

Lafayette County Tobacco-Free Coalition

UPDATES... June 2006

Clean Indoor Air Grant

Lafayette County was the recipient of a clean indoor air mini grant. We began initiation of the grant objectives in March 2006. The primary components were

- T.A.T.U training to 7-9th grade youth (Teens Against Tobacco Use)
- Host a Clean Indoor Air Community Supper
- Update our agency website regarding Second Hand Smoke education

The results of this grant were beyond our expectations! Benton School District was chosen as the focus community. The selection was based on the fact that we already had 8 TATU trained youth in that community from a training 2 years ago. This was a greater number of youth involved than any of the other 6 school districts in the County. On Monday, April 24, 2006 **twenty** additional youth in grades 7 & 9 learned tobacco facts, presentation formats, and techniques to use when educating elementary children.

The Community Clean Indoor Air Supper was hosted at the Benton School on the evening of Tuesday, May 9th. Over 100 individuals were served a delicious buffet meal, followed by 4 creative TATU presentations performed by both the newly trained students as well the 8 previously trained students. Representatives from the American Cancer Society and the Center for Tobacco & Research were also present to share information on tobacco resources available from both of their respective programs.

These Benton TATU students have also presented education in two separate assemblies in their school. The first was presented to the complete elementary population and the second to the High School students.



A Comparison Lafayette County 'Burden of Tobacco' 2000 vs. 2003 statistics:

In 2000:

- Approximately 26 residents died annually of smoking-related illnesses.
- Approximately 320 years were lost annually from the effects of smoking.
- Residents of Lafayette County spent approximately \$4.0 million on 1,289,000 packs of cigarettes.
- Lafayette County had approximately 70 middle school & 400 high school youth smokers.
- Annually, approximately 16% if all deaths in Lafayette County were attributable to smoking. Cigarette smoking caused 80% of all lung cancer deaths and 14% of all deaths from heart disease in Lafayette County.

→over page ½

In 2003:

- Approximately 23 residents died annually of illnesses directly related to smoking.
- Approximately 280 years were lost annually from the effects of smoking.
- Residents of Lafayette County spent approximately \$4.5 million on 1,180,000 packs of cigarettes in 2004.
- Lafayette County had approximately 60 middle school & 230 high school youth smokers.
- Annually, approximately 16% of all deaths in Lafayette County were attributable to smoking. Cigarette smoking caused 85% of all lung cancer deaths and 11% of all deaths from cardiovascular disease in Lafayette County.

In Summary:

The annual number of Lafayette County resident deaths due to smoking related illness is decreasing, but due to population changes the percentage remains the same.

The number of life years lost from the effects of smoking is also decreasing.

Residents are purchasing fewer packs of cigarettes, but the cost is increasing.

The numbers of middle school and high school choosing to smoke is decreasing.



**Wisconsin WINS Program is alive and well in Lafayette County!
What is Wisconsin WINS?**

WINS is a Wisconsin effort to help reduce illegal youth access to tobacco. Youth age 15 to 17, working with a Lafayette County sheriff's deputy, are trained to enter tobacco selling retail businesses. The youth attempt to purchase a tobacco product. The law requires a clerk to ask for identification before selling the tobacco product. In Lafayette County's first year of participation in this program, 2004, we experienced a **40%** tobacco sale to minors. In 2005, this changed dramatically to **0%** sales. We believe this result was due to education of retailers, youth and the community at large.