



Smoke-Free News

VOLUME 5, ISSUE 1

FEBRUARY 20, 2010



Save the Date!

Rally at the State Capitol

April 14, 2010

Tentative Schedule:

9:30 AM: Registration and workshops at the Minnesota History Center.

12:00 PM: Rally on the steps of the State Capitol.

12:30 PM: Break into groups to meet with our state legislators.

Who should participate?

Anyone who wants to help reduce the harm tobacco causes in Minnesota. *Your voice matters!*

Goodhue County Sign Up:

We will carpool to St. Paul. For more details and to reserve a place please contact:

Tom Wolff
(651) 385-6142

Call today! Don't miss this rare opportunity to have your voice heard!

Citizens for a Smoke-free Goodhue County now part of Four Corners Partnership

The Four Corners Partnership is a coalition of concerned citizens and local organizations coordinated by the Public Health Services in Dodge, Goodhue, Rice and Steele counties. The goal of the Partnership is to reduce the harm caused by tobacco in our four-county region. Funding for this work comes from a grant from ClearWay Minnesota.

Smoke-free advocates in Goodhue County will continue to receive staff support through Goodhue County Public Health Service. The Smoke-Free News will soon be transformed into a regional newsletter. The Citizens for a Smoke-free Goodhue county Web site has been transformed into a four-

county regional Web site. Take a look! www.4cornerspartnership.org

Finally, you can see the new Four Corners Partnership logo (below). We have kept the color scheme from our original logo. We hope you like it! Look for our first regional newsletter featuring the new logo - coming soon.



Survey Enclosed - We Value Your Opinion!

We have had great success in the past supporting the Freedom to Breathe Act and educating the public in Goodhue County about the dangers of secondhand smoke. We have also informed the public about tobacco cessation resources available to residents of our county.

We have made a good start, but the price we all pay for tobacco continues to be much too high.

- Tobacco causes 5,500 deaths each year in Minnesota.
- Smoking costs Minnesota nearly \$2 billion in health care costs every year.

What are you concerned about? What new directions would you like to see us take? Please complete the postage-paid survey card. Don't delay! We look forward to hearing from you soon.

HOW TO CONTACT US

Goodhue County Coordinator:
Tom Wolff
Goodhue County Public Health Service
Phone: (651) 385-6142
or toll free (800) 950-2142
E-mail: tom.wolff@co.goodhue.mn.us



512 West 6th Street
Red Wing, MN 55066

Address Service Requested

PRESORTED
STANDARD
U.S. POSTAGE PAID
RED WING, MN
PERMIT NO. 378

Check Out Our New Regional Web Site

www.4cornerspartnership.org

- See activities coming up in Goodhue County and in our partner counties.
- Learn more about what we all can do to help reduce the harm tobacco causes.

Good News - Bad News

The good news: In our state and nationally we've made great strides in recent years to reduce the harm tobacco causes people. As a result, we have a statewide smoke-free law, and Minnesota's adult smoking rate has dropped to an all-time low of 17 percent.

The bad news: Because of these advances, many people think the David-and-Goliath struggle against the tobacco industry is over. But no other business is savvier about marketing or more adaptable to a changing environment.

- 634,000 adult Minnesotans are still smoking.
- Minnesotans' health care costs from tobacco exceed \$2 billion a year.
- Smokeless tobacco use rates among youth are up nationwide.

Why is the Tobacco Industry still successful?

ClearWay Minnesota just released a new report, *Unfiltered: A Revealing Look at Today's Tobacco Industry*. The report exposes the industry's tactics in Minnesota, the U.S. and worldwide, showing that tobacco use is still very much a part of our culture. The report is available at: www.unfilteredmn.org.



A REVEALING LOOK AT TODAY'S TOBACCO INDUSTRY.

This report is part of a larger campaign to give Minnesotans a fresh perspective on how the industry is targeting its customers today, and to encourage conversations about the persistent dangers of tobacco use. Tobacco use remains the number one preventable cause of death and disease in our

country, and the tobacco industry is doing all it can to keep it that way.

In the U.S., the tobacco industry spends \$12.8 billion a year on marketing. Nearly \$200 million of that is spent in Minnesota. The industry is evolving for the 21st century, with innovative products and marketing strategies designed to seduce new smokers and keep existing smokers hooked.

Have you seen tobacco advertising in your community? Go to the Guestbook at www.unfilteredmn.org to share your stories, upload photos, and see what others are finding in their communities. Be on the lookout for ways the tobacco industry has infiltrated your community, including local events, festivals, convenience stores, youth organizations – the list goes on.