

5 Counties for Tobacco-Free Living



November 2018
Newsletter

FDA Declares E-Cigarette Youth Use an Epidemic

The Federal Drug Administration's (FDA) Center for Tobacco Products issued warning letters to JUUL and four other manufacturers of popular e-cigarettes, giving the companies 60 days to submit plans showing how they will do a better job keeping the devices out of the hands of minors. The FDA has declared youth e-cigarette use an epidemic. In addition to the warning letters the FDA has



launched its newest youth e-cigarette prevention campaign, "The Real Cost". The campaign aims to reach nearly 10.7 million youth aged 12 – 17 who ever used e-cigarettes or who are open to using them. Campaign messages focus on educating youth that using e-cigarettes, just like cigarettes, puts them at risk for addiction and other health consequences. If you'd like to learn more about the epidemic or the campaign visit www.tobaccofreelivingfdl.com .

Congratulations, Brianne!

Brianne Novy is this year's recipient of the 5 Counties for Tobacco-Free Living's "Award of Excellence". Brianne is part of Marquette County's Healthy Youth, Health Communities' coalition. Her work with the coalition includes working on social norms campaigns,



being a youth representative for the coalition, attending state and local trainings, meeting with legislators, and speaking at joint finance committee hearings. Congratulations, Brianne and thank you for making tobacco prevention a priority in your life and your community!

November 11th, Veterans Day

Every year on November 11th we honor our veterans for their sacrifice they have made to protect our country. In Wisconsin about 70,000 veterans are current smokers. Data shows that 38% of current smokers in the military began smoking after joining. If you or someone you know is a veteran or in the active military, please share these FREE resources to help them quit.



- **Quitline for Veterans:** 1-855-QUIT-VET
- **SmokefreeVET:** offers text messaging cessation support. (Text VET to 47848 [for support in English] or VETesp [for support in Spanish]).
- **UCanQuit2.org:** available to active-duty or retired service members, and offers text message cessation support and live chat instant messaging.
- **Military OneSource:** a resource available to active-duty service members and their immediate family members.



The Great American Smokeout

Nearly 38 million Americans still smoke cigarettes, and smoking remains the single largest preventable cause of death and illness in the world. Smoking causes more than 480,000 deaths every year. More than 16 million Americans live with a smoking-related disease. Quitting smoking isn't easy. It takes time and a plan. **You don't have to stop smoking in one day. Start with day one.** The Great American Smokeout on Thursday, November 15th can be your day to start a smoke-free life. If you or someone you know is thinking about quitting call the Wisconsin Quitline at **1-800-QUIT NOW** or [Click Here](#) for **FREE** quit resources.



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