

# HEALTHY CHOICES, HEALTHY COMMUNITIES

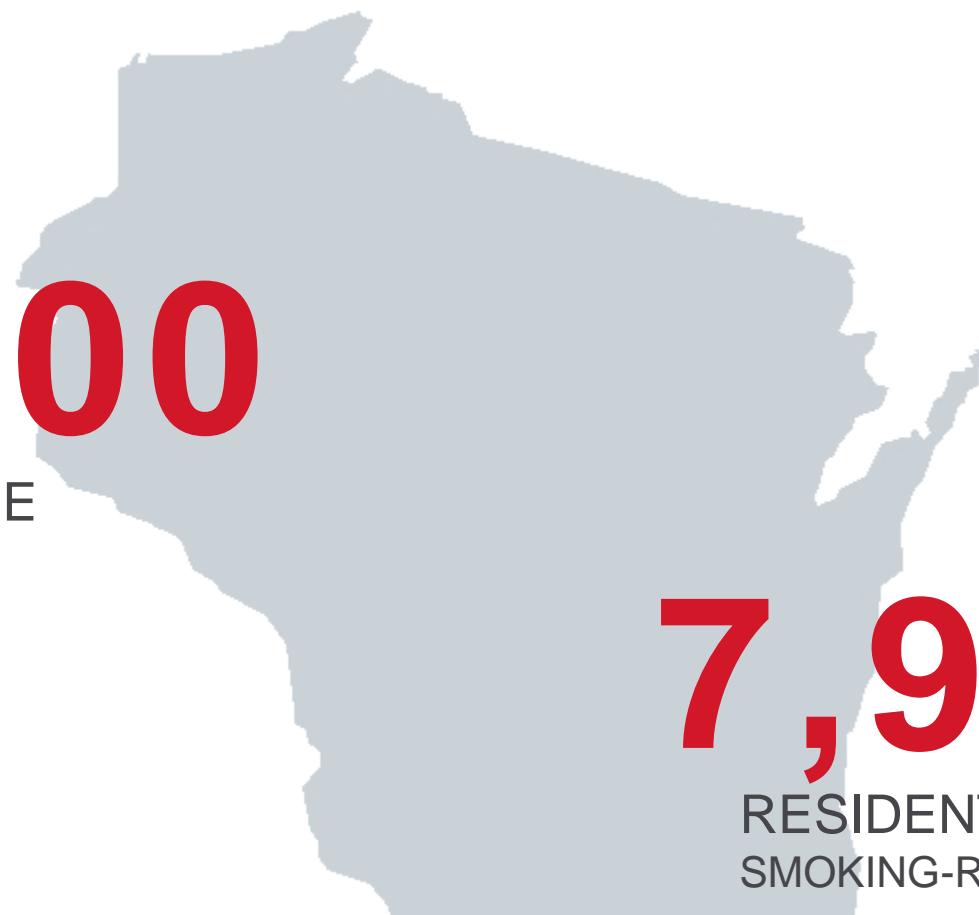
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Deb Heffner & Anneke Mohr  
City of Milwaukee Tobacco-Free Alliance



# Tobacco Kills Too Many

Each year in Wisconsin...



**4,000**

KIDS BECOME  
NEW SMOKERS

**7,900**

RESIDENTS SUFFER  
SMOKING-RELATED DEATHS

# We All Pay

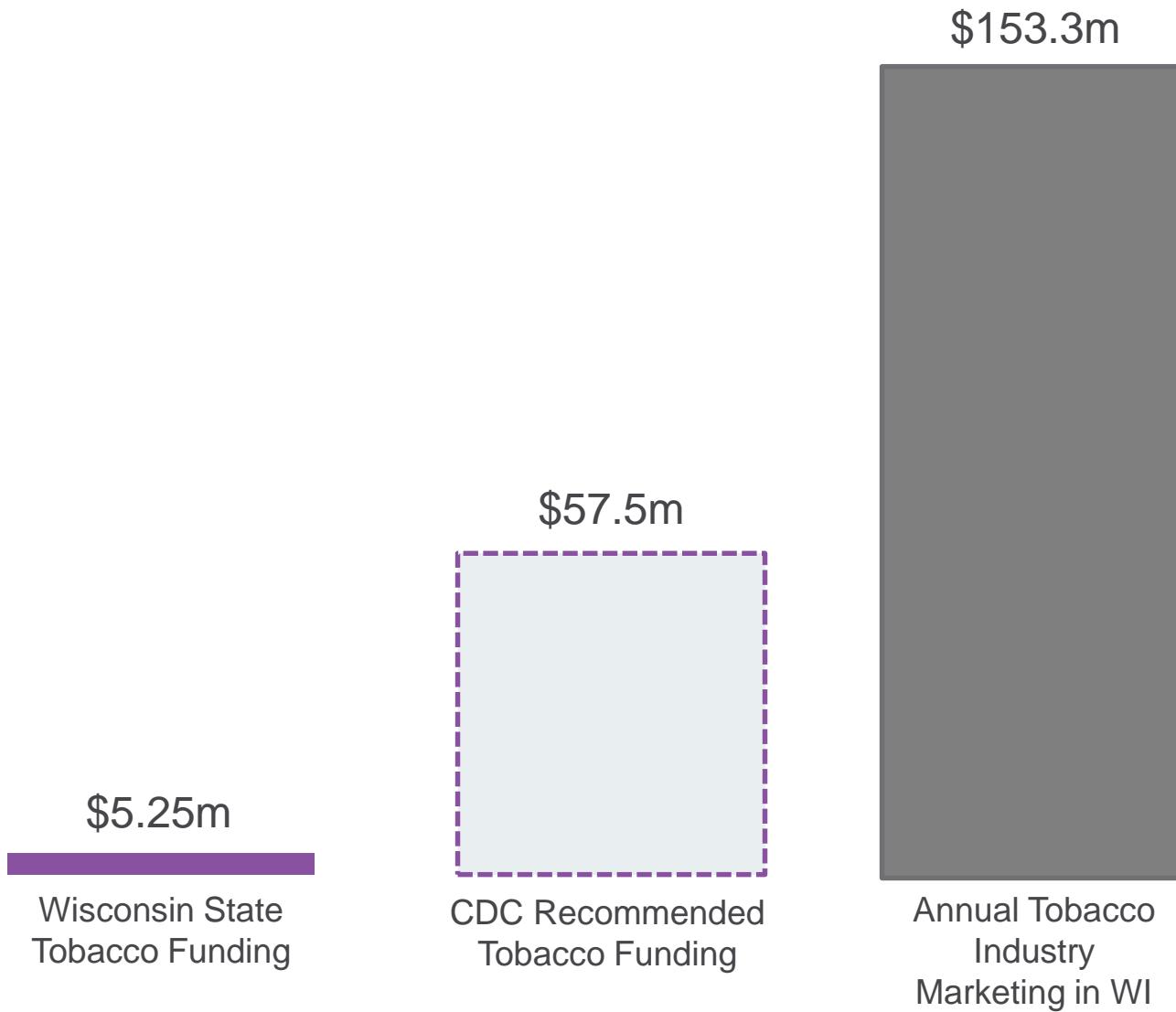
**\$804** spent per Wisconsinite on the total economic toll of tobacco in Wisconsin



**That adds up quick**  
**[\$4,720,000,000]**

**5.8 million people**

# Tobacco Prevention and Control Program

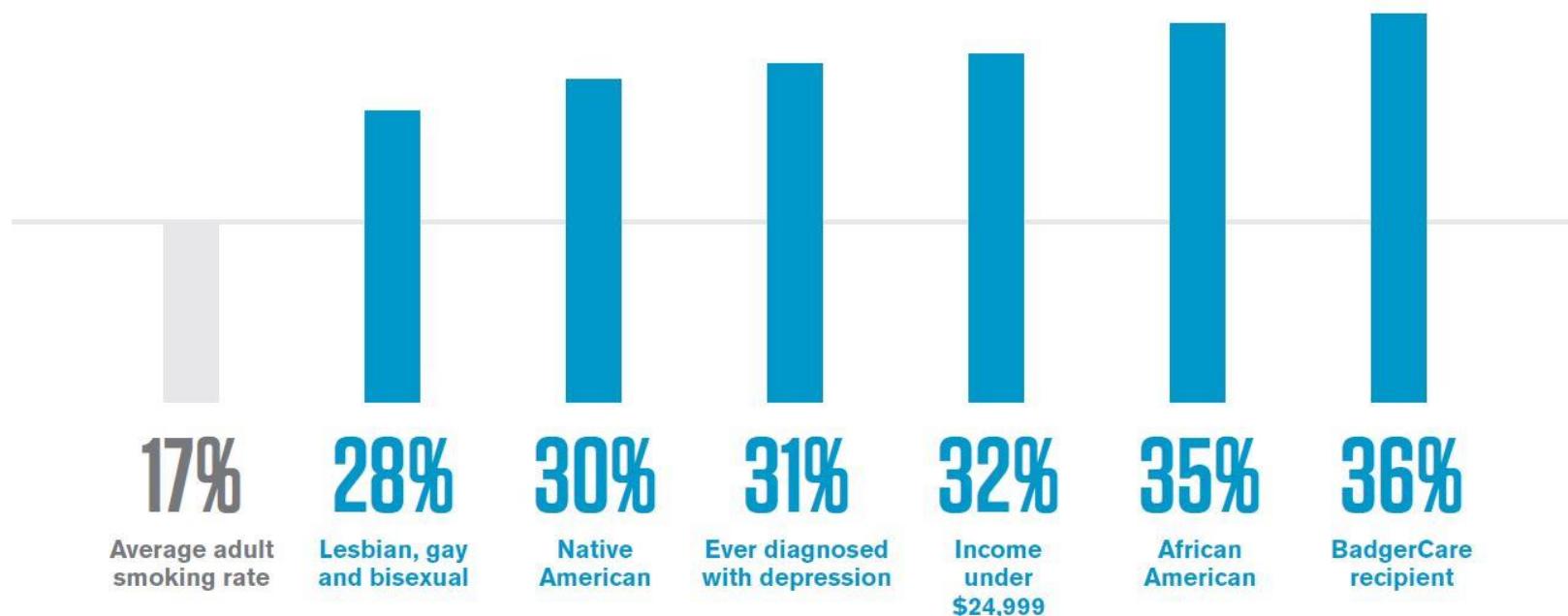


# Revenue is Available

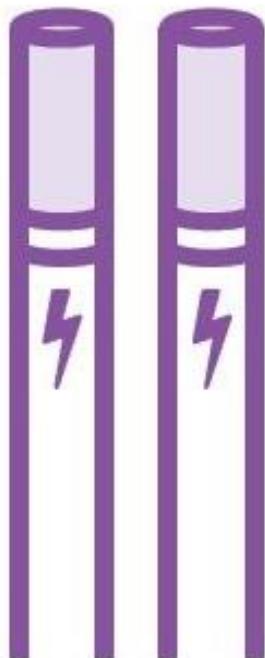


The revenue collected from cigarette taxes in Wisconsin in one year could fund tobacco prevention in the state at the recommended level of funding for **10 years**.

# Some Use Tobacco More Than Others



# Other Tobacco Products (OTP)



42 percent of kids who smoke cigars or cigarettes report using menthol, candy, and fruit flavored tobacco products.

More than 9 in 10 young adult e-cigarette users use flavors like menthol, fruit, chocolate, or other sweets.



Tobacco is still the number one cause of preventable death...

**We can change that.**

The City of Milwaukee Tobacco-Free Alliance

# 2016 YEAR IN REVIEW

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City of Milwaukee Tobacco-Free Alliance



# Youth Access / OTP

- **OTP Presentations at local and state level**
- **Over 500 Wisconsin Wins compliance checks**
- **Partnership with the City Attorneys Office the Milwaukee Police Department and Safe & Sound increases capacity to educate retailers**
- **Over 200 environmental scans were conducted in Milwaukee County**
- **Our FACT group at Neu-Life Conducted 10 FACTivisms in the community and provided additional outreach**
- **LGBTQ+ FACT group is in development**

# Smoke-Free Multi-Unit Housing

- **HUD ruling**
- **Collaboration with Milwaukee Fire Department Deputy Fire Chief increases capacity**
- **We presented to over 300 current or prospective landlords on the benefits of MUH through our partnership with Department of Neighborhood Services**

# LGBTQ+ Health Equity

- **Development of PSA**
- **Presented at 4 local and national conferences as well as to LGBTQ+ serving organizations**
- **Partnership with UW-Milwaukee LGBT Resource Center**
- **Collaboration with Milwaukee Pride/ Encouraging festivals to go smoke-free, bringing awareness to Newport marketing tactics**

# Sustainability

- **Knock Tobacco Out of the Park**
- **Candidate Forums**
- **Upcoming Meetings with Leaders**
- **New policy initiatives**