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NWTEFC News

Northwood's Tobacco-Free Coalition
Serving Oneida, Florence, Forest, Lincoln, Price & Vilas Counties

WWW.NWTEFC.ORG

Governor's Office Moves to Stop Illegal Cigarette Manufacturers

Roll Your Own Shops Not Exempt From Tax

Governor Scott Walker's administration and the Wisconsin Department of Revenue issued a letter on September 23rd to end illegal manufacturing of cigarettes in roll your own businesses.

This letter informs these businesses, who are avoiding state cigarette taxes, that they will be made to pay the same taxes under state law as all other distributors.

"It's simple. These businesses are manufacturing cigarettes indistinguishable from corporate manufactures' products and are legally required to pay the tax on them," said Maureen Busalacchi, executive director of Smoke-Free Wisconsin. "These illegal, cheap cigarettes are dangerous to the health of our state, encouraging kids to start smoking and making it more difficult for adults to quit."

Research shows, making cigarettes more affordable and more accessible increases smoking rates, especially in youth. By allowing these contraband cigarettes to continue to be sold at their cheaper price, Wisconsin risks losing the hard-won decrease in both youth and adult smoking rates the Tobacco Prevention and Control Program has attained throughout the last decade. Ultimately, the state will be the one forced to pick up the tab in the form of health care costs and lost productivity, which already total \$2.8 billion annually in Wisconsin.

"Wisconsin must stand by the health of our citizens and no longer allow these products to be sold at the current, cheap price," said Busalacchi. "We applaud Governor Walker's administration and the Department of Revenue for addressing this issue and making the right move for Wisconsin."



Smoke-Free Air Violation Complaints

June 2011—December 2011

- 6/1/2011—Holiday Lodge & Supper Club,
Phelps, WI (Vilas County)**
- 7/12/2011—BBTs, Eagle River, WI
(Vilas County)**
- 7/14/2011—The Great Escape Bar,
Phelps, WI (Vilas County)**
- 7/25/2011—Little Bohemia Lodge,
Manitowish Waters, (Vilas Cty)
(2 complaints, 7/25/11, 12/4/11)**
- 8/6/2011—Green Shack, Armstrong Creek
(Forest County)**
- 9/16/2011—Lumpy’s, Eagle River, WI
(Vilas County)**
- 9/30/2011—Pickerel Point Bar, Pickerel Lake
(Forest County)**
- 9/30/2011—Final Lap Bar, Pickerel Lake
(Forest County)
(2 complaints, 9/30/11, 10/1/11)**
- 10/4/2011—Michaels Restaurant, Merrill, WI
(Lincoln County)
(3 complaints, 10/4/11, 10/6/11, 10/10/11)**
- 10/13/2011—Carrie’s Wild Frontier Bar
Eagle River (Vilas County)
(2 complaints, 10/13/11, 11/18/11)**
- 10/28/2011—Sunset Bay Resort, Pickerel Lake
(Forest County)**
- 11/4/2011—Windfall Inn, Wabeno, WI
(Forest County)**
- 11/25/2011—Finish Line Bar & Grill,
Eagle River (Oneida County)**

NCI Launches SmokeFreeTXT and QuitNowTXT Programs!

NCI’s new **SmokeFreeTXT** and **QuitNowTXT** programs were recently announced by the U.S. Department of Health and Human Services.

“Since January 2010, and consistent with these recommendations, HHS has invested \$5 million dollars to develop its eHealth/mHealth smoking cessation resources aimed at increasing quitting attempts among teens, young adults and adults. Today, HHS is pleased to launch several new initiatives that have been guided by the HHS Text4Health Task Force.

The National Cancer Institute (NCI) at the National Institutes of Health is launching the SmokeFreeTXT program, a mobile smoking cessation service specifically designed for teens and young adults across the United States. The service is an extension of the core smoking cessation website, which consistently achieves between 70,000 – 100,000 visits on a monthly basis. Teens and young adults in the U.S. can enroll in this program by visiting <http://smokefree.gov/smokefreetxt/default.aspx>.

“More than 70 percent of smokers want to quit, we are committed to providing evidence based information to smokers through emerging and innovative technology,” said HHS Secretary Kathleen Sebelius.

NCI is also launching a library of smoking cessation messages which provide the foundation for an interactive text-based intervention for adult smokers called QuitNowTXT. The QuitNowTXT text messages offer tips, motivation, encouragement and facts based on information tailored to the user’s response and are available at <http://smokefree.gov/hp.aspx>. These mobile texting resources will be integrated into the department’s comprehensive tobacco control strategy to further address the burden of tobacco use across our nation.

HHS is also pursuing opportunities to forge a global public-private partnership to make the QuitNowTXT program available to other countries to reach adult tobacco users. Organizations committed to collaborating with HHS on this initiative include the mHealth Alliance (hosted by the United Nations Foundation), World Medical Association, Campaign for Tobacco-Free Kids, [Center for Global Health at the George Washington University](http://www.georgetown.edu/center-for-global-health) and Johnson & Johnson. This initiative aims to collaborate with interested countries to support mHealth/text-based demonstration projects using this new text messaging resource, which are now freely available on the mHealth Alliance’s [HealthUnbound.org](http://www.healthunbound.org) website. Drawing on the experience gained from these demonstration projects, the countries and partners will identify and disseminate best practices for tobacco cessation mHealth/text-based interventions.”

(Full announcement is at: <http://www.hhs.gov/news/press/2011pres/09/20110919a.html>)

smokefree.gov



Dissolvable Tobacco Products Appealing to Women

R.J. Reynolds Tobacco Co. reported recently its Camel dissolvable tobacco products, which do not require spitting, are gaining traction with females in its test markets of Charlotte and Denver. Reynolds said the flavored, finely milled tobacco products serve as an alternative to cigarettes, giving adults a discreet option in venues where smoking is banned out of concern for secondhand smoke exposure.

Reynolds' dissolvable products include:

- Camel Sticks, a stick of pulverized tobacco, with flavoring, similar in shape to a toothpick.
- Camel Strips, tobacco film strips that dissolve in the mouth.
- Camel Orbs, similar in shape to Tic Tacs.

Of the adult smokers who bought Camel Sticks, Camel Strips and Camel Orbs in the test markets during September and October, adult females represented 45 percent of the consumers, according to Reynolds. By comparison, adult males constitute 85 percent of the users of moist snuff and Camel Snus.

"We have seen a noticeable appeal and interest of the dissolvable products with adult female tobacco consumers," Reynolds spokesman David Howard said.

Reynolds has not said when the national roll-out of the products will happen. Howard said Reynolds has no plans to expand testing of the dissolvable products beyond Charlotte and Denver. Reynolds exited test markets in Columbus, Ohio; Indianapolis; and Portland, Ore., after two years in December 2010.

Jeff Middleswart, portfolio manager for the Vice Fund of USA Mutuals, said having the Camel and Marlboro brands in dissolvable products is likely to intensify the debate among advocacy groups. One set says that smokeless tobacco products serve as gateways for teenagers to cigarettes. The other set sees the products as a way to reduce the risk of tobacco use compared with cigarettes. "Anything tobacco will create criticism — it's just the way of the world," Middleswart said. "A new product that has the potential to gain market share is going to be a target."

John Spangler, a professor of family and community medicine at Wake Forest University School of Medicine, said he found it "disturbing that any smokeless tobacco product is now becoming popular among women." His concern is that the dissolvable products may encourage women to use smokeless tobacco for the first time. "It is unclear if dissolvables will truly be harm-reducing on a population basis."

"For example, as many as half of smokeless tobacco users also smoke, providing evidence that, instead of aiding smokers to quit, smokeless tobacco actually helps users maintain their nicotine addiction in situations where smoking is banned, such as work places, airplanes, etc." "Then, when they are in situations where they can smoke again, they will smoke the same amount as previously."

Matthew Myers, president of the Campaign for Tobacco-Free Kids, has called on Reynolds to permanently pull the dissolvable products and to stop pushing tobacco products that he said enticed children and discouraged smokers from quitting.

Myers has said the dissolvable products appeal to children because they are easily concealed and colorfully packaged, shaped and flavored to resemble mints or gum.

Even though the Food and Drug Administration acknowledges Reynolds is targeting the dissolvable products at adults, legislators in some states are trying to ban them even though they are not sold there.

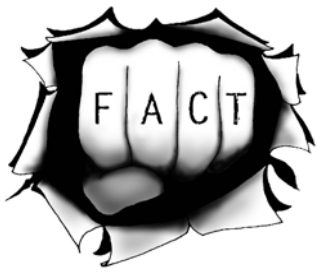
In October 2010, GlaxoSmithKline, which sells the nicotine-replacement therapy products Nicorette and NicoDerm, requested that the FDA take Reynolds' dissolvable products out of test markets.

"Smokeless tobacco products are currently being marketed without clear evidence of their safety," Glaxo said in a statement. The Reynolds products are being reviewed by the FDA's Tobacco Products Scientific Advisory Committee.

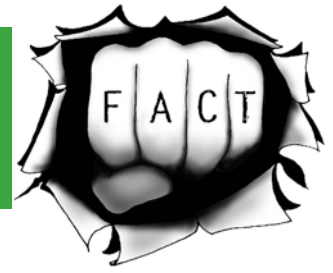
Howard said Reynolds has made adjustments to the packaging, marketing and product mix of its dissolvable products.

"The packaging is now larger and looks more like packaging of other types of traditional tobacco products, and is a different color," Howard said. "The packaging still carries language 'keep this product out of the reach of children.'"

Source: <http://www2.journalnow.com/business/2011/nov/20/wsmain01-dissolvable-tobacco-products-appealing-to-ar-1628633/>



JWMS FACT



FACT Meeting with Senator Holperin



The JWMS FACT (Fighting Against Corporate Tobacco) group recently met with Senator Jim Holperin to educate him on candy-flavored tobacco products and how the Tobacco Companies target kids with their marketing.



FACT Christmas Tree



The JWMS FACT group recently created a FACT Christmas Tree where kids decorated ornaments with anti-tobacco messages on them.

Protecting the Public's Health

Since 2009,
5 historic advances
in public health are
making tobacco-related
deaths part of
America's past -
not our future.

FDA TOBACCO PRODUCT REGULATION

September 2009		Ban flavored cigarettes making them less appealing to kids
March 2010		Restrict youth access to tobacco products
June 2010		Ban misleading advertising claims to communicate products are not safer
June 2010		Establish new smokeless tobacco warnings to advertise health risks
June 2011		Issue new cigarette health warnings to highlight product dangers

Protecting millions of kids
from buying tobacco.



- 28 states awarded enforcement contracts in just two years
- 20,568 retailers in 15 states actively keeping tobacco away from kids
- More than 700 warning letters issued to retailers for violating the law

Most significant
change to cigarette
warnings in 25 years.

- 227 million Americans, 75% of U.S., reached via media blitz
- Estimated to reduce smokers by 213,000 in 2013
- \$426 million estimated economic benefit over 20 years
- Pack-a-day smokers will see 7,000 warnings each year
- 1-800-QUIT-NOW added for those interested in quitting



Unprecedented knowledge about tobacco products.
FDA knows that more than 4,500 tobacco
products exist, where they are made and, for the
first time, the ingredients have been revealed to the FDA.

SEPTEMBER 1, 2011

CENTER FOR TOBACCO PRODUCTS





JOIN THE COALITION

The Northwood's Tobacco-Free Coalition is a coalition of individuals and organizations who are dedicated to improving the overall health, wellness, and quality of life of the citizens of our area. Any community member or organization in Oneida, Florence, Forest, Lincoln, Price, or Vilas County who is interested in tobacco prevention and control is invited to join the NWTFC.

For more information please go to www.nwtfc.org or contact Niki Kostrova at nkostrova@co.oneida.wi.us or 715-369-6115.

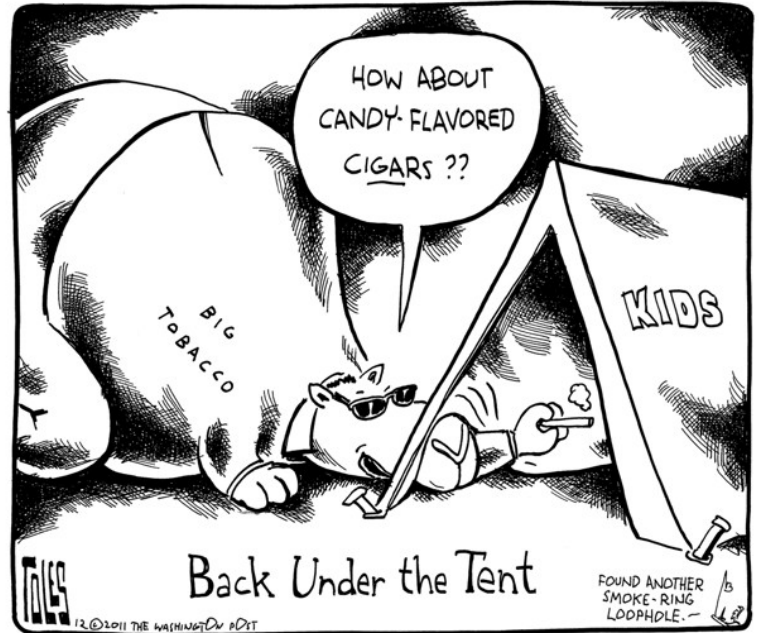
Low-Cost Drug Effective in Helping Smokers Quit

A low-cost drug not available in the United States is effective in helping smokers quit, a new study published in [The New England Journal of Medicine](#) has found.

The drug, cytisine, is a nicotine substitute that has been sold in Eastern European countries for many years. The study found people taking the drug were more successful in quitting than those taking a placebo, [HealthDay](#) reports. The study included 740 smokers who were randomly assigned to take cytisine or a placebo for 25 days. After a year, 8.4 percent of those who took cytisine were not smoking, compared with 2.4 percent of those who took a placebo.

The drug is not approved by the U.S. Food and Drug Administration. According to the article, it works in a similar way to nicotine replacement drugs available in this country.

Cytisine costs about \$15 for a course of treatment in Poland, where the study was conducted. "Cytisine could save many thousands of lives, particularly in low- and middle-income countries," lead researcher Robert West said. "But it could also save health care systems and insurers in high-income countries millions on their drugs bill."



MEETING ANNOUNCEMENT

Northwood's Tobacco-Free Coalition Meetings

will be held on

Monday, December 5, 2011

Monday, January 9, 2012

Monday, February 6, 2012

12:00–1:30 PM

at the

Oneida County Health Department
1 S Oneida Ave.
Rhineland, WI

Live Meeting and Teleconference Available
Email: kwaksmonski@co.oneida.wi.us for instructions

Call-In Information
(213) 417-9250

There's Help To Quit Smoking

If you smoke and want to quit, or know someone who does, visit the Wisconsin Quit Line at <http://www.WiQuitLine.org> or call 1-800-QUIT-NOW

You'll talk to a friendly quit coach who will send you a free two-week supply of quit-tobacco medications, plus help you develop strategies on how to quit that are just right for you. The Quit Line has already helped more than 130,000 callers just like you

WISCONSIN TOBACCO
QuitLine
800-QUIT-NOW