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.

- 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

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
United States- Smoke-Free Worksite Laws

28 State smoke-free laws covering all worksites, restaurants & bars