

HEALTHY CHOICES, HEALTHY COMMUNITIES

Deb Heffner & Anneke Mohr

City of Milwaukee Tobacco-Free Alliance



Tobacco Kills Too Many

Each year in Wisconsin...



4,000

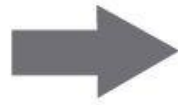
KIDS BECOME
NEW SMOKERS

7,900

RESIDENTS SUFFER
SMOKING-RELATED DEATHS

We All Pay

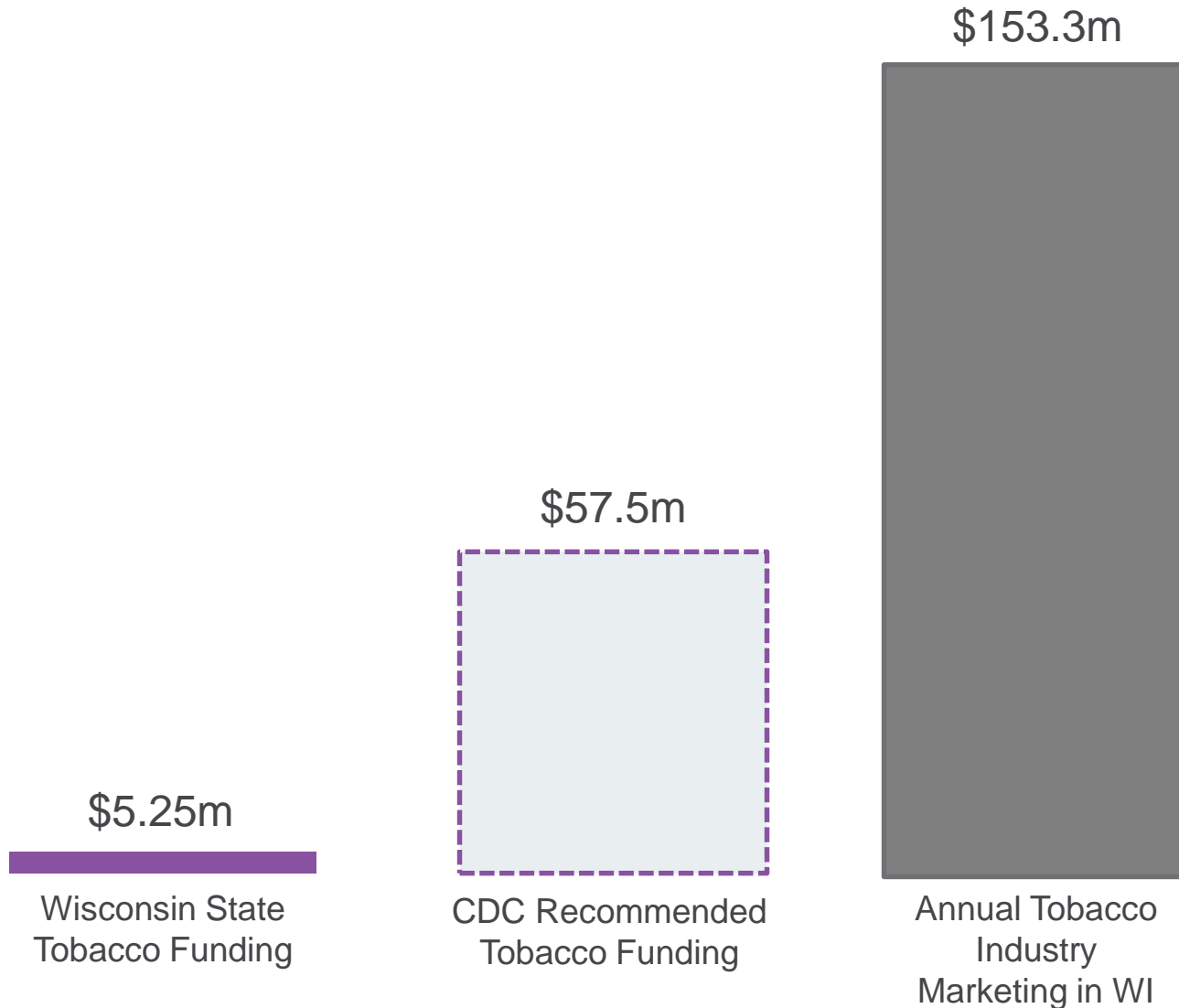
\$804 spent per Wisconsinite on the total economic toll of tobacco in Wisconsin



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

5.8 million people

Tobacco Prevention and Control Program

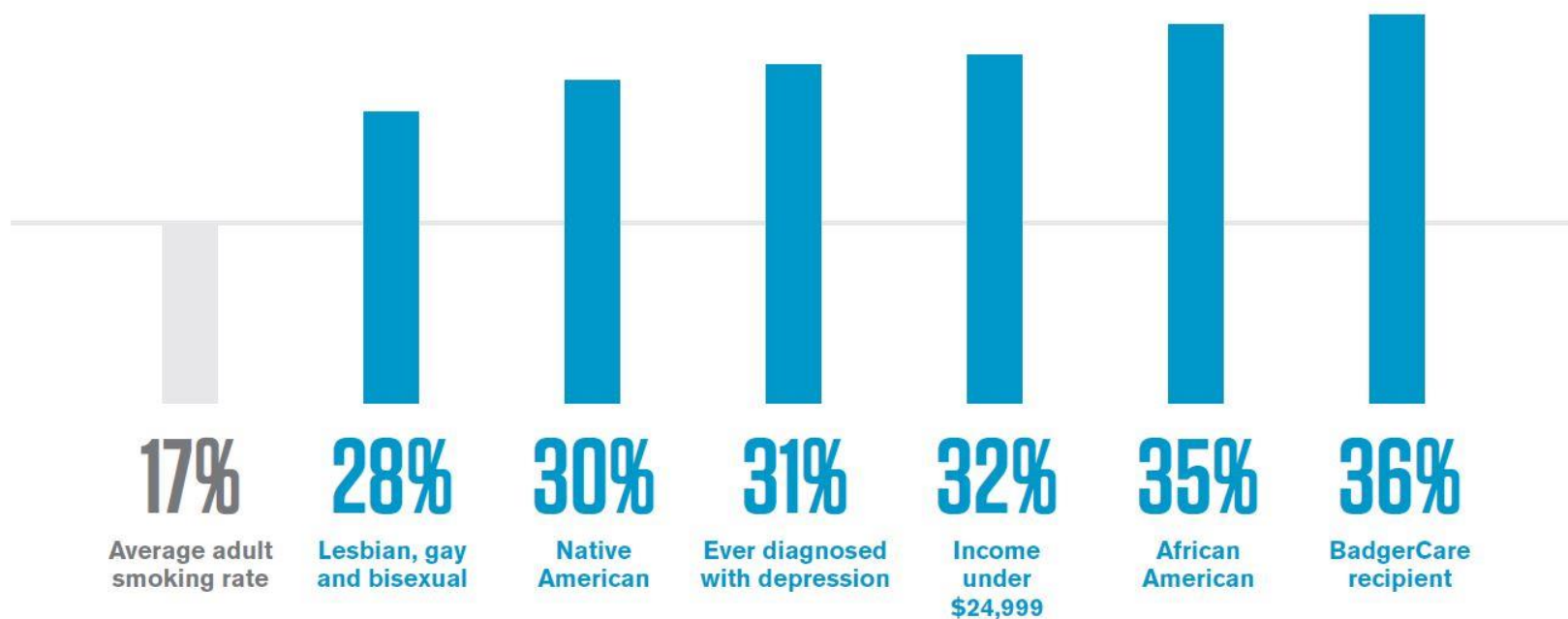


Revenue is Available



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

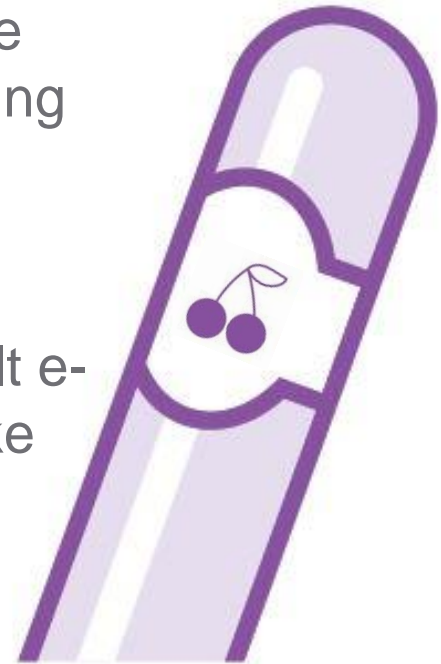


Other Tobacco Products (OTP)



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**