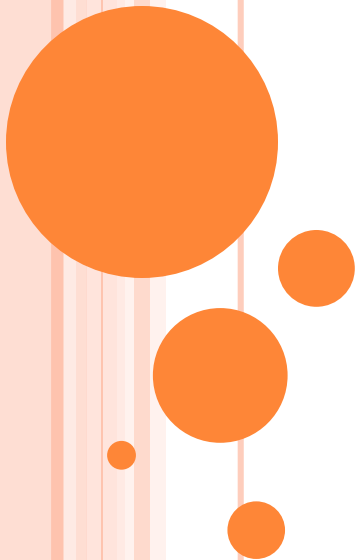


ENVIRONMENTAL POLICY AND TOBACCO CONTROL

La Crosse Area Health Initiative

7 C's Health Initiative

Smokefree Wisconsin



TOBACCO IS A PUBLIC HEALTH ISSUE



- ▶ Health Care Costs due to tobacco are in the billions
- ▶ Use by disparate populations
- ▶ The number one preventable cause of death.
- ▶ Premature death and disease.
- ▶ Controversial/the right to smoke vs. the right to smoke-free environments/freedom

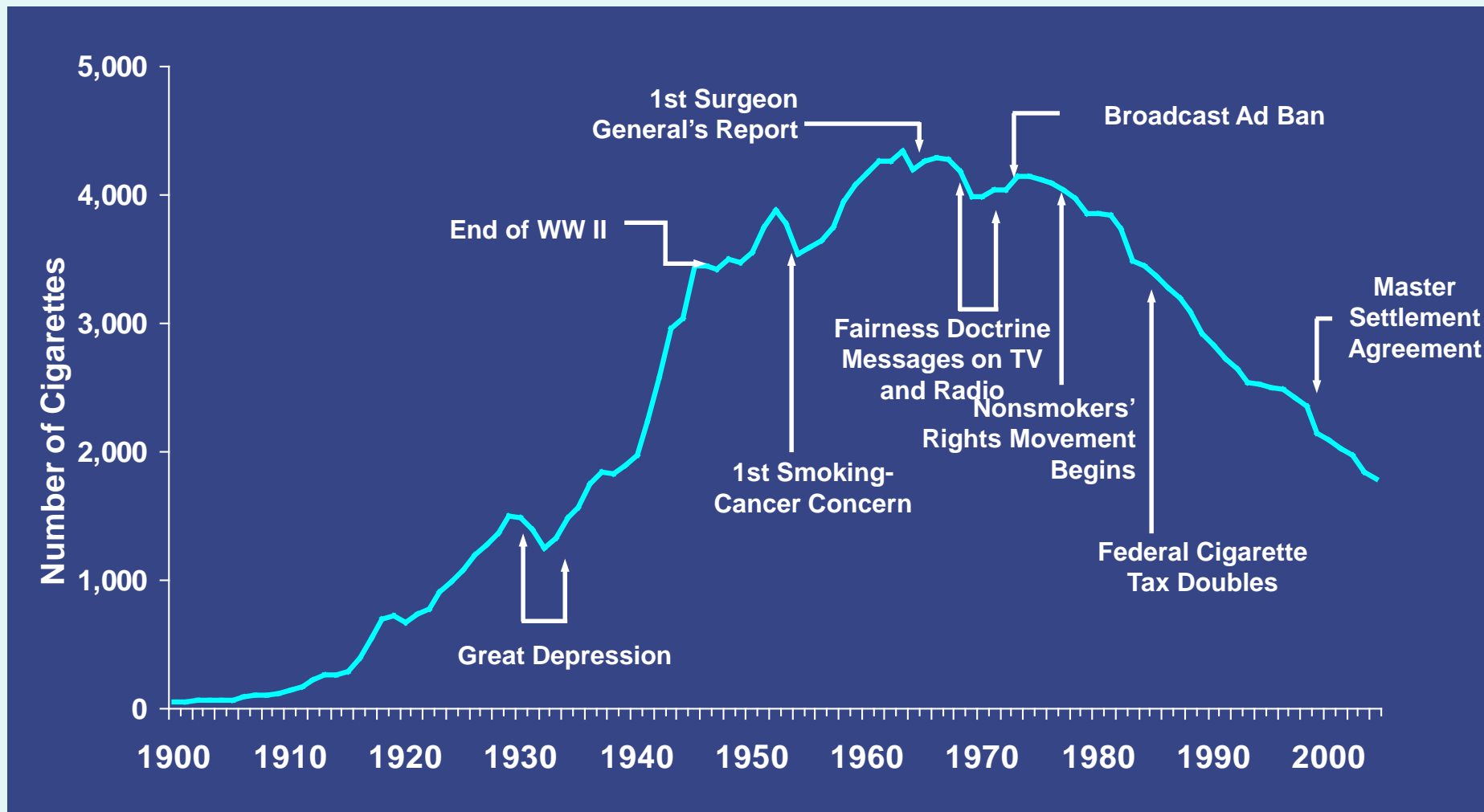


TOBACCO IS A PUBLIC HEALTH ISSUE

- Data consistently demonstrates that secondhand-smoke exposure increases the risk of coronary heart disease and heart attacks and that smoking bans reduce heart attacks.
- Given the prevalence of heart attacks, and the resultant deaths, smoking bans can have a substantial impact on public health. The savings, as measured in human lives, is undeniable.
- Data consistently demonstrates that secondhand smoke exposure increases the risk of coronary heart disease and heart attacks and that smoking bans reduce heart attacks.
- Decreases in heart attacks ranged from 6% to 47%, depending on the study and form of analysis.
- *Source: Secondhand Smoke Exposure and Cardiovascular Effects: Making Sense of the Evidence, Institute of Medicine, Oct. 2009*



Example of policy's impact on behavior



Source: USDA Tobacco & Situation Outlook report, 2004 ;1986-2000 Surgeon General's Reports

A LOCAL EXAMPLE OF ENVIRONMENTAL POLICY AND TOBACCO CONTROL

- ▶ La Crosse Area Health Initiative - LAHI
- ▶ Formed in 1992 by Health Care Leaders, Public Health and Colleges
- ▶ Focus of tobacco prevention because of magnitude of health care expenses and preventable deaths
- ▶ Major goals related to youth prevention and clean indoor air
- ▶ WI DHS funding sought to work on tobacco prevention



ENVIRONMENTAL POLICY/TOBACCO CONTROL

3 PHASES OF THE MOVEMENT

1. **Grassroots Development/Preparing the Soil/Education on the Problem** – many public health issues get stuck here
2. **Campaign Phase** – takes time, political process is controversial, compromises - part of the political process
3. **Community Awareness/Implementation Phase** – education on the policy for compliance, protecting the policy to keep it in place



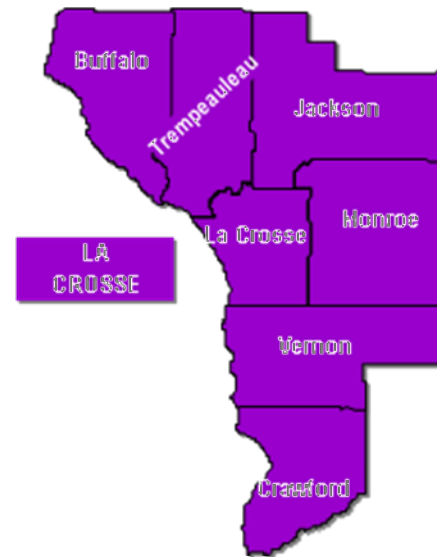
ENVIRONMENTAL POLICY AND TOBACCO CONTROL

- Public Health Policy - development of policies to protect the public's health takes time.
- Policy development - not a quick fix to a problem.
- Changing social norms and community standards occurs along the way in successful policy development - earned media coverage along the way



7 C's HEALTH INITIATIVE

- Buffalo ♦ Crawford ♦ Jackson ♦ La Crosse ♦ Monroe ♦ Trempealeau ♦ Vernon ♦
- Implementation
- WI WINS
- Other Tobacco Products
- Coalition Building
- Multi-Year Planning



3 STEPS TO A SMOKE-FREE WISCONSIN GOV. DOYLE'S PRIORITIES

- Smoke-free Workplaces for Everyone – Signed 5/09 and to be implemented 7/5/2010
- Protect and Fully Fund Tobacco Prevention Control Programs in the State Budget - 2/3 funding cut in 2009
- Increase the Price of Tobacco –WI has the 6th highest tobacco tax in the nation



WISCONSIN *is* BETTER

SMOKE-FREE



**Happier.
Healthier.
Cleaner.
Better.**

July 5, 2010