Young Lungs at Play in Our Community
“We don't smoke that sh**; we just sell it. We reserve that for the young, the black, the poor and the stupid”

—Tobacco Executive
In Wisconsin, 14% of women report smoking during the last 3 months of pregnancy, compared to 10% nationally.

LGBTQ youth smoke up to twice as much as heterosexual youth.

4 out of 10 children are exposed to secondhand smoke regularly, however 7 out of 10 black children are exposed regularly.

1 in 3 nonsmokers who lived in rental housing were exposed to secondhand smoke.

Americans are 40 percent more likely to smoke if they live below the poverty line.

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Nearly a third of all cigarettes are smoked by adults with mental illness.

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Native American high school students have the highest smoking prevalence of all racial/ethnic groups.

Education and Smoking Rates
33% Less than high school
21% High school or GED
17% Some college
5% College graduate

LGBTQ youth smoke up to twice as much as heterosexual youth.
Neighborhoods in the City of La Crosse By Income Level

**Median Household Income**
- $30,000 or Less
- $30,001 - $45,208
- $45,209 - $56,705
- $56,706 - $75,521
- $75,522 or more

**Neighborhood Key**
- Upper Northside
- Lower Northside Depot
- Downtown
- Goosetown
- GENA
- Washburn
- Weigent-Hogan
- Powell-Poage-Hamilton
- Holy Trinity-Longfellow
Tobacco Retailers within the Neighborhoods

Median Household Income

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Household Median Income In Relation To Location Of Tobacco Retailers In The City Of La Crosse

- Less Than $30,000: 36%
- $30,001-$44,688: 45%
- $44,689-$57,368: 4%
- $57,369-$77,947: 9%
- More than $77,975: 6%
Retailers in the Powell-Poage-Hamilton Neighborhood
Tobacco Retailer and Schools

= Retailers
= Schools

Coulee Montessori
SOTA II
Lincoln Middle

7 Rivers

Hamilton

Longfellow
La Crosse Design Institute

La Crosse Roads
Central

Spence

State Road

Median Household Income

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- $45,209 - $56,705
- $56,706 - $75,521
- $75,522 or more
External Tobacco Advertisement

- ★ No External Ads
- ★★ 1-3 External Ads
- ★★★ 4-10 External Ads
- ★★★★ 10+ External Ads
External Ads in Powell-Poage-Hamilton Neighborhood

- No External Ads
- 1-3 External Ads
- 4-10 External Ads
- 10+ External Ads
- Schools
What Youth See As They Walk To/From School Everyday
Internal Advertisements

- Green triangle: No Internal Ads
- Yellow triangle: Power Wall Only
- Red triangle: Power Wall Plus Internal Ads
Youth Appeal

• Product Placement
• Product Wording
• Candy look a like
• Bright and Attractive Color
• Fun and Exciting Flavors
• Cheap products
• Other Tobacco Products and accessories
Youth Appeal: Product Placement

Examples of high levels of youth Appeal
Cigarillos placed directly in front of candy.

Placed at eye level. Colorful packaging easily catches youths' attention.
Youth Appeal: Product Placement
Examples of *moderate* levels of youth Appeal
Youth Appeal: Product Placement
Examples of *low* levels of youth Appeal
Colorful, Flavorful, and Cheap!
Products That Look Like Candy
Product Wording
Other Tobacco Products and Accessories that Appeal to Youth
Retailors That Have Failed Their WINS Inspection (Sold To A Minor) In The Past 5 Years

- No Failed WINS
- One Failed WINS
- Two Failed WINS
- Three Failed WINS
Failed WINS in the Powell-Poage-Hamilton Neighborhood

- No Failed WINS
- One Failed WINS
- Two Failed WINS
- Three Failed WINS

= Schools
Internal Ads and Failed WINS

- ▼ = Power Wall Plus Internal Ads
- ◊ = One Failed WINS
- ◊◊ = Two Failed WINS
- ◊◊◊ = Three Failed WINS
What Other Communities Have Done To Reduce The Youth Appeal
Thank you!

If you have any further questions please contact:
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