

# SMOKE FREE NEWS

**A Newsletter  
for Smoke-Free  
Advocates -  
Local, National  
and World News**

**December  
2008**

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A Collaborative Effort from the  
Tobacco-Free Coalitions of Jefferson County,  
Kenosha County, Milwaukee, North Shore,  
South Shore, Wauwatosa, Racine on the Lake,  
Washington County, and Waukesha County



## Lawmakers anticipate success for smoking ban

*Excerpts from Badger Herald - Wednesday, December 3, 2008*

The statewide smoking ban is expected to become a reality during the upcoming legislative session, lawmakers said Tuesday.

Madison and Wausau have already implemented citywide restaurant smoking bans that have been in effect since 2005, and Eau Claire was the most recent city to pass a ban in March 2008. However, a proposal for a statewide smoking ban failed to pass the Republican-controlled state Assembly last March.

With the Democrats gaining control of the Assembly in November, adding to the already controlled state Senate and governor's seat, it is expected they will push the bill through in the next session.

"I think there's a pretty good chance that it will pass," said Rep. Kim Hixon, D-Whitewater.

Wisconsin would be following in the footsteps of other Midwest states, with Minnesota, Iowa and Illinois already having implemented a full smoking ban.

However, the smoking bans have not been without their problems. A lawsuit was just heard in Wausau regarding the right of a small business owner to allow patrons to smoke in his establishment.

Currently, customers in both Madison and Wausau can smoke in nonprofit private clubs for which they have paid a membership fee. The business owner argued it was discrimination if smoking was allowed in some businesses but not in others, adding it took away people's freedoms.

Sen. Glenn Grothman, R-West Bend, agreed, saying, "I believe if you own a restaurant, you have the right to set the rules as in your own house. But over time, our society has developed less respect for diversity, and people want everyone to think and act like they do."

Hixon disagreed, saying health inspectors make sure people are safe, making the personal freedom argument void.

"We're a lot more intelligent than we were 25 years ago," Hixon said. "We know about the dangers of secondhand smoke now. People can still smoke on the street; we're not taking away that privilege, but where people are indoors or at work it's a different story."

However, Republicans in the state Assembly worry about something else for the owner: the loss of business.

*Continued page 3...*

# Southeast Region Happenings

## Marquette Dental School Recognized For Efforts in Tobacco Control



On November 18, 2008 - Marquette University School of Dentistry, a member of the Milwaukee Community Tobacco Coalition (City of Milwaukee Health Department) was honored with the Milwaukee Health Champion award for their ongoing tobacco control efforts in dental health.

Dr. Roucka, Dental Director, Marquette University School of Dentistry, provides leadership for the tobacco cessation efforts at Marquette's Dental School. Each year, a core team of senior dental students are identified, trained and help implement tobacco cessation's 5 A's (Ask, Advise, Assess, Assist, Arrange) with clients. The core team conducts monthly trainings for the dental students to assure the implementation of quality client intervention, program monitoring and program evaluation. All dental students are required to complete a Medical/Dental Health History Questionnaire for each patient - documenting a patient's current tobacco use status and the patient's desire to quit. Patient's who self-report tobacco use are then referred to the senior core team students. 100% of the clients who self- identify as a smoker receive information, counseling and are referred either to the Wisconsin Quit Line, Fax to Quit, or other evidence-based tobacco addiction treatment services. The program also integrated the practice of dental students providing chair-side tobacco cessation counseling to their patients. In addition, focus groups were developed to provide additional support for clients that want to quit or reduce their tobacco use.

Dr. Roucka provided oversight of the program evaluation which includes both process and outcome measurements. The long-term effect of the program is two-fold: it directly impacts dental clients in their tobacco cessation efforts, as well instilling the practice of dental students incorporating cessation intervention into their clinical interventions. As dental students learn the inclusion of tobacco cessation discussion with their clients, they are more likely to continue this intervention when they enter into their own dental practice upon graduation.

*Continued page 3...*

### ***Marquette Dental School continued...***

Since 2003, the Milwaukee Health Champion Award recognizes evidence-based programs combining Milwaukee Health Department expertise, community wisdom and student learning. A panel of public health, business, faith community, health care and health advocacy leaders reviews the submitted proposals and chooses a yearly winner. The purpose of this annual award is to encourage leadership for a healthy community change and to recognize teams that express leadership. Teams that apply must include: one community-based organization or advocate, one student, and one staff member of the Milwaukee Health Department (MHD).

The Dental Director, Dr. Toni Roucka, along with Pat Fauteck (former MHD Tobacco Control Program Coordinator), were instrumental in developing and implementing this tobacco cessation program at one of the City of Milwaukee Health Department's health centers, Johnston Community Health Center (JCHC). The population served at JCHC was predominantly Hispanic clients and Medicare clients located in zip code 53215.

The team for the Health Champion Award included: Pat Fauteck, (former City of Milwaukee Health Department's Tobacco Control Program Coordinator); Dr. Toni Roucka, Marquette University School of Dentistry, Dental Director; Megan Templeton, Senior Marquette School of Dentistry; Alison Meudt, Senior - Marquette University School of Dentistry; Krissy Christopoulos, Senior, Marquette University School of Dentistry.

### **Kenosha White Coat Event Focuses on Tobacco Addiction and SHS Workplace Exposure**

In early November, the Kenosha County Coalition participated in a "white coat" event at Aurora Hospital in Kenosha which featured Coalition member, Gary Hagen, who shared his struggle with emphysema due to a former smoking addiction along with secondhand smoke exposure as a life-long auto industry employee.

### **Wisconsin's Smoke-Free Air Landscape**

TOBWIS now has a new and improved Smoke-Free Air page of the Policymakers section on its website. TOBWIS is the Tobacco Control Resource Center for Wisconsin and offers educational materials, news, and policy updates for tobacco control.

The page is located at: <http://www.tobwis.org/policymakers/index.php?cid=70>



### **Lawmakers - *continued from page 1***

Rep. Scott Suder, R-Abbotsford, said he and other Republicans would fight to delay or kill the bill because the danger they believe it poses to small business owners through loss of revenue.

"There are many small businesses that are going to go down if that ban is passed," Suder said. "They depend on those customers, and if the customers aren't allowed to smoke, they are going to take their business somewhere else."

Despite how many Republicans oppose the bill, both Suder and Grothman acknowledged the high possibility of the ban being passed during the next Assembly meeting.

"It's always failed in the past, but it's coming," Grothman said.

## Wisconsin News:

### UWM News Conference Celebrates Record 122,000 WI Quit Line Callers

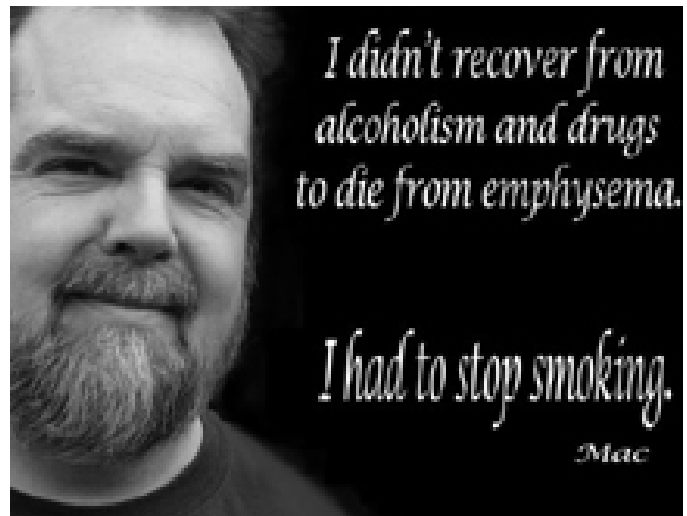


The event featured cake, rounds of congratulations, and Wisconsin's Department of Health Services Secretary, Karen Timberlake. University of Wisconsin and state health officials announced a record – breaking 39,000 calls to the state's Tobacco Quit Line in 2008 and celebrated the Quit Line fielding 122,000 calls in its seven-year history. Smokers were encouraged to call 1-800-QUIT-NOW to get the support they need in quitting in the year ahead.

"This past year has been an amazing one for those who have struggled to break tobacco's grip on their lives. The Wisconsin Tobacco Quit Line helped record numbers of Wisconsin residents stop smoking. This is a true public health success story," said Secretary Timberlake. "For the first time in Wisconsin history, our adult smoking rate is below 20%. More smokers are out for help." Timberlake attributed 2008's Quit Line interest to a number of factors: an increase in the cigarette tax, heightened interest in smoke-free places, and expanded Quit Line services including stop-smoking medications.

## AODA, Mental Health and Smoking Posters Available From CTRI

WiNTIP (Wisconsin Nicotine Dependence Treatment Integration Project) has created six 8.5" x 11" posters with messages like: "I didn't recover from alcohol and drugs to die from emphysema. I had to stop smoking." You are welcome to download, print and use them.



The posters are available at:

[http://www.ctri.wisc.edu/HC.Providers/healthcare\\_mental.health\\_posters.htm](http://www.ctri.wisc.edu/HC.Providers/healthcare_mental.health_posters.htm)

## "How Dangerous is Smoking in Cars?" Video

The California Tobacco Control program has produced a new video, "How Dangerous is Smoking in Cars?" The video is a scientific demonstration of secondhand smoke exposure and it shows how the air quality becomes dangerous and unhealthy in a car when someone is smoking in it.

To view the video, go to:

[http://www.tobaccofreeca.org/secondhand\\_smoke.html#smokefreecars](http://www.tobaccofreeca.org/secondhand_smoke.html#smokefreecars).



Information contained in this newsletter comes from a variety of sources related to prevention. This includes organizations, published national and local studies, research, and news updates. Every effort is made to bring the latest accurate information to the reader. Please contact [jkmelby@verizon.net](mailto:jkmelby@verizon.net) for any inquiries, questions, comments or additional copies. Thanks for reading our newsletter.



News Summary - November 14, 2008

## Massachusetts Smoking Ban Credited with Decrease in Heart Attacks

A Massachusetts smoking ban in restaurants, bars, and other workplaces has led to almost 600 fewer annual coronary deaths, according to a new report from the state Department of Public Health and the Harvard School of Public Health.

The [Boston Globe](#) reported Nov. 12 that the [report](#) found steep declines in the number of heart-attack deaths since the state adopted the smoking ban, with a 30-percent decrease in deaths between 2003 and 2006.

The authors of the report compared communities that adopted smoking ban with those without smoking bans and estimated that 577 fewer people died each year from heart attacks as a direct result of the ban.

"This is the strongest study yet done of the effect of smoking bans on heart attacks," said Michael Siegel, who is a tobacco-control specialist at Boston University School of Public Health. "You can no longer argue that these declines would have occurred simply due to medical treatment."

The authors said that advances in treatment of heart attacks were not responsible for the smaller number of deaths.

The [Henry Ford Hospital](#) in Michigan presented similar findings this week at the American Heart Association's annual conference, with researchers estimating that the number of heart-attack patients admitted to hospitals in the state would drop by 12 percent in the first year of a statewide smoking ban.

"People have assumed that the only benefit we will be able to measure of a smoking ban is long-term benefits," said John Auerbach, Massachusetts' public-health commissioner. "This study demonstrates a real connection between smoking bans and short-term improvement in health outcomes."

## Village of Weston Passes Comprehensive Ordinance

Excerpts from Wausau Daily Herald - *December 16, 2008*

WESTON -- The village has passed one of the most comprehensive smoking bans in the state.

Following nearly an hour of public testimony, Village Board members voted unanimously Monday to ban smoking in bars, hotels and other establishments that have secured exemptions in other communities.

The ordinance takes effect in January 2010, creating a phase-in period for businesses and a window for the state Legislature to enact a statewide ban.

Supporters hailed the ban as a chance for Weston to be a public health leader, while opponents cast it as an erosion of basic rights.

Marlene Drews, 72, of Weston, who is a bladder cancer survivor, supported the ban.

"It's really a very personal thing for me," she said. "Why tempt fate?"

The decision also was personal for bar owners, who fear the ban will threaten their livelihoods by sending smokers to businesses in nearby Schofield, Kronenwetter and Rothschild.

A village survey showed that 65 percent of residents supported a ban, though 53 percent also endorsed an exemption for taverns.

The committee that made the recommendation included officials and residents on all sides of the issue, with initial opponents of a ban supporting it out of fear that advocates would push for direct legislation.

Some ban supporters pledged to frequent Weston bars, though bar owners doubted they were debating potential customers.

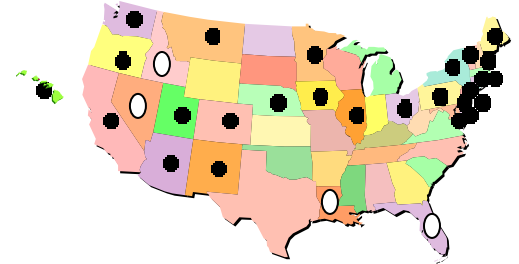
# U.S. & Wisconsin Smoke-Free Tally

(Over 15,000 U.S. communities are protected by smoke-free laws either by local or state law)

## ● States with Comprehensive Smoke-Free Laws

Arizona	Maine	New Mexico**	Washington
California	Maryland**	New York	Washington, DC
Colorado	Massachusetts	Ohio	Puerto Rico
Connecticut	Minnesota**	Oregon** (2009)	
Delaware	Montana (bars 2009)	Pennsylvania** (2008)	
Hawaii	Nebraska** (6/2009)	Rhode Island	
Illinois**	New Hampshire**	Utah (bars 1/2009)	
Iowa**	New Jersey	Vermont	

\*\* Recently passed or enacted law



## ○ States with Workplace and Restaurant Smoke-Free Laws

Florida	Louisiana
Nevada	Idaho (restaurants only)

*"Comprehensive or 100%" means all workplaces, restaurants, bowling alleys, and freestanding bars are required to be smoke-free.*

*"Workplaces and/or Restaurants" means all workplaces and/or restaurants (including those with attached bars) are required to be smoke-free.*

## Wisconsin Communities with Comprehensive Smoke-Free Ordinances

Madison	Appleton
Shorewood Hills	Shorewood (2009)
Eau Claire	Marshfield <b>NEW!</b>
Fitchburg <b>NEW!</b>	Middleton <b>NEW!</b> (2009)
Monona <b>NEW!</b> (2009)	Dane County <b>NEW!</b> (2009)
Fond du Lac <b>NEW!</b> (2009)	Weston <b>NEW!</b> (2010)



## Wisconsin Communities with Workplace and/or Restaurant Smoke-Free Ordinances

Ashland	Beloit	Town of Bristol	Buchanan
Combined Locks	Holmen	Janesville	Kaukauna
Kenosha	Kimberly	La Crosse	La Crosse County
Little Chute	Menomonie	Neenah	Onalaska
Oshkosh	Phillips	Plover	River Falls
Stevens Point	Wausau	Wauwatosa	West Salem

**"I am calling for legislation to make all public buildings and workplaces completely smoke-free because everyone has the right to breathe clean air at work and in public places."**

- Governor Doyle -

(Supporting an initiative for a statewide smoke-free law for Wisconsin)

## Worldwide Smoke-Free Tally

### Countries with 100% Smoke-Free Laws

Ireland	Italy	England	Norway	Belgium
New Zealand	Uganda	Uruguay	Bhutan	Iceland
Bermuda	Lithuania	Northern Ireland	Malta	Wales
Scotland	Sweden	France	Egypt	Thailand
Turkey	Netherlands	Hong Kong (8/2009)	Australia (except Northern Territories)	



### Canadian Provinces with 100% Smoke-Free Laws

Newfoundland & Labrador	Ontario	Quebec	New Brunswick	Saskatchewan
Northwest Territories	Manitoba	Nova Scotia	Nunavut Territory	British Columbia



## Deadly in Pink

### Philip Morris' New Look for Virginia Slims Cigarettes Shows Contempt for Women's Health

Statement by: American Cancer Society Cancer Action Network, American Heart Association, American Lung Association, American Medical Association and Campaign for Tobacco-Free Kids

**WASHINGTON, DC (October 30, 2008)** – Demonstrating again that it is not the changed, responsible company it claims to be, Philip Morris is launching an aggressive new campaign to market cigarettes that appeal to women and girls. The campaign is built around a new look for its Virginia Slims brand – a sleek pink “purse pack” that is compact and rectangular, with square ends, and holds “super slim” cigarettes that are very small in diameter. According to a recent story in *Brandweek*, Philip Morris plans to launch the repackaged Virginia Slims with a major marketing campaign by the first quarter of 2009, and it includes “Super Slims Lights” and “Super Slims Ultra Lights” varieties. The new “purse packs” are already on sale in some markets.



Philip Morris shows contempt for women and their health by putting a pink gloss on a product that causes lung cancer and heart disease, two of the leading killers of women. It is the height of cynicism that Philip Morris timed its announcement of the new pink Virginia Slims for October – National Breast Cancer Awareness Month – when pink is usually associated with protecting women's health, not harming it. It doesn't seem to bother the nation's largest tobacco company that lung cancer from smoking is, by far, the number one cancer killer of women.

The new pink Virginia Slims continues the tobacco industry's long history of marketing cigarettes to women and girls. The pink “purse packs” imply that smoking cigarettes is feminine and fashionable. Names like “super slims” imply a link between cigarettes and weight loss for girls and women concerned about body image. And the use of terms such as “light” and “ultra light” imply that these cigarettes are less harmful than regular cigarettes, despite the fact that Philip Morris and other tobacco companies have long known from their own research that this is not the case. Tobacco companies have targeted the marketing of “light” and “low-tar” cigarettes to women, who are more likely to be concerned about the health risks of smoking.

This latest attempt to market cigarettes to women and girls demonstrates the need for Congress to pass pending legislation giving the U.S. Food and Drug Administration (FDA) authority to regulate tobacco products. Among other things, this legislation would ban misleading terms such as “light” and “ultra light,” give the FDA authority to strictly regulate all health claims about tobacco products and crack down on tobacco marketing to kids, including restricting tobacco advertising in stores and in youth-oriented magazines to black-and-white text only. The U.S. House of Representatives has overwhelmingly approved this legislation, and it is pending in the Senate, where it has 60 sponsors.

The tobacco industry has a long and harmful history of targeting women and girls. This strategy intensified in the 1968 when Philip Morris introduced Virginia Slims with its seductive “You've Come a Long Way Baby” slogan. Six years after the introduction of Virginia Slims, the rate of smoking initiation for 12-year-old girls had increased 110 percent. In a more recent example, R.J. Reynolds last year introduced Camel No. 9 cigarettes, which come in a shiny black box with flowery hot pink or teal borders, have a name reminiscent of a famous perfume, carry the slogan “light and luscious,” and have been heavily marketed in magazines popular with women and girls, such as *Glamour*, *Cosmopolitan* and *Vogue*.

The consequences of these marketing campaigns have been devastating for women's health. The latest public health data show lung cancer death rates for some women are still rising at a time when death rates for other kinds of cancer in women are declining. The risk of coronary heart disease – the overall leading cause of death among women – doubles for women who smoke. Chronic obstructive pulmonary disease (COPD), which includes chronic bronchitis and emphysema, has become the fourth leading cause of death in the U.S. and now kills more women than men. In addition, smoking and exposure to secondhand smoke by pregnant women are a major cause of spontaneous abortions, stillbirths and sudden infant death syndrome (SIDS), and increase health and developmental problems of children born to these women. Research also shows that women have a much harder time quitting than men.

The Virginia Slims pink purse pack is yet another tobacco industry slap in the face to women. Far from making a fashion statement, the pink purse pack will encourage smoking by women and girls and expose them to its lethal effects. Philip Morris should terminate this cynical marketing ploy immediately, and Congress should quickly enact the bill giving the FDA authority over tobacco products. There is nothing pretty, fashionable or healthy about a product that kills more than 178,000 women in the United States and many more around the world each year.

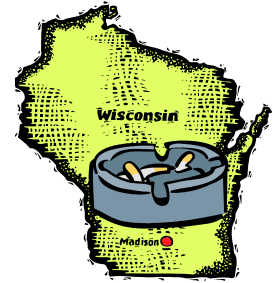
Welcome to Wisconsin...

...the ashtray of the Midwest!

Do we really want to be known this way?

Over 25 states have enacted statewide smoke-free laws.

It's time for Wisconsin. Find out more at: [www.itstimewisconsin.org](http://www.itstimewisconsin.org)



## 1998 State Tobacco Settlement - Ten Years After

November 23, 2008 - Ten years ago, the states reached a historic settlement of their lawsuits against the major tobacco companies. The 1998 tobacco settlement provides the states with billions of dollars every year, with the total estimated at \$246 billion over the first 25 years alone.

Unfortunately, the states have **failed to keep their promise** to spend a significant portion of the money on programs to protect kids from tobacco and help smokers quit. That was the conclusion of a report issued this week by the Campaign for Tobacco-Free Kids and our partners.

While the states aren't spending enough on prevention, tobacco companies have almost doubled how much they spend to market their deadly product since the settlement. Consequently, while progress is being made, **smoking declines have slowed in recent years.**

Our report, ["A Decade of Broken Promises: The 1998 State Tobacco Settlement Ten Years Later,"](#) calls on Congress and the states to step up the fight against tobacco in the next 10 years by taking the following actions:

- Enact legislation granting the U.S. Food and Drug Administration authority to regulate the manufacturing, marketing and sale of tobacco products.
- Significantly increase the federal tobacco tax and fund a national public education and smoking cessation campaign.
- Fund statewide tobacco prevention programs at the level recommended by the Centers for Disease Control and Prevention, further increase tobacco taxes and enact comprehensive smoke-free workplace laws (24 states and the District of Columbia have enacted such laws to date).

By taking these steps, we can protect our children from tobacco addiction, help more smokers quit and save countless lives.

Thank you for joining with us to reduce the devastation caused by tobacco.

Brian Hutchinson

Director, Grassroots

Campaign for Tobacco-Free Kids

[www.TobaccoFreeKids.org](http://www.TobaccoFreeKids.org)



## *Mission Statement*

*The Southeast Region Collaborative for Tobacco Control supports the statewide mission of the Wisconsin Tobacco Prevention and Control Program to aggressively pursue the elimination of tobacco use by partnering with communities in Southeastern Wisconsin to prevent tobacco use among youth, promote tobacco cessation, and eliminate exposure to second-hand smoke.*