a result of this denial order JUUL immediately sued the FDA on June 24th, 2022. The U.S. Court of Appeals for the D.C. Circuit entered a temporary stay which reversed the FDA orders, allowing JUUL products to continue to be legally marketed and sold in the U.S. The FDA issued an administrative stay on their own order, citing scientific issues unique to the JUUL application that warrant review of the agency's initial decision to ban the company's e-cigarettes.

On September 6th, 2022 JUUL agreed to pay \$438.5 million in a settlement with 34 states and territories for blatant marketing to kids. However a ruling on the trial of JUUL vs the FDA is still awaiting results.



FDA Proposed Product Standards to Prohibit Menthol as a Characterizing Flavor in Cigarettes and all Characterizing Flavors (other than tobacco) in Cigars.



The FDA announced proposed product standards to:

- Prohibit menthol as a characterizing flavor in cigarettes
- Prohibit all characterizing flavors (other than tobacco) in cigars.

These standards will not be enforced against individual consumers for possession or use of menthol cigarettes or flavored cigars. If these proposed rules are finalized and implemented, the FDA will only address manufacturers, distributors, wholesalers, importers and retailers who manufacture, distribute or sell such products with the U.S. that are not in compliance with appropriate requirements.

If passed state and local law enforcement agencies will not independently enforce the Federal Food, Drug and Cosmetic Act and will not be able to take enforcement actions against and violations against the FDA's tobacco authorities, including these regulations on the FDA's behalf.

However, the FDA recognizes the concerns related to the how state and local law enforcement may enforce their own laws in a manner that may impact equity and community safety. The FDA is seeking comment on, how it can best make clear the respective roles of the agency and state and local law enforcement, as well as policy considerations related to the potential racial and social justice implications of the proposed product standards, among other things.

Current Projects

Currently members of the Western Wisconsin Tobacco-Free Alliance are working developing a Back-to-School Resource packet for schools administrators and staff around Tobacco-Free Schools. This packet will provide information on how to ensure your School Tobacco Policy is in line with the Comprehensive Tobacco-Free Schools Policy through the American Heart Association, along with information on prevention curriculum, cessation resources and other helpful information. We are hoping this packet will help set schools up for success with faced with tobacco and vaping concerns this school year.

For information on this packet please reach out to the Alliance Coordinator at Felicia.fisk@polkcountywi.gov.



Presentations & Exhibits

If you are interested in a presentation that the Alliance currently has to offer please see the list below. These presentations cover parent and guardian education, 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

Upcoming Events

Some upcoming events that WWTFA has coming up are:

- **October 29th, 2022:** Drug Free Communities and Western Wisconsin Tobacco-Free Alliance will be partnering to host a Drug Take Back and Vaping Device Drop off event
- **November 5th, 2022:** Drug Free Communities and Western Wisconsin Tobacco-Free Alliance will be partnering to present on Substance Use and Tobacco Trends Amongst Youth and the Hidden in Plain Sight/Vaping Backpack at the Mental Health Task Force Parent University Event
More events to be scheduled soon!!

Happy Halloween!!

Please take some time to relax and unwind with this fun seasonal activity.

- | | | |
|------------------|-------------|-------------|
| • Trick or Treat | • Halloween | • Black Cat |
| • Vampire | • Skeleton | • Haunted |
| • Horror | • Spooky | • Pumpkin |
| • Grave | • Mummy | • Witch |
| • Scare | • Candy | • Spirit |
| • Zombie | • Ghost | • Fear |
| • Evil | • Boo | |

J C N B L A C K C A T H O H M
 S Z D J J S G U L A G Y A A G
 H W M S P O O K Y X Y C R L H
 T A C U K J Q J J P Z A K L O
 A R U W M B R W S U V G G O S
 G U I N I M M E P M O Y D W T
 H M G C T T Y L I P V S T E E
 O B K T K E C B R K F K A E W
 R O K W D O D H I I C E Z N B
 R O L N O T R V T N A L O O G
 O S C A R E Z T V Z N E M U R
 R E U T N J U Q R C D T B U A
 T V A M P I R E Q E Y O I W V
 H I N F E A R O N V A N E N E
 R L Z A Q A Z I Q N W T J P N

