

# TOBACCO FREE NEWS

South Central Wisconsin Tobacco Free Coalition Newsletter

Fall 2014

## More Than A Quarter-Million Youth Who Had Never Smoked A Cigarette Used E-Cigarettes in 2013

More than a quarter of a million youth who had never smoked a cigarette used electronic cigarettes in 2013, according to a CDC study published in the journal *Nicotine and Tobacco Research*. This number reflects a three-fold increase, from about 79,000 in 2011, to more than 263,000 in 2013.

The data, which comes from the 2011, 2012, and 2013 National Youth Tobacco surveys of middle and high school students, show that youth who had never smoked conventional cigarettes but who used e-cigarettes were almost twice as likely to intend to smoke conventional cigarettes as those who had never used e-cigarettes. Among non-smoking youth who had ever used e-cigarettes, 43.9 percent said they intended to smoke conventional cigarettes within the next year, compared with 21.5 percent of those who had never used e-cigarettes.

There is evidence that nicotine's adverse effects on adolescent brain development could result in lasting deficits in cognitive function. Nicotine is highly addictive. About three out of every four teen smokers become adult smokers, even if they intend to quit in a few years.

"The increasing number of young people who use e-cigarettes should be a concern for parents and the public health community, especially since youth e-cigarette users were nearly twice as likely to have intentions to smoke conventional cigarettes compared with youth who had never tried e-cigarettes." said Rebecca Bunnell, Sc.D., M.Ed., Associate Director for Science in CDC's Office on Smoking and Health and the lead author of the study.

The analysis also looked at the association between tobacco advertisements and smoking intentions among middle and high school students. Students were asked about whether they had seen tobacco ads on the internet, in magazines and newspapers, in retail stores, and in television programs and movies. Consistent with previous studies, this study found that youth who reported exposure to tobacco ads had higher rates of intention to smoke than those who weren't exposed to such ads.

---

*"Not only is nicotine highly addictive, it can harm adolescent brain development."*

-Tim McAfee,  
M.D., M.P.H.,  
Director of CDC's  
Office on Smoking  
and Health

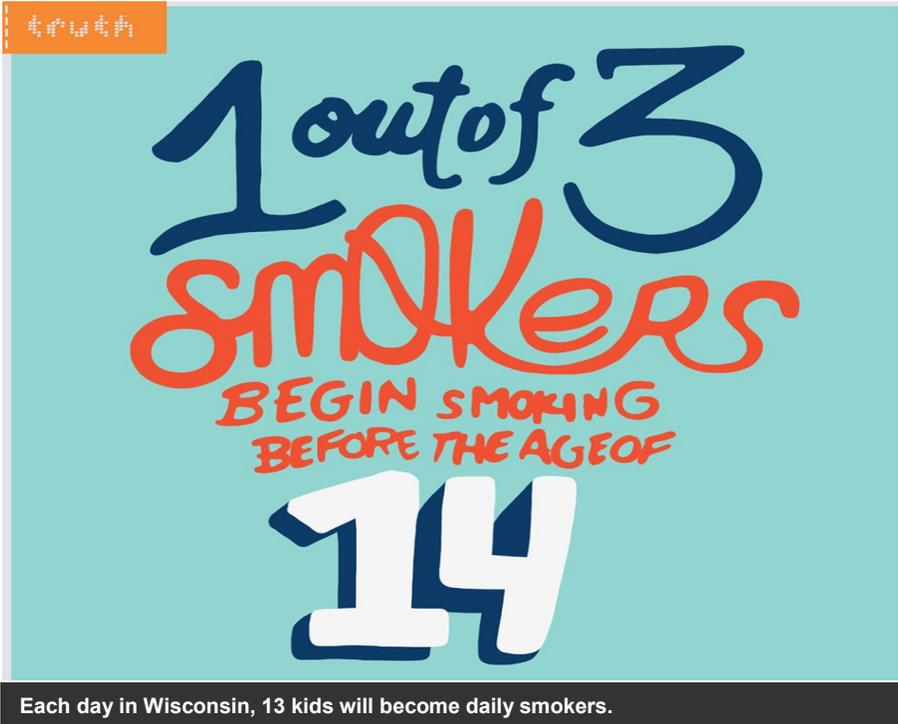
---



Increase in Youth Use of E-Cigarettes a Cause for Concern

## In This Issue

- WI Wins
- Kudos
- Environmental Scans
- Coordinator Corner



## 2014 WI Wins Results

Each year, the South Central Tobacco Free Coalition partners together with law enforcement to conduct tobacco retailer compliance checks. These checks are critical to keeping tobacco out of the hands of youth.

The Wisconsin Wins (WI Wins) campaign is a science-based, state-level initiative designed to decrease youth access to tobacco products. WI Wins was launched in the spring of 2002 as part of a comprehensive approach to preventing youth access to tobacco.

WI Wins uses positive reinforcement to reduce illegal tobacco sales to minors. It congratulates local clerks who do not sell tobacco to youth, while educating those who would. This approach creates community pride by reducing youth access to tobacco products and providing youth a chance to make a difference in their community.

### Results

	2014 Compliance Rate	2013 Compliance Rate
Adams County	79%	56.5%
Juneau County	86%	85.7%
Richland County	87%	100%
Sauk County	85%	60.3%

## Kudos To....

A special thank you to the Adams County Chamber of Commerce & Tourism and the Adams County UW-Extension for co-sponsoring the community forum on October 7th. Without your assistance, the forum wouldn't have been as successful! Thank you to all in attendance on October 7th.



### Fast Facts

263,000+

The number of U.S. youth who used electronic cigarettes, but have never smoked a regular cigarette, has more than tripled in the past three years, from 79,000 in 2011 to over 263,000 in 2013.

9.2%

Wisconsin receives 9.2% of the CDC recommended funding level for tobacco prevention and control

### For More Information

- [E-Cigarettes and Youth](#)
- [Tobacco Prevention and Control](#)

## Noticed any workplace in violation of Wisconsin's Smoke-Free Air Law?

Wisconsin's Workplaces are smoke-free and have been since 2010, but if the law is being violated you're encouraged to file a complaint at: [www.wibettersmokefree.com](http://www.wibettersmokefree.com)



Convenience Store Showcases Tobacco Marketing and Product Availability

## Environmental Scan Results

An environmental scan is an assessment of retail establishments to collect information about the tobacco advertising and product availability present. The purpose of conducting an environmental scan is to raise awareness and inform community members about youth exposure to tobacco marketing, product availability, and how this exposure leads to youth initiation.

This year, the SCW Tobacco Free Coalition, with the assistance from the Mauston High School FACT Group, completed 20 Environmental Scans; 5 scans were completed in each of the four-county service area.

Some interesting results of the this year's scans are:

- 90% of the tobacco retailers that were scanned had interior cigarette marketing.
- 75% of the tobacco retailers that were scanned sold e-cigarettes. The youth also noted there was a lot of e-cigarette marketing at these retailers.
- Tropical Fusion, Tsunami, Wine, and Cream were other tobacco product flavors the youth found to be unusual.
- 20% of the tobacco retailers that were scanned had tobacco products located near candy.

## Interested in volunteering?

Contact the coalition by email at: [ccupp@co.juneau.wi.us](mailto:ccupp@co.juneau.wi.us) to learn how you can become involved!

# Coordinator Corner....

It has been two years since the coalition conducted a coalition assessment. We would like to get your feedback regarding coalition member satisfaction and coalition effectiveness. Your input will help us improve the coalition to ensure we are meeting the needs of our communities.

Please take a moment to fill out this survey. We would greatly appreciate it. The survey can be found at: <https://www.surveymonkey.com/s/6WSSQVC>

## Would your organization benefit from an e-cigarette or other tobacco product presentation?

Presentations are great at all types of meetings: staff, business, committee, etc. Contact the South Central Wisconsin Tobacco Free Coalition today to set up a presentation!

Thank you for your continued support and involvement,

Christa Cupp, Coordinator

Growing Healthier Communities in Adams, Juneau, Richland and Sauk Counties

## Contact Us

### Jennifer Froh

Assistant Coordinator  
Juneau County Health Dept  
[jfroh@co.juneau.wi.us](mailto:jfroh@co.juneau.wi.us)

### Christa Cupp

Coalition Coordinator  
Juneau County Health Dept  
608-847-9403  
[ccupp@co.juneau.wi.us](mailto:ccupp@co.juneau.wi.us)

Like us on Facebook:

[https://  
www.facebook.com/  
ScwTobaccoFreeCoalition](https://www.facebook.com/ScwTobaccoFreeCoalition)

PLACE  
STAMP  
HERE



South Central Wisconsin  
Tobacco Free Coalition

220 East State Street, Room 104  
Mauston, WI 53948