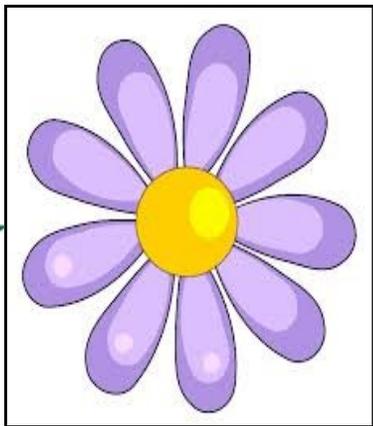
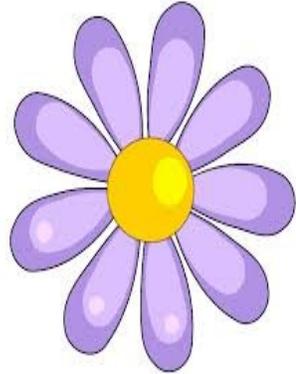


S.A.F.E. GRANT COUNTY COALITION



Spring 2015 Volume XXII, Issue XVIII



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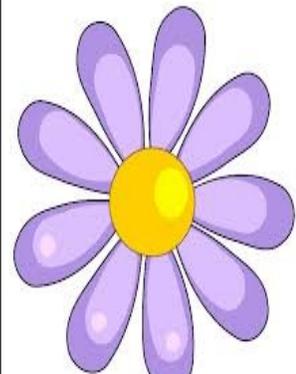
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Could our Environment be Encouraging Kids to Use Tobacco Products?

During the month of February, two members of the S.A.F.E. Grant County Coalition went to four different convenience stores throughout Grant County (including locations in Fenimore, Lancaster and Boscobel) to do environmental scans. They looked at ways the tobacco industry could be trying to encourage the use of tobacco by children and young adults, as these later groups, are three times more sensitive than adults to tobacco advertising (Retrieved February 8th, 2015 from Dept. of Population Health Sciences University of Wisconsin-Madison: <http://tobwis.org>). When visiting these stores, even before stepping inside, they were bombarded with tobacco signs advertising cigarettes in two of the four retailers' display windows. After entering, they went down the candy aisle and found numerous products that could encourage children to use tobacco products. For example, they found candy items such as candy cigarettes, bubblegum in the same packaging as cigars, Big League Chew® (bubblegum) in the same packaging as Red Man® tobacco, and beef jerky packaged in Jack Links® chew tin cans. Not only were these products down the candy aisles, but they were along the checkout counters as well, right next to a display of lighters in some cases. Another aspect they found interesting, were the flavors of the tobacco products. For example, they found the brand Swisher Sweets® cigars with flavors such as, apple blend, tropical fusion, white grape, blueberry and peach, all appealing to childhood flavors and tastes. These same appealing cigars were only \$.45-1.00 apiece, making them even more kid-friendly.

Although the actual tobacco products were primarily behind the checkout counters, there were still clever tactics used to attract either new users or existing users. For example, there were numerous significantly-sized advertisement signs behind the counter selling brands such as Marlboro®, Pall Mall® and Camel®. Some power advertising walls were even up to 10'X10'. Having children or young adults exposed to this plethora of advertising at a young age can encourage their initiation or discourage their quitting. After doing these environmental scans, it is clear that BIG tobacco (a multi-billion industry) is constantly coming up with clever ways to reach new users, even if those users are children. See also page 2 for more scan results.



Candy cigarettes

Beef jerky - like chewing tobacco!



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2015 Grant County Tobacco Environmental Scan Results



Data collected from four randomly selected Grant County retailers.

The Good News:

- 100% of convenience stores kept all tobacco products behind the counter.
- 50% of the convenience stores did not display exterior, branded cigarette ads.
- E-Cigarettes were in locked display cases on or behind the counter.
- The roll-you-own cigarettes were also in a locked display case behind the counter.

In Other News:

- We found many flavors of cigarillos that were appealing to young adults such as white grape, blueberry, tropical fusion, strawberry, green apple, peach etc.
- We found some special price exterior, branded cigarette ads at one venue.
- We found candy cigarettes on the counter next to cigarette lighters and adjacent to snicker bars.
- We also found other youth appealing products, such as Jack Links® in chew-like beef jerkey containers, bubble gum in the shape/packaging of cigars and Big League Chew® bubble gum along the candy isle.
- We found cigarillos advertised for 2 for \$.99, very inexpensive.
- The REVO® cigarettes, advertised as “burn less” , are now available.
- We found a multi-pack offer for Camel® advertising \$3.30 per pack with you buy two packs.



Figure 1



Figure 2

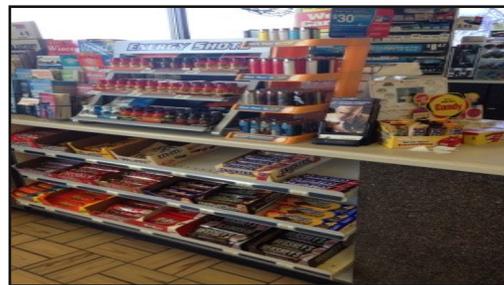


Figure 3



Figure 4



Figure 5

Figure 1: Flavored Cigarillos®
Figure 2 :Candy cigarettes

Figure 3: Lighters, candy cigarettes, next to other candy

Figure 4 :New REVO® cigarettes

In Conclusion:

Thankfully, the visited Grant County convenience stores contained all their tobacco products behind counters or in locked display cases. However, there were big Power Walls behind all the counters flashing advertisements, product specials, and particular flavors that were appealing to youth. They also had youth-appealing products down the candy isles and on the counters of a few stores.



Meet S.A.F.E Grant County Coalition's

Independent Study Student:

Brittane Samuelson

Hi everyone! My name is Brittane Samuelson and I worked for the S.A.F.E. Grant County Coalition on an independent study during this past Spring semester. I am a UW-Platteville senior majoring in Biology with a Pre-Health emphasis. I aspire to become a pediatrician in a rural environment. Growing up in Fennimore, Wisconsin, I was excited to be offered this opportunity to help educate the communities in Grant County about alcohol and other drug safety prevention.

This semester I worked with Kathy Marty to help coordinate the PLUNGE event that shows and educates high school/middle school students about the negative side effects of underage drinking and drunk/drugged/distracted driving. (See the PLUNGE on pages 4 and 5.)

I also helped with some tobacco environmental scans when I went to four different convenience stores in Grant County and observed how tobacco companies are appealing to the younger generation. I enjoyed my experience here and am thankful to have had this opportunity.

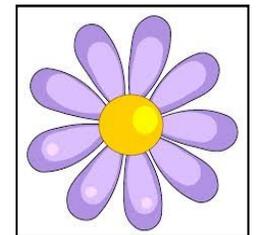
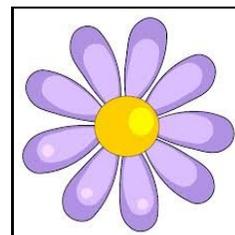
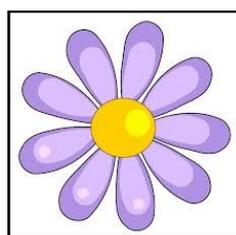
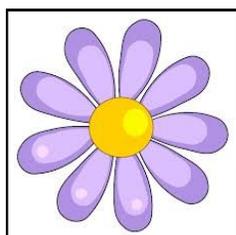
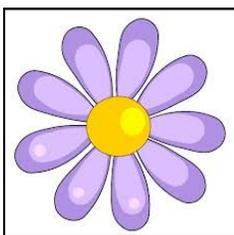
Coalition Donations!



Catholic Financial Life Chapter 310

National Catholic Society of Foresters

The coalition received two generous monetary donations for the 2015 PLUNGE and the summer 2015 Youth Leadership Conference! A sincere thank you to the National Catholic Society of Foresters (for the YLC) and the Catholic Financial Life Chapter 310 (for the PLUNGE) for these donations!



7th Annual **PLUNGE** into the Dire Consequences of Underage Drinking and Drunk, Drugged, and Distracted Driving!



Mr. Backstrom talking about the tragic loss of his 3 sons (represented by the 3 chairs) to a drunk & distracted driver.





PLUNGE continued from page 4. On April 9, 2015, approximately 70 (8th, 9th, and 10th grade) students and school representatives from 8 Grant County schools took the PLUNGE into the dangers of drunk, drugged, & distracted driving. Attendees witnessed a mock crash and then traveled by bus to follow the victims and their families to Grant Regional Health Center's ER, the Martin Schwartz Funeral Home, the Grant County Courthouse for a mock sentencing of the driver by Judge Day, and to the jail after the driver's sentencing. The participants then traveled to the Lancaster High School for lunch and to listen to a heartfelt RTI Donor presentation featuring Jessica

Hauk talking about the many lives impacted by her son's organ donations. Lastly, the participants and the Lancaster High School students heard the PLUNGE's feature presentation by the Backstrom Family from Minnesota who lost 3 sons to a young drunk driver who chose to drink too much, drive too fast, and talk on his cell phone. (Distracted driving was a new element added to the event this year as more teens are now killed from this type of dangerous driving than even driving under the influence of drugs.) The Backstrom Family also presented to the Boscobel High School students (pictured on page 4) prior to the PLUNGE presentation. **On this year's evaluations, 100% of the youth said the PLUNGE would help them say "no" to drinking and driving, 93.18% said the program would help them say "no" to underage drinking, and similarly, 93.18% said the program would help them say "no" to texting or talking on their cell phone while driving.** The event took place in Lancaster and was **financially supported by the S.A.F.E. Grant County Coalition, the Tennyson/Potosi Community Bank, the Catholic Financial Life Chapter 310, the Sheriff's Walk/Run Event, and a personal donation from one of the Lancaster Police Department officers.** In addition, over 150 hours of time were donated by numerous community volunteers and agencies on April 9 alone (not to mention the numerous hours donated leading up to the event!) Grant Regional Health Center donated bottled water and snacks to tide the participants over until lunch, RTI Donor services contributed canvas bags for the participants to carry their materials in for the day, and Alternative Cycling donated the wrecked car. All of these agencies, businesses, and volunteers helped make the "PLUNGE" a significant success! **The coalition would like to extend a huge thank you to everyone involved with the PLUNGE! event!**



E-Cigarettes: To E or not to E

A new study conducted by the Portland State University in Oregon has found that e-cigarettes may not be as safe as advertised. According to Gregory Conley of the American Vaping Association, vapor produced by e-cigarettes can contain formaldehyde at levels up to fifteen times higher than regular cigarettes. Formaldehyde is a known carcinogen, or for lack of a better term, a cancer-causing agent, and in the context of e-cigarettes, can lead to lung cancer. Formaldehyde, is a chemical most commonly used as a disinfectant, as it kills most bacteria and fungi, and is also an embalming agent used to preserve dead tissues. Thus, it is easy to see how usage would be harmful to your health, especially delicate lung tissue. The study also found that using e-cigarettes at the high setting posed the greatest threat for dangerous formaldehyde levels. In addition, the 2013 Wisconsin YRBS assessment indicated that teens are gravitating more and more to e-cigarettes. Also, news reports are indicating that dangerous drugs, like hashish oils and Flakka (synthetic drug similar to bath salts), are being substituted for the regular e-cigarette cartridges. There is no current statewide e-cigarette smoking ban in WI, leaving the employers & municipalities to make their own regulations.



Powdered Alcohol

Palcohol is a powdered alcohol product that comes in a four-inch-by-six-inch sealable pouch in vodka, rum and a variety of mixed flavors. It is dissolvable in water and is equivalent to a single shot of alcohol (*Governing*, Feb. 2015). This product is being marketed as an efficient way to get drunk by sprinkling the powder on food, in water bottles, or sneaking it into events. It is also marketed as a more convenient way to carry alcohol, like when hiking or kayaking, where carrying liquid alcohol would be inconvenient. According to *Governing Magazine*, Feb, 2015 edition, lawmakers were imposing a ban on an as-of-yet-unapproved product among their top priorities. South Carolina, Colorado, Nebraska, Minnesota, and Michigan, to name a few, have already started a proactive approach by prohibiting stores from selling powered alcohol. The product is a concern of lawmakers due to its accessibility to young teenagers and the fear that it can increase problems such as alcohol abuse and alcohol poisoning. State Rep. Steve Eliason of Utah says that the issue "is whether the public health concerns outweigh the convenience of someone being able to bring it on a hike." (*Governing*, Feb. 2015)

Upcoming Events

Next coalition meetings: Monday, **May 18, 2015** at 5 p.m. at the Platteville Police Dept. Conference room & Monday, **July 27, 2015** at 5 pm at the Grant County Health Dept.– Conference Room #253 - Lancaster

Rural Safety Days—June 16, 2015 - Youth and Ag Bldg/Fairgrounds - Lancaster

2015 WI Substance Abuse Prevention Training - Kalahari/WI Dells—June 11-12, 2015

Youth (& Young Adult) Leadership Conference (YLC)
at Bethel Horizons - July 6-8, 2015 (7th—12th graders)

We're on the Web!
www.safegrantcounty.org

See inside for more news about the S.A.F.E. Grant County Coalition!

