

## JUDITH B. ROBSON

State Senator • Wisconsin Legislature  
Sen.Robson@legis.state.wi.us • Fax: 608-267-5171

FOR IMMEDIATE RELEASE  
May 7, 2003

CONTACT: Sen. Robson  
Capitol: 800-334-1468  
Home: 608-365-6587

### **Robson Decries Plunder of Tobacco Control Funds** *GOP-Controlled Joint Finance Committee Decimates Smoking Prevention Efforts*

The Republican majority of the Joint Finance Committee decimated Wisconsin's tobacco control program, Sen. Judy Robson said today.

"Chalk up another victory for Joe Camel," Robson said. "Big Tobacco wins again."

Robson noted that all of the state's future payments from the multistate tobacco settlement were sold off in the securitization transaction, and that the money was spent to balance the 2001-2003 state budget.

Funds for tobacco prevention now must come from general purpose revenue. Gov. Doyle proposed designating \$15 million a year in a segregated fund in the Department of Health and Family Services. That is less than half of the \$31 million per year that the Centers for Disease control recommended, at a minimum, for an effective tobacco control program in Wisconsin.

The Joint Finance Committee voted to reduce the appropriation to \$10 million a year, and remove earmark grants for the Thomas T. Melvin smoking prevention program, the University of Wisconsin Center for Tobacco Research and Intervention, and the Medical College of Wisconsin.

"Just when the state's smoking prevention efforts are beginning to have an impact by changing attitudes and reducing smoking, these efforts take another blow," Robson said. Republicans backed off on our commitment to smoking prevention. They backed off on our commitment to the health of future generations. They backed off on our commitment to reduce the enormous financial cost that tobacco exacts on taxpayers."

**Robson news**  
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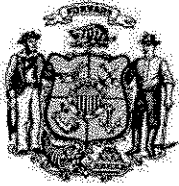
A February report by the Legislative Audit Bureau pointed out the success of programs funded by state tobacco control funds, including the Wisconsin Tobacco Quit Line, a toll-free telephone service that provides cessation information and counseling. The Quit Line is a program of the Center for Tobacco Research and Intervention.

The Quit Line has received calls from 35,000 different individuals since its inception on May 1, 2002. Fifteen thousand of the individuals were tobacco users who received help quitting. Thirty percent of those who received help were successful.

The Center for Tobacco Research and Intervention also funds six outreach workers around the state who have trained 10,000 health care providers, including doctors, nurses, dental hygienists, pharmacists, and others on how to counsel patients to quit smoking.

“We already lost a golden opportunity to establish a tobacco prevention trust fund with proceeds from the tobacco settlement,” Robson said. “I hope that before this budget reaches the governor’s desk, the Legislature will restore the level of funding that he proposed. I have no doubt that a few more years of steady tobacco control funding will produce great strides in reducing the smoking rate in Wisconsin. Instead, the majority members of the Joint Finance Committee have further hobbled these efforts.”

**-END-**



# Wisconsin Tobacco Control Board

**Earnestine Willis**

Chair  
Physician, Associate Professor  
Medical College of Wisconsin

**Stuart Berger**

Medical Director  
Pediatric Heart Transplant Program  
Children's Hospital of Wisconsin

**Elizabeth Burmaster**

Superintendent  
Wisconsin Department of Public  
Instruction

**William J. Domina**

Principle Assistant Corporation  
Counsel  
Waukesha County

**William Elliott**

Dean, College of Communication  
Marquette University

**Eric Englund**

President  
Wisconsin Insurance Alliance

**Patricia A. Finder-Stone**

Registered Nurse/Community  
Volunteer  
De Pere

**Gary A. Gonczy**

Director of Marketing/Advertising  
Kwik Trip, Inc.

**Cecelia I. Gore**

Program Officer  
Jane B. Pettit Foundation

**Senator Robert Jauch**

25<sup>th</sup> Senate District  
Wisconsin State Senate

**Representative Rob Kreibich**

93<sup>rd</sup> Assembly District  
Wisconsin State Assembly

**Representative MaryAnn Lippert**

Health Educator

**Jack Lockhart**

Past President  
State Medical Society

**Stephanie Martin**

Student  
Stoughton High School

**John E. Mielke**

Cardiologist  
Appleton

**Marian L. Sheridan**

Supervisor, School Health Programs  
Fond du Lac School District

**Frank M. Sterner**

President and CEO  
E.R. Wagner Manufacturing Co., Inc.

**David Gundersen**

Executive Director  
Wisconsin Tobacco Control Board

## Joint Finance Committee Cuts Tobacco Control by 33%

May 7, 2003

FOR IMMEDIATE RELEASE

Contact: David Gundersen  
(608) 267-0944

MADISON – The Joint Finance Committee made deep cuts to Wisconsin's tobacco prevention and control efforts today.

"The only thing that's clear is that more kids are going to start and more people are going to die from tobacco-related diseases," said Marian Sheridan, a Fond du Lac native and member of the Wisconsin Tobacco Control Board. "We know the plan that's in place is working, and these cuts mean higher health care costs and disease both now and in the future."

Wisconsin has seen early successes in its efforts, programs and services that will be reduced or eliminated because of these cuts. Since Wisconsin began its comprehensive tobacco prevention efforts in January of 2001, high school tobacco use has dropped by 18% and overall consumption has decreased by 5%, compared to 1% nationally.

"What this means is that we will have to look at making major cuts in current funding and reducing next year's efforts," added David Gundersen, Executive Director of the Wisconsin Tobacco Control Board. "The way it stands now, if we maintain our current programs through the end of the year, we'll have less than \$2 million for the first six months of 2004. The tobacco companies will spend over \$90 million advertising in that same time period, and the state will spend approximately \$800 million on tobacco-related health care costs. These cuts are a recipe for more death and disease."

While the Joint Finance Committee made the positive move of passing an advisory committee and giving the Board greater flexibility in funding decisions, the 33% cut is significantly larger than virtually all other program reductions. "Here's an effort that promises reduced health care costs and saved lives in the immediate and long-term, and we're cutting it by one-third," said Sheridan, a nurse and school administrator. "I hope some of our Legislative leaders can restore some or all of these cuts. If not, it's a sad day for Wisconsin."



**For Immediate Release:**  
**May 7, 2003**

**Contact: Maureen Busalacchi**  
**(608) 335-0005**

## **Budget Committee Slashes Tobacco Prevention Budget**

### **Statement from SmokeFree Wisconsin regarding today's Joint Finance Committee action:**

"Last year, they stole the cake. This year, they're going after the remaining crumbs," said Maureen Busalacchi, Deputy Director of SmokeFree Wisconsin, following today's committee action to slice \$5 million from tobacco prevention and cessation efforts. That amounts to one-third of the current funding for such efforts. The cuts come on the heels of last year's 43% cut to program funding and the selling off of the tobacco settlement money.

"We encourage the legislature and Governor Doyle to restore full funding during the next stages of the budget process. Restoring funding to the program will help reduce tobacco-related Medicaid expenses, saving lives and taxpayer dollars," Busalacchi added.

In the past two years, tobacco control and prevention efforts led to an 18% drop in teen smoking, as well as a 5% drop in overall tobacco consumption.

While disappointed in the funding cuts, SFW applauds the committee's action regarding the formation of an advisory committee designed to provide continuity as the Department of Health and Family Services takes over the duties of the Wisconsin Tobacco Control Board.

#

FOR IMMEDIATE RELEASE:  
May 7, 2003

Contact: Sen. Bob Jauch  
608.266.3510

**Jauch Blasts Republican Action to Gut Tobacco Prevention Grants**  
*Northern lawmaker derides JFC party-line vote to cut vital health care programs*

**Madison**—“The decision to gut a tobacco prevention program that has saved lives is an unconscionable and unjustifiable sell-out of Wisconsin citizens and a hand out to tobacco companies,” State Senator Bob Jauch (D-Poplar) said Wednesday in wake of the Joint Finance decision to cut an additional \$5 million in annual tobacco control grants.

“The Republican lawmakers took a program that was working and simply gutted it,” Jauch said. “They should be ashamed and embarrassed, while tobacco executives ought to be jumping for joy.”

Jauch pointed out that that despite the challenges tobacco addiction presents, state funded tobacco control programs have proven to save lives and millions of dollars in health care costs.

“Every year 7,300 Wisconsin citizens die at the hands of tobacco, half of them in the prime of their lives,” Jauch said. “But this program was making great strides to change that. Since 2001, high school tobacco use has dropped 18%, and one UW campus saw a 29% reduction in student use after just the first year of a state funded program,” he said.

“And this was just the beginning,” Jauch continued. “More than 30,000 Wisconsinites have contacted the state maintained *QuitLine* since May of 2001. These are people that desperately want to quit, and just need some help in order to do so. Instead of success stories of longer and healthier lives fostered by tobacco prevention efforts, the committee’s decision guarantees the tombstone business that they will have increased sales in years to come.”

Jauch, who was appointed to the Tobacco Control Board, noted that Wisconsin has been nationally recognized for its tobacco control efforts even though the budget had been reduced from \$22.5 million to \$15 million. “While Wisconsin has been a national leader for tobacco prevention, our State will now be recognized as an national embarrassment as a result of the cuts,” he said.

The northern lawmaker said that this cut is indicative of a pattern of senseless actions that will be harmful to the people of Wisconsin. “The committee’s decision today will severely weaken Wisconsin’s effort to counteract the horrifying and costly effects of tobacco on people from all corners of the state. Sadly, the Joint Finance action sells out Wisconsin values and sends the message that the legislature cares less about our citizens than about the tobacco companies who will profit from this shortsighted and stupid decision.”

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## News Statement

May 7, 2003



### *For Immediate Release*

Contact: Cindy Tomlinson, Constituent Relations Director

Phone: 608.662.7546

Cell Phone: 608.206.4646

Home Phone: 608.277.8263

## **American Cancer Society appalled by Republican members of the Joint Finance Committee Action**

The American Cancer Society is appalled that the Republican members of the Joint Finance Committee have again slashed funding intended to diminish the health and financial impact of tobacco use. The action today by the legislature's most powerful committee reneges on a commitment, made just last summer, to increase the funding for tobacco prevention this year.

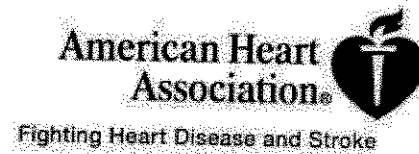
"Clearly, the GOP members of the Joint Finance Committee have not made reducing tobacco use a health issue," said Russ Hinz, Senior Vice President for Health Systems for the American Cancer Society. "The legislature approved the sale of tobacco settlement funds and cut tobacco prevention and education efforts by 43 percent last year. To rationalize these bad fiscal and health policy decisions they promised to increase the tobacco prevention funding this year. In fact, they put the commitment in statute (Act 16). Not only have they broken that promise, our elected officials continue to show how short-sighted they are."

The residents of Wisconsin continue to pay the toll. Residents will continue to die of tobacco-related diseases, more than 7,000 died in the year 2000. Healthcare costs will continue to escalate; in 1998 health care costs of cigarette smoking were \$300 for every man, woman and child in Wisconsin.

"It is now up to the Senate and Assembly to restore the funding and stay true to their original commitment," stated Hinz. "Funding prevention programs today will save lives and money tomorrow."

###

The American Cancer Society is the nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy and service. For more information, please call 1-800-ACS-2345 or visit our web site at [www.cancer.org](http://www.cancer.org)



For Immediate Release  
May 7, 2003

Contact: Bryan Mowry, Advocacy Director  
Cell: 608-206-1662

### **American Heart Association Expresses Disappointment Over Tobacco Control Cuts**

Madison—The American Heart Association expressed disappointment with the Republican members of the Joint Finance Committee's vote to cut funding for Wisconsin's successful tobacco control programs by \$10 million over the next two years.

The vote comes at a time when statewide tobacco control efforts have demonstrated success in reducing tobacco use in Wisconsin. Youth smoking rates have decreased by 18%, overall consumption of tobacco products dropped by 5% compared to the national average of 1%, and the Wisconsin Quit-Line received over 30,000 calls. Most of these advancements in reducing the prevalence of tobacco use and tobacco related diseases are the result of Wisconsin's investment in an effective comprehensive tobacco control program.

"Considering the success of Wisconsin's tobacco control efforts, I am surprised and disappointed at the Republican's decision to cut funding for Wisconsin's tobacco control programs. This action deals a serious blow to proven programs that are saving lives and health care dollars for the long term," said Steve Mech, Public Advocacy Committee Chair for the American Heart Association. "From the perspective of our state's overall cardiovascular health, this move was extremely shortsighted."

Heart disease and stroke are the number one and three causes of death in every county in Wisconsin. In this state, one in five heart disease deaths and more than 12 percent of stroke deaths are tobacco related.

## Asbjornson, Karen

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**From:** Driedric, Michael  
**Sent:** Thursday, May 08, 2003 1:06 PM  
**To:** Asbjornson, Karen  
**Subject:** FW: apology

CR box...it's about time!

-----Original Message-----

**From:** Wininsky, Dona [mailto:wininsky@lungwisconsin.org]  
**Sent:** Thursday, May 08, 2003 9:02 AM  
**To:** Amy Sue Vruwink; Annette Williams; Barbara Gronemus; Becky Weber; Bob Ziegelbauer; Bonnie Ladwig; Carol Owens; Christine Sinicki; Curt Gielow; Dan Meyer; Dan Schooff; Daniel LeMahieu; Daniel Vrakas; David Cullen; David Travis; David Ward; Dean Kaufert; Debi Towns; Donald Friske; DuWayne Johnsrud; Eugene Hahn; Frank Boyle; Frank Lasee; Gabe Loeffelholz; Garey Bies; Gary Sherman; Glenn Grothman; Gregg Underheim; Gregory Huber; Jake Hines; James Kreuser; Jean Hundertmark; Jeff Fitzgerald; Jeffrey Plale; Jeffrey Stone; Jeffrey Wood; Jennifer Shilling; Jerry Petrowski; Joe Plouff; John Ainsworth; John Gard; John Lehman; John Steinbrink; John Townsend; Johnnie Morris-Tatum; Jon Richards; Josh Zepnick; Judy Krawczyk; Julie Lassa; Karl Van Roy; Kitty Rhoades; Larry Balow; Leah Vukmir; Leon Young; Lorraine Seratti; Luther Olsen; Margaret Krusick; Mark Gottlieb; Mark Gundrum; Mark Miller; Mark Pettis; Mark Pocan; Marlin Schneider; Mary Hubler; Mary Williams; Michael Huebsch; Michael Powers; Pedro Colon; Phil Montgomery; Robert Turner; Robin Kreibach; Samantha Kerkman; Scott Gunderson; Scott Jensen; Scott Suder; Sheldon Wasserman; Sheryl Albers; Shirley Krug; SONDY Pope-Robert; Spencer Black; Spencer Coggs; Stephen Freese; Stephen Nass; Steve Kestell; Steve Wieckert; Steven Foti; Suzanne Jeskewitz; Terese Berceau; Terri McCormick; Terry Musser; Terry Van Akkeren; Thomas Lothian; Tom Hebl; Tony Staskunas; Wayne Wood; Alan Lasee; Alberta Darling; Carol Roessler; Cathy Stepp; Charles Chvala; Dale Schultz; Dave Hansen; David Zien; Fred Risser; Gary George; Gwendolynne Moore; Jon Erpenbach; Joseph Leibham; Judy Robson; Mark Meyer; Mary Lazich; Mary Panzer; Michael Ellis; Neal Kedzie; Richard Grobschmidt; Robert Cowles; Robert Jauch; Robert Welch; Robert Wirch; Roger Breske; Ronald Brown; Russell Decker; Scott Fitzgerald; Sheila Harsdorf; Theodore Kanavas; Tim Carpenter; Tom Reynolds  
**Subject:** apology

I would like to apologize for your office receiving the barrage of faxes from non-constituents concerning the Tobacco Control Fund. Our advocacy network is set up to notify members electronically of an issue and allow them to respond either by e-mail or fax, directly to their elected officials. There was a change in the set-up mechanism that made the replies go EVERY legislator, instead of just the the member's own elected official.



I apologize if this caused any inconvenience. It won't happen again.

Dona Wininsky, Public Policy Director  
American Lung Association of WI  
13100 W. Lisbon Rd., Ste. 700  
Brookfield, WI 53005-2508  
262-703-4849 Ph - Direct  
262-781-5180 Fx  
800-586-4872 Statewide  
wininsky@lungwisconsin.org

Milwaukee Journal Sentinel May 8, 2003

# Tobacco control targeted

Budget committee votes for 33% fund reduction

By DENNIS CHAPMAN  
dchapman@journalsentinel.com

**Madison** — The Legislature's budget committee on Wednesday slashed Wisconsin's anti-tobacco effort by \$5 million a year, a move that foes of smoking said could hurt the campaign.

But faced with a \$3.2 billion state budget deficit, Republicans who backed the 33% cut said they were forced to make trims.

"We need the money," said River Hills Sen. Alberta Darling, co-chairman of the Joint Finance Committee, who proposed the cut. "The schools have mandates on smoking. Parents have responsibility here. We don't need to be just told by our television to quit smoking."

The committee did find additional money for the Wisconsin Historical Society, however, voting to halve a \$1.5 million yearly cut that Gov. Jim Doyle had proposed.

Darling said the one-third cut to anti-tobacco funding was a compromise with committee members who wanted to junk the program altogether.

"The program has a lot of

merit and has shown results. I didn't want to gut it, and there are others on the committee who do," she said.

But those involved with the program said the cut could be a setback for the campaign to curb youth smoking and spread the word about the dangers of tobacco use.

## Cake, then crumbs?

"More money's gone," said David Gundersen, director of the state Tobacco Control Board. "The less you put into tobacco prevention and control, the more kids are going to start and the more people are going to die from smoking."

Maureen Busalacchi, deputy director of SmokeFree Wisconsin, said the cut — which would reduce anti-tobacco funding from \$15 million a year to \$10 million — is especially hurtful after the \$10 million cut last year.

"Last year, they stole the cake," she said. "Now they're going after the crumbs."

Sen. Judy Robson (D-Beloit)

said the vote marked a victory for the tobacco industry.

She noted that about 35,000 people called the Wisconsin Tobacco Quit Line in the last year, and that 15,000 of those were tobacco users who received help.

"They backed off on our commitment to the health of future generations," Robson said of Republican committee members.

But Darling said the budget shortfall left lawmakers with harsh realities.

"They have been effective, but that's not all that's been effective," Darling said of state anti-tobacco efforts. "It's a team effort with parents and communities and awareness. We ask everyone to pick up the banner of 'Let's limit smoking.'"

Gundersen said Wisconsin's efforts are working, with high school students' tobacco use dropping 18% since January 2001.

Doyle's budget called for ending the board but keeping its \$15 million in yearly funding and moving its functions

...cont. next page

Milwaukee Journal Sentinel May 8, 2003

...cont. from prev. page

**BUDGET ACTION**

Highlights of action Wednesday by the Legislature's Joint Finance Committee:

■ Voted 12-4 to **cut \$5 million** a year from funding that Gov. Jim Doyle has proposed for state **anti-tobacco efforts**.

■ Voted **unanimously to restore some money** to the **Wisconsin Historical Society**. Doyle proposed cutting 30 positions and \$3 million in funding in the two-year budget; the committee would cut 15 positions and \$750,000.

■ Voted 12-4 to **transfer collection of health data** from the state to the Wisconsin Hospital Association, a private group.

to the Department of Health and Family Services. The committee went along with that transfer.

Doyle spokesman Dan Leistikow said the budget cut was "shortsighted," coming on the heels of the decision under then Gov. Scott McCallum to sell off the state's tobacco set-

tlement last year to patch another budget deficit.

The historical society fared better before the committee.

Society officials had argued that Doyle's cut, after cuts last year, would force reductions in the hours of historical sites and hurt the society's ability to archive materials and provide educational programs.

Doyle's plan would have trimmed 30 jobs. The panel's version cuts 15.

"It's wonderful," society Director Bob Thomasgard said. "We, like everybody else, certainly expected we would participate in the cuts. But even with a \$750,000 cut and 15 positions, it represents an 8 percent dollar cut and a 12 percent position cut. That's in line with other departments."

**Society's plan favored**

In an April 16 letter to Doyle, the society's Board of Curators asks him to cut only \$750,000 a year from the society's budget and 15 jobs. The committee embraced that offer on a 16-0 vote.

Thomasgard said a cut of 15 jobs "may mean we won't

have to lay anybody off at all, which is a big shot in the arm."

The panel also voted 12-4 to transfer health data collection from the state Bureau of Health Information to the Wisconsin Hospital Association. The association would collect the information under a \$750,000 contract with the state.

In turn, the state could eliminate \$1.3 million in costs and 18 jobs, said Sen. Ted Kanavas (R-Brookfield), one of the sponsors of the measure. Backers said the association could do a more efficient job of collecting and analyzing the information.

The state would set up a 10-member board to oversee the contract.

But Sen. Gwen Moore (D-Milwaukee) said the trade association should not collect health information.

"This is information that shouldn't just be handed over to private business interests," she said.

*Meg Jones of the Journal Sentinel staff, reporting from Milwaukee, contributed to this report.*

Wisconsin State Journal May 8, 2003

# Committee cuts money for state anti-smoking program

The Joint Finance Committee cuts \$5 million from Doyle's proposed \$15 million.

By Phil Brinkman  
State government reporter

Anti-tobacco advocates accused legislators of trading people's lives for a few million dollars in budget savings Wednesday by voting to scale back a smoking cessation program and move its functions to the state Department of Health and Family Services.

Democratic Gov. Jim Doyle proposed the move as part of his state budget in February. But the Legislature's budget committee went further Wednesday, cutting \$5 million from the \$15 million Doyle proposed and merging the

money with the department's general budget.

"There's a direct relationship between how much you spend and how many people quit and how many kids start in the first place," said David Gundersen, executive director of the Tobacco Control Board. "Less dollars means more people will start and more people will die."

Under Doyle's budget, the board is to be abolished by June 30 and its operations moved to DHFS. Republicans who control the budget committee agreed the move would improve the coordination of state anti-smoking efforts.

The Joint Finance Committee also voted to require the department to appoint a 17-member advisory group to make sure the goals of the original program are carried out. The committee members would not be paid.

But Democrats said the program could use the \$5 million more than the free advice. And they decried removing the spending as a separate, or "segregated" budget item within DHFS, saying the money would disappear into other department programs.

When the Tobacco Control Board was created in 1999, it was to be funded with annual proceeds from the state's legal settlement with the tobacco companies.

But the state sold off the rights to several years' worth of payments last year for a one-time payment to help balance the current budget. That left the program to be financed out of the state's general fund.

Legislators initially specified the program would get \$25 million a year, but Doyle reduced that to \$15 million in his budget released in February.



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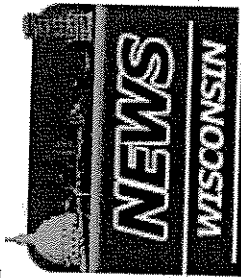


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## Tobacco control targeted

### Budget committee votes for 33% fund reduction

By DENNIS CHAPMAN  
dchaptman@journal sentinel.com

Last Updated: May 7, 2003

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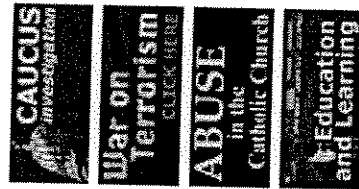
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*Meg Jones of the Journal Sentinel staff, reporting from Milwaukee, contributed to this report.*

From the May 8, 2003 editions of the Milwaukee Journal Sentinel  
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**Asbjornson, Karen**

**From:** Seaquist, Sara  
**Sent:** Monday, May 12, 2003 8:46 AM  
**To:** Asbjornson, Karen; Jermstad, Sara  
**Subject:** FW: Suggested talking points for Monday night  
Talking points for tonight...I will fax them to CR later (after we talk to her so she will be expecting them)...is there anything else from either of you that I should send too?

-----Original Message-----

**From:** Maureen Busalacchi [mailto:[mbusalacchi@smokefreewi.org](mailto:mbusalacchi@smokefreewi.org)]  
**Sent:** Friday, May 09, 2003 5:14 PM  
**To:** Sen. Carol Roessler; sara.seaquist@legis.state.wi.us  
**Subject:** Suggested talking points for Monday night

Here's some idea of what Senator Roessler could say for the dinner on Monday night at the Statewide tobacco control conference held at the Monona Terrace. Dinner begins at 6:00 pm.

Obviously, Senator Roessler has been very involved in the formation of the the board - so she should feel free to add additional thoughts and comments.

On Monday, I'll be available by cell phone at 335-0005 if there are any questions. I'll be at the dinner as well to make sure all goes off as we planned.

Maureen

Maureen O. Busalacchi  
Deputy Director  
SmokeFree Wisconsin  
329 W. Wilson, Madison, WI 53703  
608-268-2620  
[mbusalacchi@smokefreewi.org](mailto:mbusalacchi@smokefreewi.org) [www.smokefreewi.org](http://www.smokefreewi.org)

Talking points for Senator Carol Roessler

*The dinner begins at 6:00. There will be some awards for local tobacco control champions.*

*At about 7:50, we will have you come up to give the tobacco control board members recognition and appreciation for their efforts. After Pat Finder-Stone, RN gives the youth and coalition champion awards. Pat will introduce you.*

---

I remember a time in Wisconsin when we did not have such a well-structured tobacco control program.

I remember when teen smoking rates were higher.

And I remember smokers had little support to quit.

But that has changed. And that changed due to the leadership of the Wisconsin Tobacco Control Board. This group of people worked tirelessly to carefully plan the best possible tobacco control program they could for Wisconsin. This group of people then helped put those plans into action by funding people and programs who shared the same vision.

And look how far we have come in 2 short years:

Teen smoking down 18%

35,000 smokers using the services of the Quit Line

UW-Oshkosh reduces smoking rates by 29%

45% of the pregnant smokers participating in the First Breath pilot study have quit or reduced their smoking.

Politics being what it is – it is hard to watch the dissolving of this board who has led the good fight. But with the vision they leave behind, we hope to continue the good work that has been started.

So, let's take a moment and applaud the tobacco control board members as they come up to the front:

Again, thank you for your hard work, energy and dedication. You have propelled this movement forward.

And now I have another recognition. Board members are wonderful. But we also know who gets to carry out the directives:  
The staff!

Please stand –  
Marjorie Paloma  
Mary Subkoviak  
Becky Reilly  
and Shelia Guilfoyle.

Without your organization and hard work, all these great programs would not have the support they need to accomplish the goals before them.

Please join me in applauding the wonderful staff.

And then there is a driver behind program. The guy who pushed to get the program off the ground. He pushed for results. And we are grateful to him for all that he has done to help make the program a success. David, please come forward and accept our appreciation.

Please join me in thanking David Gunderson for all his work!

Thanks to all of you who work to achieve the goals set out by the board. This is a great program that works – we will continue to fight for funding. And thanks to the Board who has set high goals for all of us. Let's continue to work towards a tobacco free Wisconsin.

**FROM KNOWLEDGE TO ACTION | BECOMING A FORCE FOR CHANGE | 2003**  
**WISCONSIN TOBACCO CONTROL CONFERENCE**

Contact: Cindy Tomlinson, American Cancer Society  
608.662.7546 (office)  
608.206.4646 (cell)

**For immediate release:  
May 12, 2003**

### **350 Tobacco Activists Marching to Rally at the Capitol**

- What:** More than 350 tobacco activist will be participating in a rally at the Capitol as part of the 2003 Wisconsin State Tobacco Control Conference
- When:** Tuesday, May 13, 2003  
12 p.m.
- Where:** State Street Side of the State Capitol, Madison, WI
- Program:** Mike Moore, Mike Moore, Attorney General of Mississippi, Chairman of the Partnership for a Healthy Mississippi, will talk about "Protecting the Funding"  
Marian Sheridan, Fond du Lac Tobacco Free Coalition, will talk discuss "Local Success"  
Awards will be presented to five legislators for their outstanding work fighting tobacco:
- Rep. Gregg Underheim, Oshkosh
  - Sen. Robert Cowles, Green Bay
  - Sen. Carol Roessler, Oshkosh
  - Sen. Gwendolynne Moore, Milwaukee
  - Rep. Spencer Coggs, Milwaukee
- Background:** The rally closes the 2003 Wisconsin State Tobacco Control Conference in Madison, held on May 12-13 at the Monona Terrace Convention Center. The two-day event allowed participants an opportunity to gain insight into effective state and local tobacco prevention and control policies. Information is being provided on how to make a difference in their communities, take action throughout the state of Wisconsin, inspire others to take action, and honor champions of this movement.

The Wisconsin Statewide Tobacco Control Conference is a collaborative effort of the Wisconsin Tobacco Control Board, Department of Health and Family Services, SmokeFree Wisconsin, Department of Public Instruction, American Cancer Society, American Heart Association and American Lung Association.

###



# Wisconsin Tobacco Control Board

## Tobacco Control Board makes final recommendations, withdraws motion to adjourn

**Earnestine Willis**  
Chair  
Physician, Associate Professor  
Medical College of Wisconsin

**Stuart Berger**  
Medical Director  
Pediatric Heart Transplant Program  
Children's Hospital of Wisconsin

**Elizabeth Burmaster**  
Superintendent  
Wisconsin Department of Public  
Instruction

**William J. Domina**  
Principle Assistant Corporation  
Counsel  
Waukesha County

**William Elliott**  
Dean, College of Communication  
Marquette University

**Eric Englund**  
President  
Wisconsin Insurance Alliance

**Patricia A. Finder-Stone**  
Registered Nurse/Community  
Volunteer  
De Pere

**Gary A. Gonczy**  
Director of Marketing/Advertising  
Kwik Trip, Inc.

**Cecelia I. Gore**  
Program Officer  
Jane B. Pettit Foundation

**Senator Robert Jauch**  
25<sup>th</sup> Senate District  
Wisconsin State Senate

**Representative Rob Kreibich**  
93<sup>rd</sup> Assembly District  
Wisconsin State Assembly

**Representative MaryAnn Lippert**  
70<sup>th</sup> Assembly District  
Wisconsin State Assembly  
Health Educator

**Jack Lockhart**  
Past President  
State Medical Society

**Stephanie Martin**  
Student  
Stoughton High School

**John E. Mielke**  
Cardiologist  
Appleton

**Marian L. Sheridan**  
Supervisor, School Health Programs  
Fond du Lac School District

**Frank M. Sterner**  
President and CEO  
E.R. Wagner Manufacturing Co., Inc.

**David Gundersen**  
Executive Director  
Wisconsin Tobacco Control Board

May 15, 2003  
FOR IMMEDIATE RELEASE

Contact: David Gundersen  
(608) 267-0944

MADISON – In an unusual and symbolic move, the Tobacco Control Board did not adjourn its final meeting.

“Do we have to adjourn?” asked Gary Gonczy, a La Crosse Board member and Director of Marketing for Kwik Trip, as the Board prepared to end its meeting. After a brief discussion, the Board withdrew the motion to adjourn, making a symbolic gesture to stay involved in the future of Wisconsin’s movement to prevent and reduce tobacco use.

“This group has been committed to their work from day one. The Board spent three years planning and implementing this plan, and have watched it grow into a statewide movement. They agreed that although the Board formally ends June 30, each of them is going to continue this fight both personally and professionally,” said David Gundersen, Executive Director of the Board. “They are an incredibly dedicated group of leaders, and have volunteered their expertise and thousands of hours in order to save lives. It has been an honor working for them.”

Gundersen also pointed out that the work has only just begun, and that many challenges still exist. Over 7,300 Wisconsin residents die from smoking every year, costing almost \$1.6 billion in health care costs. The State also collects over \$300 million in tobacco taxes, less than 5 percent of which goes to tobacco prevention and control efforts. Tobacco control funding was also cut by 33 percent, down to \$10 million per year, a small amount compared to the health care costs, tobacco tax revenues, and over \$180 million spent by tobacco companies on advertising in Wisconsin.

As a final act, the Board passed three resolutions recommending adequate funding for tobacco control efforts, the establishment of a Office of Tobacco Control and Prevention within DHFS, and continued efforts to keep kids from smoking by raising the price of tobacco through taxes or other methods.

“We know how to prevent the death, disease and health care costs caused by tobacco use,” said Board Chair, Dr. Earnestine Willis of the Medical College of Wisconsin. “All we need is for people who have lost loved ones to be angry enough to demand that our leaders make it a priority. If we raise the price and fund effective programs, fewer people will die in Wisconsin. It’s that simple.”

**Asbjornson, Karen**

**From:** Asbjornson, Karen  
**Sent:** Monday, May 19, 2003 9:40 AM  
**To:** Jermstad, Sara; Asbjornson, Karen  
**Subject:** FW: Sponsorship of "Off Label Drugs" legislation  
CR email - you and me :)

Karen Asbjornson  
Office of Senator Carol Roesler  
(608) 266-5300/1-888-736-8720  
Karen.Asbjornson@legis.state.wi.us

*Dir. Cancer Care in Affinity Health*

-----Original Message-----  
**From:** DeProspero, David [mailto:ddeprosp@affinityhealth.org]  
**Sent:** ~~Monday, May 19, 2003 8:55 AM~~  
**To:** 'sen.roessler@legis.state.wi.us'  
**Subject:** Sponsorship of "Off Label Drugs" legislation

*to send for Board  
I am going to go to Helene  
I am going to go to Helene  
I am tobacco in ok  
the reference to  
the particular  
we have a committee  
do for cancer Helene?*

Dear Senator Roesler,

I want to personally thank you for sponsoring in the Senate the bill to approve Off Label use of Cancer Drugs. As you know, we are one of the few remaining states that do not formally support this process. If I may be of any assistance in your efforts please feel free to call on me.

Additionally, it is my understanding that a "Tobacco Board" is being considered to advise and oversee the administration of the Tobacco settlements allocations within the Department of Health and Families. I would very much like to be considered for membership on that Board. Any assistance you could provide to me in making this fact known to the appropriate persons will be greatly appreciated.

I look forward to seeing you at the Mercy Medical Center naming tomorrow for the "Michael D. Wachtel Cancer Care Center" in Oshkosh. As the Cancer Program Director of Affinity Health System, I am very pleased that you can take the time to be with us and with Peg Wachtel.

Sincerely and thank you,

Dave

David S. DeProspero, MA

Director, Cancer Care Centers

Affinity Health System

Menasha, WI 54952

920.831.1446

[ddeprosp@affinityhealth.org](mailto:ddeprosp@affinityhealth.org)



**For Immediate Release:**  
**May 20, 2003**

**Contact: Maureen Busalacchi**  
**(608) 286-2620**

## **Tobacco Control Coalition Cites State Senator Carol Roessler Support of Tobacco Control Efforts Earns Senator Roessler Champion Award**

(May 20, 2003—Madison, Wis.) “The Wisconsin Tobacco Control Conference is pleased to announce state Senator Carol Roessler (R- 18) is a recipient of this year’s Legislative Champion Award,” said Maureen Busalacchi, Director of SmokeFree Wisconsin, a member-organization representing the state’s Tobacco Control Conference. “Sen. Roessler has been a fervent advocate for tobacco prevention and control - she understood the issue from the beginning and continues to work vigorously to reduce tobacco use in Wisconsin. With her help, tobacco control efforts continue to succeed, as demonstrated by the 18% drop in teen smoking, and the statewide 5% drop in tobacco consumption.”

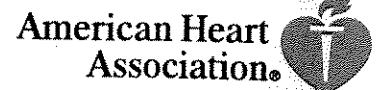
The Champion Award is presented annually during the two day statewide Tobacco Control Conference. This year’s conference was held May 12 and 13, 2003 in Madison. The Legislative Champion Award recognizes outstanding legislative representation on key tobacco control issues. Other recipients include state Senators Robert Cowles and Gwendolynne Moore and state Representatives G. Spencer Coggs and Gregg Underheim.

The Tobacco Control Conference is sponsored by the Wisconsin Tobacco Control Board, the Department of Health and Family Services Division of Public Health, SmokeFree Wisconsin, the Wisconsin Department of Public Instruction, the American Cancer Society, the American Heart Association, the American Lung Association and Glaxo Smith Kline. The two-day conference is designed to provide health care officials, tobacco control activists, and public health officials key insights and tools for decreasing tobacco use.

#30#



If you have warning signs of heart attack or stroke, call 9-1-1 immediately! New treatments can make a difference if you act fast.



Fighting Heart Disease and Stroke

Northland Affiliate

2850 Dairy Dr., Suite 300

Madison, WI 53718-6751

608-221-8866

Fax 608-221-9233

americanheart.org

MAY 22 2003  
May 20, 2003

To: Members of the Wisconsin State Legislature

From: Bryan Mowry, Advocacy Director

Senator Carol Roessler  
8 South

Subject: Tobacco Control Program Funding

**The American Heart Association encourages you to restore tobacco control and prevention program funding to \$15 million annually.**

The cost of smoking is staggering. In Wisconsin, 7,300 people will lose their lives each year to tobacco use. One in five heart disease deaths and more than 12 percent of stroke deaths are tobacco related. Studies show smoking costs Wisconsin \$3 billion a year in health care expenses--\$197 million in Medicaid alone—and lost productivity.

Tobacco control efforts have demonstrated success in reducing tobacco use in Wisconsin. Youth smoking rates have decreased by 18 percent, overall consumption of tobacco products dropped by 5 percent (compared to the national average of 1%), and the Wisconsin Quit-Line received over 35,000 calls. Most of these advancements in reducing the prevalence of tobacco use and tobacco related diseases are the result of Wisconsin's investment in an effective comprehensive tobacco control program.

Funding Wisconsin's tobacco control program at \$15 million annually is important. It will reduce health care cost by helping smokers quit and preventing others from starting.

Thank you for your consideration of our concerns. If you have any questions please do not hesitate to contact me at 608-221-8866, or at [bryan.mowry@heart.org](mailto:bryan.mowry@heart.org).

**Asbjornson, Karen**

**From:** SmokeFree Wisconsin [sfw@smokefreewi.org]

**Sent:** Tuesday, May 20, 2003 4:44 PM

**To:** Sen.Roessler@legis.state.wi.us

**Subject:** press release

I just wanted to give you a heads up and let you know about the press release we sent out about Senator Roessler's Legislative Champion Award.

If you have any questions, please let me know.

Thanks!

Clare Mamerow

SmokeFree Wisconsin

329 W. Wilson St., First Floor

Madison, WI 53703

(608) 268-2620

(608) 268-2623 fax

[sfw@smokefreewi.org](mailto:sfw@smokefreewi.org)

[www.smokefreewi.org](http://www.smokefreewi.org)

**Asbjornson, Karen**

**From:** DeProspero, David [ddeprosp@affinityhealth.org]  
**Sent:** Thursday, May 22, 2003 9:52 AM  
**To:** 'Roessler, Carol'  
**Subject:** RE: Tobacco Control Board

Dear Senator Roessler,

Carol,

Thank you for the detailed information and such responsiveness. You and your staff are to be commended for meeting the needs of this concerned citizen. Thank you so much.

We were sorry that you could not make it to the Michael D. Wachtel Cancer Care Center dedication on Tuesday evening, but understand. Your letter was read to the audience and we all are very gratified in knowing that you care so much for the supporters of our organization and in your personal wishes to Peg Wachtel and the Hyde families.

Thank you again and hope to see you in my travels, Sincerely, Dave

David S. DeProspero, MA  
Director, Cancer Care Centers  
Affinity Health System  
Menasha, WI 54952  
920.831.1446  
ddeprosp@affinityhealth.org

-----Original Message-----

**From:** Roessler, Carol [mailto:Carol.Roessler@legis.state.wi.us]  
**Sent:** Thursday, May 22, 2003 8:53 AM  
**To:** ddeprosp@affinityhealth.org  
**Subject:** Re: Tobacco Control Board

Dear David,

Thank you for your interest in serving on the Tobacco Control Board. Below is the language that passed the Joint Finance Committee which creates a Tobacco Control Advisory Group. Because this advisory group will be appointed and will report to the DHFS Secretary I suggest you contact Helene Nelson's office (608-266-9622) once the budget bill passes both houses and is signed by the Governor and ask what the process will be for applicants to the Tobacco Control Advisory Group.

Language from Motion 401 - passed 15-1:

Create a Tobacco Control Advisory Group, with membership appointed for three-year terms by, and reporting directly to, the DHFS Secretary.

Direct the DHFS Secretary to appoint a maximum of 17 members to the Group, which would include the following: (a) at least one representative of a local tobacco prevention coalition; (b) at least one youth representative involved in tobacco prevention and control efforts; (c) at least one representative of a population disproportionately impacted by tobacco; (d) at least one representative of a statewide health care provider association or organization; (e) at least one representative of a statewide or regional hospital association or organization; (f) at least one representative of a statewide or regional insurance association or organization; (g) at least one representative of a state or local chamber of commerce or other business association or organization; (h) one Senator; (i) one Representative to the Assembly who is from a different political party than the appointed Senator; (j) at least three representatives of organizations that have reduction of the health and economic impacts of tobacco use as their primary organizational mission; (k) the DHFS Secretary; (l) the Superintendent of Public Instruction or his or her designee; (m) the Attorney General or his or her designee; and (n) the remaining members from organizations or associations identified by DHFS.

Require the Group to: (a) develop public-private partnerships on tobacco control issues and initiatives; (b) ensure regular review and monitoring of Wisconsin's strategic plan; (c) identify

external resources and action steps DHFS could take to support its implementation of the plan and/or other local policy initiatives; (d) ensure coordination with other tobacco control efforts in Wisconsin; (e) provide advice and guidance on proposed tobacco prevention and control plans and strategies, including those to be funded by DHFS; (f) ensure an external evaluator conducts regular outcome-based evaluations of tobacco control and prevention projects and presents the evaluations to the Joint Legislative Audit Committee; (g) develop and distribute an annual report on the impacts of tobacco in Wisconsin and the progress of the tobacco prevention and control efforts; and (h) have members authorized by their respective organizations commit the human and material resources of those organizations to the greatest extent possible.

Sincerely,

CAROL ROESSLER  
State Senator, 18th Senate District

FOR IMMEDIATE RELEASE:  
May 22, 2003



**Contact:**

Cindy Tomlinson, Constituent Relations Director  
American Cancer Society  
Phone: 608.662.7526 or 608.206.4646 (cell)  
Email: [cindy.tomlinson@cancer.org](mailto:cindy.tomlinson@cancer.org)

## **Constituents Speak out on Cut to Tobacco Prevention Funding**

*Stories delivered to Joint Finance Members Today*

Madison, WI – Today, members of the Joint Finance committee are receiving personal stories written by residents across the state of Wisconsin. The stories, written by people personally affected by tobacco, are asking for continued support of tobacco prevention funding.

Cancer is the second leading cause of death in Wisconsin. Nearly 11,000 state residents will lose their lives from cancer this year, 7,300 from tobacco-related diseases. We can make huge strides in preventing new tobacco related cancer cases and deaths in Wisconsin by significantly reducing the number of people who smoke. The experience of states like California and Florida suggest our best hope lies in a comprehensive approach that includes not only a fully funded tobacco control program, but also an increase in the cigarette tax.

Every American has the potential to get cancer, and the potential to cure it. Wisconsin residents are doing their part to defeat cancer. The American Cancer Society is urging legislators to do their part, to not let their 25,800 residents down. The Joint Finance should restore the tobacco prevention funding to \$15 million. Research shows that even a modest affect on smoking behavior can translate into a large public health impact.

The American Cancer Society is dedicated to eliminating cancer as a major health problem by saving lives, diminishing suffering and preventing cancer, through research, education, advocacy and service. Founded in 1913, the American Cancer Society can be seen in 3,400 local communities throughout the United States, involving millions of volunteers.

For more information anytime, call the American Cancer Society toll-free at 1.800.ACS.2345 or visit [www.cancer.org](http://www.cancer.org).

###

## **Federal Synar Regulation** **Key Requirements**

- Have in effect a law prohibiting any manufacturer, retailer, or distributor of tobacco products from selling or distributing such products to any individual under the age of 18. (Sec. 134.66, Wis. Stats.)
- Enforce such laws in a manner that can reasonably be expected to reduce the extent to which tobacco products are available to individuals under the age of 18.
- Conduct annual random, unannounced inspections to ensure compliance with the law. These inspections are to be conducted in such a way as to provide a valid sample of outlets accessible to youth.
- Develop a strategy and timeframe for achieving an inspection failure rate of less than 20% of outlets accessible to youth.
- Submit an annual report detailing the State's activities to enforce their law, the overall success the State has achieved during the previous fiscal year (FY) in reducing tobacco availability to youth, describing how inspections were conducted and the methods to identify outlets, and plans for enforcing the law in the coming fiscal year.
- **Failure to comply with any requirement of the Regulation, or to meet the target inspection failure rate, will result in a reduction of 40% of the State's Substance Abuse Prevention and Treatment Block Grant (SAPTBG) allocation. (For Wisconsin, this amounts to approximately \$10 million of a \$25 million allocation.)**

### **Wisconsin Wins (WI Wins) Campaign**

- In 2001, the Synar survey conducted by DHFS indicated a rate of 33.7% of retailers who illegally sold tobacco products to minors.
- This rate exceeded the target rate of 22.0% that was required by the State to meet the goals of the federal Synar Regulation.
- Because of the State's failure to meet its target rate, Wisconsin was at risk of being penalized 40% of its SAPTBG, or approximately \$10 million.
- To avoid a penalty, Wisconsin was required to invest State dollars in a program designed to reduce the rate at which retailers sell tobacco to minors.
- In April 2002, Governor Scott McCallum signed a certification letter to the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration committing \$3,012,165 of State dollars to address this issue. The funds are available through September 30, 2003 (to cover program activities for 2002 and 2003).
- In June 2002, DHFS announced the Wisconsin Wins (WI Wins) program. The program was kicked off with a press conference on June 7<sup>th</sup>, 2002. WI Wins is a research-based program that utilizes a positive reinforcement protocol to effect a change in retailer behavior. The program has broad support from health organizations, community leaders, law enforcement, and retailers.
- **RESULTS – To date, the WI Wins campaign has demonstrated significant results. The Synar survey conducted during the summer of 2002 indicated a reduction in the rate of illegal sales from 33.7% to 20.4%, bringing the State into compliance with the target Synar rate. This result not only demonstrates a meaningful change in retailer behavior that can ultimately help protect young people from tobacco, but also protects critical substance abuse funding.**

**ISSUE:** The success of the WI Wins program protected Wisconsin from the loss of \$10 million that goes to county human service agencies for local alcohol and drug abuse treatment programs. Failure to continue funding for this program will once again put the State at risk for failure to meet the Synar requirements and loss of critical substance abuse funding.

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TOBACCO CONTROL BOARD

Tobacco Control Advisory Group  
[LFB Paper #720]

Motion:

Move to require the Department of Health and Family Services (DHFS) to continue to implement the strategic plan developed by the Tobacco Control Board, and to update the plan annually.

Create a Tobacco Control Advisory Group, with membership appointed for three-year terms by, and reporting directly to, the DHFS Secretary.

Direct the DHFS Secretary to appoint a maximum of 17 members to the Group, which would include the following: (a) at least one representative of a local tobacco prevention coalition; (b) at least one youth representative involved in tobacco prevention and control efforts; (c) at least one representative of a population disproportionately impacted by tobacco; (d) at least one representative of a statewide health care provider association or organization; (e) at least one representative of a statewide or regional hospital association or organization; (f) at least one representative of a statewide or regional insurance association or organization; (g) at least one representative of a state or local chamber of commerce or other business association or organization; (h) one Senator; (i) one Representative to the Assembly who is from a different political party than the appointed Senator; (j) at least three representatives of organizations that have reduction of the health and economic impacts of tobacco use as their primary organizational mission; (k) the DHFS Secretary; (l) the Superintendent of Public Instruction or his or her designee; (m) the Attorney General or his or her designee; and (n) the remaining members from organizations or associations identified by DHFS.

Require the Group to: (a) develop public-private partnerships on tobacco control issues and initiatives; (b) ensure regular review and monitoring of Wisconsin's strategic plan; (c) identify external resources and action steps DHFS could take to support its implementation of the plan and/or other local policy initiatives; (d) ensure coordination with other tobacco control efforts in Wisconsin; (e) provide advice and guidance on proposed tobacco prevention and control plans and strategies, including those to be funded by DHFS; (f) ensure an external evaluator conducts regular outcome-based evaluations of tobacco control and prevention projects and presents the evaluations to the Joint Legislative Audit Committee; (g) develop and distribute an annual report on the impacts of tobacco in Wisconsin and the progress of the tobacco prevention and control efforts; and (h) have members authorized by their respective organizations commit the human and material resources of those organizations to the greatest extent possible.

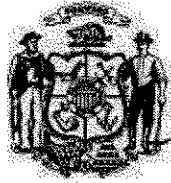
Note:

Under current law, the Tobacco Control Board is an independent state agency that is attached to DHFS for limited administrative purposes. Current law does not specify the number of persons who serve on the Board or the length of Board members' terms, nor does it require that specific interests be represented on the Board. Instead, the Governor determines the size of the Board and all appointments to it. All Board members serve at the pleasure of the Governor.

As of January 1, 2003, there were 17 Board members, which included legislators, public health advocates, health care providers, county officials, youth members, the State Superintendent of Public Instruction, and representatives of the business community.

In September, 2000, the Board adopted its strategic plan, which outlines the Board's vision, mission, goals, and an allocation of the Board's funds. In its plan, the Board indicates that its mission is "to aggressively pursue the elimination of tobacco use by partnering with communities to prevent tobacco use among youth, promote cessation, and eliminate secondhand smoke. This mission will be achieved through comprehensive state and local efforts that utilize best practices and address the needs of diverse populations most adversely impacted by tobacco use." The plan identifies the following goals for the state to achieve by 2005: (a) tobacco use among middle and high school-age youth will decline by 20; (b) tobacco use among adults will decline by 20; (c) tobacco consumption will decline by 20; (d) 100 Wisconsin municipalities will establish smoke-free restaurant ordinances; (e) 100 of municipal governments will have smoke-free government-owned buildings; (f) 90 of workplaces will establish smoke-free environments; and (g) 70 of homes will voluntarily establish smoke-free environments.

The Governor's bill would eliminate the Board and transfer grant funding to DHFS to administer. This motion would require DHFS to continue implementation of the Board's strategic plan and update the plan annually. In addition, this motion would create a Tobacco Control Advisory Group to assist DHFS with the tobacco control program. The DHFS Secretary would appoint Group members for three-year terms, and the members would report directly to the DHFS Secretary. This motion would also specify the maximum number of members (17) to serve on the Group and requires that specific interests be represented on the Group. This motion would also specify the activities that must be performed by the Group.



## **JUDITH B. ROBSON**

---

State Senator • Wisconsin Legislature  
Sen.Robson@legis.state.wi.us · Fax: 608-267-5171

FOR IMMEDIATE RELEASE  
June 18, 2003

CONTACT: Sen. Robson  
Capitol: 800-334-1468  
Home: 608-365-6587

### **Robson Amendment Would Restore Tobacco Control Funds**

Sen. Judy Robson will introduce an amendment today to tap into a public health fund to increase funding for Wisconsin's smoking prevention efforts.

"Some people believe that smoking is a personal problem, that if somebody chooses to smoke, that's their problem, not a government problem," Robson said. "But they forget that every single taxpayer and health care consumer pays for the enormous health costs of smoking-related illness. A vigorous, long-term statewide smoking prevention program is the only way to reduce the smoking rate in Wisconsin and to reduce the enormous costs to society. Smoking costs \$1 billion in health care costs annually in Wisconsin. Cigarette-caused fires are the number one cause of fire death nationally."

Robson's amendment increases smoking prevention and cessation funds to \$15 million in each year of the 2003-05 biennium and \$20 million per year in the 2005-07 biennium. The Joint Finance Committee appropriated only \$10 million per year.

"We must stop whittling away at our efforts to reduce the smoking rate in Wisconsin," Robson said. "An additional \$5 million per year can be used to convince thousands of young people to stay away from cigarettes and to convince thousands of smokers to quit smoking."

The additional funds will ultimately come from Wisconsin United for Health Foundation, which was founded four years ago to benefit public health in Wisconsin.

The \$250 million public health endowment was established when Blue Cross & Blue Shield United of Wisconsin converted to a for-profit corporation in 1999. The charitable contribution was made to recognize the tax-exempt status which Blue Cross & Blue Shield enjoyed for many years. The endowment, which is to be used to improve public health in Wisconsin, was divided between the UW Medical School and the Medical College of Wisconsin.

**Robson news**  
**Page 2**

The Foundation will receive an additional half billion dollars from the sale of Cobalt to a California-based health insurance company.

"The medical schools will have an additional \$512 million to use for improving public health in Wisconsin. This is money that they did not expect and was not included in the plans they already established," Robson said.

Robson's amendment directs the University of Wisconsin Medical School and the Medical College of Wisconsin each to contribute \$2.5 million per year to the tobacco control fund administered by the Department of Health and Family Services, beginning in the 2005-07 biennium.

"The two medical colleges were entrusted with these funds and were directed to use them to improve the public health of Wisconsin," Robson said. "Smoking is one of the most grave threats to the public health in Wisconsin. Nearly a quarter of Wisconsin adults still smoke. We should actually be investing much more than \$15 million in smoking prevention and cessation, but for now \$15 million is the least we can do."

"Statistics indicate that smoking prevention efforts are having an impact," Robson said. "Overall tobacco consumption decreased five percent in the past year; teen smoking decreased 18 percent in the last three years, smoking decreased 29 percent on the UW-Oshkosh campus in one year."

**-END-**

Wisconsin State Journal June 17, 2003

# Tobacco marketing increases

Tobacco companies spend 17 percent more from 2000 to 2001 to push product

**By Patricia Simms**  
Health reporter

A nationwide advertising blitz boosted the amount of money spent by tobacco companies on marketing in the United States by 17 percent from 2000 to 2001, according to the Federal Trade Commission.

Of a total \$11.22 billion in marketing in 2001—the most ever reported to the FTC—anti-smoking advocates estimate Wisconsin's share is a record \$211 million, said Maureen Busalacchi of Smoke Free Wisconsin.

The figure is an estimate, she said, because the FTC provides

only national figures. Smoke Free Wisconsin uses population percentages to project a state figure, she said.

"But we know by kids' buying habits that marketing is successful," she said.

Smoke Free Wisconsin, a nonpartisan, nonprofit coalition, also charged tobacco

companies are still marketing to children in Wisconsin despite an agreement not to.

But Busalacchi acknowledged in an interview Monday there is no hard evidence of that in Wisconsin. "Not right now, but we do expect proof of that," she said.

The FTC reported that ciga-

rette sales decreased by 15.6 billion cigarettes (3.8 percent) from 2000 to 2001 even though advertising expenses rose.

"Smoking kills 7,800 people in Wisconsin every year, so tobacco companies have to work hard to replace their best customers," Busalacchi said.

For the first time, manufacturers reported the total number of cigarettes they gave away in the United States—3.9 billion in 2001.

Spending in Wisconsin on tobacco prevention and cessation programs will be \$15 million this fiscal year, but the budget being considered by the Legislature cuts \$5 million in funding, Busalacchi said.

If adopted, the \$10 million to reduce tobacco use would be less than 5 percent of what the tobacco industry spent in marketing here.

The FTC report found the greatest increases in advertising and promotional spending were in the areas of "promotional allowances," which include payments to retailers for displaying and merchandising cigarette brands in stores, and "retail value added," which includes price promotions (such as "buy one, get one free" offers).

Wisconsin State Journal June 19, 2003

# State to get money from tobacco suit

Most of the \$3.6 million will come from Brown & Williamson.

Associated Press

Wisconsin will get \$3.6 million from a new national settlement worth \$160 million that resolves disputes the states had with tobacco companies related to their 1998 landmark agreement, Attorney General Peg Lautenschlager said Wednesday.

As part of the settlement,

major tobacco manufacturers agreed to take responsibility for cigarettes they manufacture for other companies. Most of the money will come from Brown & Williamson, which had previously refused to make payments to the states for the cigarettes it manufactured for Star Tobacco, a company that didn't join the settlement.

The states argued that practice violated the terms of the master settlement agreement reached in 1998. Vermont filed a lawsuit on behalf of the states against Brown & Williamson seeking payments for the Star

cigarettes.

"The settlement is good for Wisconsin because it provides not only payment for cigarettes manufactured in the past, but also establishes clear ground rules for the future," Lautenschlager said.

The settlement also ends complex disputes over whether the 1998 settlement was a "significant factor" in causing the market share of the tobacco companies to decline since it took effect.

That issue had threatened to drag on into years of costly litigation, Lautenschlager said.

Mark Smith, a spokesman for Brown & Williamson, whose brands include Kool and Lucky Strike, said the settlement lowers the amount of money the company will pay through the 1998 settlement, because it has lost market share.

The net result will be a \$33 million increase in the company's profits for the second quarter of 2003, Smith said.

Since the 1998 settlement, Brown & Williamson's share of the national tobacco market has declined from 14 percent to 10 percent, according to Smith.



State of Wisconsin  
Department of Health and Family Services

Jim Doyle, Governor  
Helene Nelson, Secretary

AUG 04 2003

July 29, 2003

The Honorable Carol Roessler  
Wisconsin State Senate  
Room 8 South, State Capitol  
P.O. Box 7882  
Madison, WI 53707-7882

Dear Senator Roessler:

Thank you for your July 18, 2003, letter regarding tobacco control and compliance with the federal Synar Regulation.

I appreciate your interest and support of our work to reduce demand for, and access to tobacco products. These efforts are essential to reduce the health and economic burden of tobacco in Wisconsin, and will be included in the funding priorities for the Comprehensive Tobacco Prevention and Control Program.

As you mentioned, Synar compliance is linked to federal funding for Wisconsin's substance abuse services. To better coordinate overall tobacco control efforts, the staff responsible for Wisconsin's Synar compliance efforts will be housed within the tobacco control unit in the Division of Public Health. It is our belief that this organizational structure will enhance the Department's overall capacity to provide the resources, and linkages necessary for continued success in complying with the Synar Regulation. Be assured that special attention will be given to forging, and maintaining a strong partnership with the Department's Bureau of Mental Health and Substance Abuse Services in the Division of Disability and Elder Services.

Thank you again for your letter and comments.

Sincerely,

Helene Nelson  
Secretary

Carol,  
I have not yet been  
briefed on the plans for  
spending the \$10 million for tobacco control.  
The AODA funding commitment is a good  
reason to look carefully at how we may  
use these dollars for Synar compliance.  
Wisconsin.gov

HAN

WISCONSIN STATE SENATE



**Carol Roessler**  
STATE SENATOR

July 18, 2003

Secretary Helene Nelson  
Wilson St. State Human Services Building  
1 W. Wilson St., Room 650  
Madison WI 53702

Dear Secretary Nelson,

*Helene*

Now that the budget is completed, I am catching up on loose ends.

As you further the work of tobacco cessation under your and Deputy Secretary Kenneth Munson's watchful eyes, it is my hope and earnest desire that the important work of Synar Compliance naturally be included in the funding priorities within the \$10 million GPR resources dedicated to reducing demand for and access to tobacco products in Wisconsin. In addition, given the high degree of correlation between Synar and \$10 million of Federal AODA block money for Wisconsin, that the staff of both of these efforts be housed within the Bureau of AODA and Mental Health Services. Given our past penalty jeopardy, this linkage is important to solidify the ongoing goals and objectives of both.

I appreciate your attention and response to these priority areas.

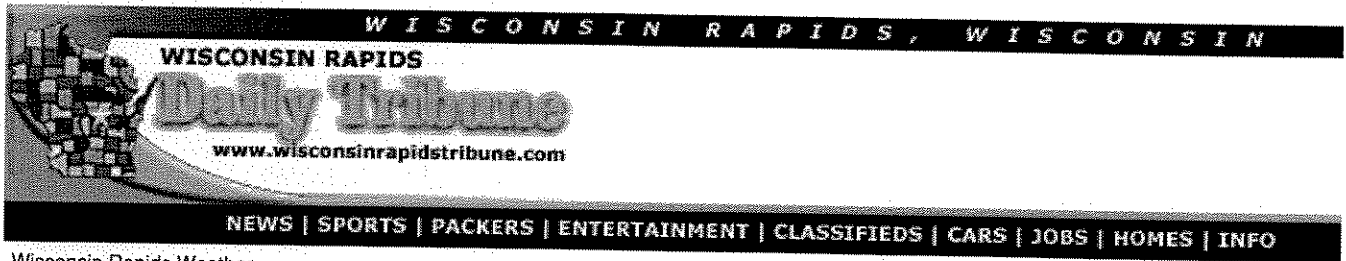
Sincerely,

*Carol*

CAROL ROESSLER  
State Senator  
18th Senate District

*CR - anyone should get this? 1. Eric England? 2. Munson? (small file)*  
*EA sent to 8/7/03*





## Wisconsin Rapids Weather

Temp: 22 °F  
Hi: 35 °F  
Lo: 21 °F

## OPINION

[Print | En](#)

Mon, Nov 24, 2003

## Tobacco programs need full funding

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We can pay now to help people stop smoking, or we can pay much more later. I've shown the payoff from investing in tobacco cessation programs. The Wisconsin Gov. Jim Doyle must take a closer look at the funding allocated for tobacco cessation and reducing it.

In 17 states, including Wisconsin, where the federal government spent \$128 million program to discourage tobacco use, about 104,000 people discarded their tobacco. Frances A. Stillman, a researcher at the Johns Hopkins Bloomberg School of Public Health, said that smoking dropped by about 3 percentage points over eight years, over half a percentage point in states without the program, which is called the American Stop Smoking Intervention Study (ASSIST).

If the ASSIST program had been available to all 50 states, as many as 278,000 people would have been able to kick their nicotine addictions, said Stillman, first author of a study that appeared Wednesday in the Journal of the National Cancer Institute.

The return on investments in tobacco control programs is proved over and over again. Nancy Prince, supervisor of the Portage County Tobacco Free Coalition. Cessation programs, the Thinking of Quitting educational program and the Wisconsin Quit Line are effective.

Among high school students, 33 percent smoked in 2001; in 2002, 27 percent smoked. The number of adults in Wisconsin who smoke decreased by 5 percent during that time. The costs of such programs are well justified when taken in context with the 7,300 deaths from tobacco-related diseases among the 46,405 deaths in Wisconsin in 2000.

About 14 percent of all Wood County deaths are caused by smoking, according to a recent Community Asset Survey. That amounted to 100 county residents who died from smoking habit in 2000.

Tobacco use in Wood County is disturbingly high, especially among children and women. More than one of every 10 high school students in the county smokes, and 10 percent of middle-schoolers already are lighting up. In 2000, 1.3 percent of the smokers were pregnant, compared with a state average of 1 percent.

Nearly a quarter of the county's adults are smokers, according to the Community Asset Survey.



Meanwhile, Wisconsin is ranked 24th for funding of tobacco prevention program "A Broken Promise: The 1998 State Tobacco Settlement Five Years Later." The settlement, \$5.9 billion, dwindled and then disappeared to help fill a gap in

Doyle had said he would put \$15 million in the state coffers for the Department of Health to use for tobacco cessation programs, but that was decreased to \$10 million in the final version of the budget.

The ASSIST program spent about \$1,200 for each smoker who quit. Compared to health care, it's a real bargain, researchers said. The U.S. Centers for Disease Control and Prevention recommends that about \$6 per person be spent on anti-smoking programs. \$1.22 per person is spent in the average state.

At a time when Wisconsin and many other states are facing budget crises, \$6 per person might seem too much.

But it is clear that anti-tobacco efforts must continue, and recent gains should not be allowed to go up in smoke.

Let the governor and legislators know that you support continued action against tobacco. It's a good thing for Wisconsin's health.

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State of Wisconsin  
Department of Health and Family Services

DEC 08 2003

Jim Doyle, Governor  
Helene Nelson, Secretary

December 4, 2003

The Honorable Carol Roessler  
Wisconsin Senate  
Room 8 South, State Capitol  
P.O. Box 7882  
Madison 53707-7882

Dear Senator Roessler:

Thank you for contacting Secretary Nelson regarding the University of Wisconsin Oshkosh (UWO) efforts to reduce smoking on college campuses. The tobacco industry has done an exceptional job of focusing on 18 to 24-year-olds, and we have an obligation to support our most successful efforts. The Department will maintain its tobacco prevention and cessation efforts on our college campuses.

While the funding level will be less than the 2003 level of \$425,000, we are committed to assuring that the successes at UWO can be recreated in other campuses in Wisconsin and nationwide. The 2003 funding for the college campus program was for an expansion of the pilot study initiated on the UWO campus in 2001 and 2002 school years. Given the 33% reduction in available funding for SFY 2004, we cannot continue the expansion of the pilot study to the extent originally projected. However, we intend to fund UWO to complete the creation of its comprehensive campus-based model, and for the expansion of the program to two additional in-state campuses.

We have discussed this change in scope with UWO staff, and feel we can continue to support this effective program at \$150,000 in funding for calendar year 2004. This funding will maintain basic program infrastructure at UWO and allow for the development of a tool that can be integrated into existing campus systems across Wisconsin and the country. The development of these resources will help assure fewer college students start smoking and help current smokers quit.

UWO and its staff have shown true leadership in the development of their model and also in working with community leaders, state partners, and national organizations to assure we keep young adults from becoming addicted to tobacco products.

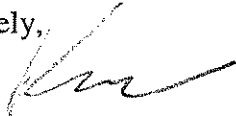
**Wisconsin.gov**

Carol Roessler  
December 4, 2003  
Page 2

We are fortunate to have their leadership on this very important public health issue.

Thank you for your inquiry and please do not hesitate to contact me if you have additional questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'KM', written over a light blue horizontal line.

Kenneth Munson  
Deputy Secretary



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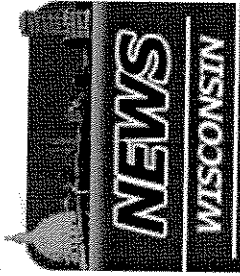
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## Anti-smoking aid cut dismays local agencies

By ANNYSJA JOHNSON, DARRYL ENRIQUEZ and MIKE JOHNSON  
[anjohanson@journal sentinel.com](mailto:anjohanson@journal sentinel.com)

Last Updated: Dec. 13, 2003

Efforts to curtail smoking in Wisconsin will take a hit next year when the bulk of funding is pulled from nearly half of the 80 agencies that fight tobacco use in the state, including eight of 18 such groups in southeastern Wisconsin, anti-smoking advocates say.

The move comes as the federal government warns Wisconsin that it may have its federal substance abuse funds slashed because too many children are being sold tobacco products.

Some local health departments, which depend on the state money for tobacco-free programs - including stings that test the compliance of retailers with the law prohibiting selling tobacco products to those under 18 - said they will do the best they can with whatever

### Tobacco Funding

**No Funding**  
One local health department is not receiving any state tobacco funding: Hales Corners

**\$3,000**  
Four agencies will get only \$3,000 in youth program funding, if they meet certain conditions:  
Greendale

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they're given.

But Maureen Busalacchi of the advocacy group Smoke Free Wisconsin was critical of the decision not to fully fund some of the agencies and slash funding to others.

"Wisconsin pays \$422 million a year for tobacco-related diseases," said Busalacchi, interim director of the privately funded organization. "To put only \$10 million to prevent what is frankly the biggest health problem in our state is shortsighted."

State Rep. Jeff Stone (R-Greendale) defended the cuts, saying lawmakers have maintained a reasonable level of anti-smoking efforts during a fiscally challenging time in which many programs were cut by the state or disappeared.

Known as the Tobacco Prevention and Control Program, it was initially financed through the 1998 settlement of the tobacco industry lawsuit.

"Some would say that every dollar from the lawsuit should have gone to tobacco prevention, but I'm sure that was never the full intention of the settlement," Stone said. "We're still looking at covering shortfalls in Medicare, which we're not even sure how to pay for it."

Many of the local health departments were just told by Tom Conway, of the state Division of Public Health, of their lost funds during a meeting at the Shorewood Health Department.

"There are lots of legitimate criticisms about the cuts and how we

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Three agencies will get the youth program money plus additional funds for compliance checks: Caledonia/Mount Pleasant Greenfield West Allis

**More Funding**

Departments that are receiving general anti-smoking funds, though in most cases the money is reduced from last year: br> Cudahy\* - \$88,333 Franklin - \$25,594 Jefferson County - \$47,995 Kenosha County - \$74,242 Milwaukee City Health Dept. - \$297,827 Racine City Health Dept. - \$46,118 Shorewood\* - \$64,765 Washington County - \$42,536 Waukesha County - \$110,374 Wauwatosa - \$28,676

\*Cudahy is the lead agency in a coalition with St. Francis, South Milwaukee and Oak Creek. Shorewood leads a coalition with Whitefish Bay and the North Shore Coalition.

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determined to make them," Conway said. "The bottom line is we have a third less resources, and we have to make the remaining resources fit to the program."

State officials determined funding levels by looking at the concentration of smokers in an area and weighed whether a health agency had a multiyear plan to address such problems as youth tobacco use, Conway said.

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The total amount of money lost by the 18 agencies in southeastern Wisconsin was not immediately available, Conway said.

The money is used for a variety of projects, including pushes for smoke-free restaurants and workplaces in Ozaukee County and the North Shore.

The Shorewood agency intends to finance anti-smoking television commercials produced by middle schoolers and air them on cable access channels, despite the \$14,000 cut in its funding for next year, said health officer Cynthia Tomasello.

Efforts at getting retailers to stop selling cigarettes to minors will be hurt, said Sue Marten, coordinator of Ozaukee County Tobacco Free Coalition. In undercover sting operations, youths were able to buy cigarettes from Ozaukee retailers 35% of the time, Marten said.

The apparent ease with which minors can purchase tobacco products has put federal funding for alcohol and drug abuse programs in jeopardy, Conway said.

A requirement of obtaining federal addiction grants is to conduct regular checks of tobacco retailers and bring their non-compliance of sales to minors to below 20%, Conway said. The statewide non-compliance average is more than 30%, he said.

West Allis Health Commissioner Terry Brandenburg, whose program drops from \$50,850 this year to possibly \$11,820, said: "We're going

to continue to put our efforts into this, because it's a priority in this community. But it's going to diminish our ability to reach our community goals."

The state program has experienced a fiscally bumpy road since its launch in 1999. Originally it was put under the direction of the Tobacco Control Board. It reached \$23 million in funding in 2001, but slid the next year to \$5.8 million.

This year, the Control Board secured \$15 million, but the new biennium budget of 2003-'05 dissolved the board and cut the budget to \$10 million. Funding for 2004 and beyond will come from the general budget, Conway said.

The program is now with the Division of Public Health.

State Rep. Glenn Grothman (R-West Bend) questions whether the repeated anti-smoking messages are effective.

"As I understand it, many school districts weave some sort of anti-smoking message in their curriculum in every grade from first through ninth. How many more times can you tell people not to smoke?" he said.

Grothman said he favored even deeper cuts.

"When originally started by Governor Thompson, he suggested \$5 million. We're spending \$10 million a year right now. . . . That should be enough."

From the Dec. 14, 2003 editions of the Milwaukee Journal Sentinel

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News Articles:



## As tobacco controls lessen, sales to minors seem to rise

By Stephen Smith, Boston Globe Staff, 3/16/2004

Illegal tobacco sales to teenagers soared in undercover sting operations last year, as cities eliminated or drastically scaled back their tobacco control programs, according to a report scheduled to be released today.

The Massachusetts Department of Public Health, which bankrolled local enforcement efforts for a decade, spent \$50.5 million on antismoking campaigns as recently as fiscal year 2001 and served as a model for antitobacco campaigns around the globe. By last July, the state had slashed annual spending on tobacco control to \$2.5 million.

As a result, 190 cities and towns across the Commonwealth have shuttered their tobacco enforcement offices, with other municipalities significantly reducing their antismoking campaigns, which had included educational efforts, treatment programs, and enforcement. Since those initiatives were curtailed, teenage volunteers enlisted by health boards and other coalitions have found it far easier to buy cigarettes.

"When the budget was cut, there was a lot of outcry from public service agencies saying this was going to happen, and now we know that is exactly what happened," said Jim Wells, director of the tobacco control program for the South Shore Boards of Health Collaborative. "We're jeopardizing the health of our children."

Underage teenagers working for Wells and 20 other coalitions and boards of health made 7,702 attempts to purchase cigarettes last year in convenience stores, gas stations, and supermarkets. In localities that had eliminated tobacco control programs that once performed more regular enforcement activities, the rate of sales to undercover teenagers climbed from 7.7 percent in 2002 to 15.4 percent last year. In cities and towns that still had tobacco control campaigns, the level of underage sales rose from 8 percent to 13.9 percent over the same time period.

The teenagers, typically 16- and 17-year-olds, were sent in without identification and just enough money to buy a pack of cigarettes. State law requires retailers to ask for an ID from anyone appearing to be under the age of 27 and prohibits them from selling tobacco to anyone under age 18.

"We don't send in kids with beards and all made up in suits and furs and pulling up in Jaguars," Wells said. "We get 10th- or 11th-graders to go in, and they really look like high schoolers."

One of those teens is a 10th-grader from the North Shore named Michael. He has been venturing into shops and asking for Marlboro reds for a year.

"Sometimes, they just give them to you, and you pay for them, and then you leave," said Michael, 16, whose full identity was not disclosed because he is still working in the undercover operations. "They don't even ask for an ID."

The teen volunteers are paid by the state.

A spokeswoman for the Department of Public Health, which has been hard hit by budget cuts, said the agency could not draw a direct link between the budget cuts and increased sales to minors. Still, the agency plans to review the findings and determine if laws prohibiting underage tobacco sales need to be strengthened or better enforced, spokeswoman Roseanne Pawelec said.

The budget for the coming fiscal year proposed by Governor Mitt Romney's administration leaves tobacco control funding flat at \$2.5 million.

"The monitoring program was always meant to act as a supplemental check and balance on these retailers, but clearly the responsibility for cigarette sales to teenagers rests at the retailer's door," Pawelec said.

Retailers who sell to underage smokers can face fines and even suspension of their permits to sell tobacco products. From July through December of last year, 28 tobacco retail permits were pulled by local health agencies, out of 7,500 permits statewide.

The stakes can be steep for retailers: The average convenience store reaps up to two-fifths of its sales from cigarettes.

"If they lose their license to sell tobacco, they lose their livelihood," said Cathy Flaherty, executive director of the New England Convenience Store Association, which has about 1,000 members in Massachusetts. "I don't think anybody is selling cigarettes to kids because they want to. I think they're just making mistakes. They're getting frenzied, and they just look at somebody and . . . think he's of age."

Since its inception in the early 1990s, the state's Tobacco Control Program had been the envy of antismoking warriors across the nation and the bane of the tobacco industry. Its advertising campaigns and stop-smoking programs were emulated as far away as Poland and New Zealand.

But budget cuts that began in 2002 and accelerated in 2003 rendered the program a shadow of its former self, a reality, health advocates said, not lost on those who buy and sell cigarettes illegally.

"Everybody knows Tobacco Control Programs have been decimated, and everybody knows they're not out there doing the regular enforcement," said Cheryl Sbarra, director of the Tobacco Control Program for the Massachusetts Association of Health Boards.

"There's no teeth anymore," she said.

Stephen Smith can be reached at [stsmith@globe.com](mailto:stsmith@globe.com).

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**SMOKE FREE WISCONSIN**

*Preserving the right to live and breathe tobacco free*

# SMOKELESS FAX

This fax from:  Maureen Busalacchi

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Emily Stone

Jill Ness

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Carrie Hoback

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State Representative

**JON RICHARDS**

*Assistant Democratic Leader*

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For Immediate Release

Contact: Rep. Jon Richards 608-266-0650

## **Richards Calls Tobacco Control Cuts "Short-Sighted" .**

*Republicans Slash \$5 Million from Program to Reduce Smoking and Related Health Costs*

MADISON.. State Representative Jon Richards (D-Milwaukee) said today he opposed slashing \$5 million from Wisconsin's tobacco control efforts. The funding cuts were made by Republicans who control the budget-writing Joint Finance Committee.

"Tobacco control efforts save lives and save money," said Richards. "These programs are helping our children avoid a lifetime of tobacco addiction. They also protect the taxpayers, because medical costs for tobacco-related illnesses cost the state millions of dollars every year in medical bills."

Today's action slashes funding for tobacco control and prevention by 33%, from \$15 million to \$10 million per year. That cut undermines a successful program that has overseen a 5% cut in Wisconsin's smoking rates, including an 18% cut amongst teenagers. According to one estimate, 7,300 Wisconsinites die every year from smoking-related illness and \$1.65 billion is spent annually on health costs related to smoking.

Richards noted that Sue Ann Thompson, wife of former governor Tommy Thompson, clearly laid out the consequences of cutting funding for tobacco control efforts: "Funding cuts will result in higher healthcare costs and lives lost in the immediate future and in the long-term".

"You reap what you sow," said Richards. "Today's action may save a few dollars now, but the savings will be more than erased by the tragedy of more smoking-related deaths and higher health care costs in the years to come."

\$2 million Thomas T. Melvin (DHFS)

\$1 " UW CTRI

\$500,000 Med. College

in 99-00

\$19.2,000 youth  
smokeless  
DHFS, WDA, DPI  
Brewers

\$26.2 million FY 1999-00 - 2001-02

↳ 19.4 grants

↳ 6.1 statutorily required

↳ 724,000 administration

12.3 prevention

9.7 prev + cessa.

3.6 cessation

### CTRI

- 2 of 5 projects achieved goals
- other 3 met some objectives

### Med college

- 19 research project
- 10 accomplished some of objectives

### TCB

- admin. statewide tobacco control prog.
- Forum for policy recon.
- clearinghouse for tobacco info.
- 17 members (6 medical, 2 legis, 3 business, 2 local gov. DPI, high school student, 1 cademorian, priv. found. appted by GOV.

• 4 FTE's

7 statewide goals by 2005

1. reduce tobacco m & h. s by 20%

2. " " use adults 25%

3. " " consumption 20%

4. 100 ment smoke free ~~restaurants~~ <sup>restaurants</sup>

5. 100% of ment smoke free gov. bldg

6. 90% work place smoke free

7. 70% homes " "

In 2000 → 7,350 smoking-related deaths  
↳ \$1.58 billion health care costs

Survey by CDC - WI ranked 4th out of 7 midwestern states  
in adult smoking

- WI 2nd highest youth smoking rate out of 7

WI cig tax relatively high - 14th highest in nation (77¢/pack)  
3rd highest among 7 midwest states

per capita cig sales relatively ~~low~~ low  
cig sales ↓ 3% from 00-01 - 1.7% nationwide 00-01

Fed law requires states to have laws prohibit tobacco sales to minors

• 01 33.7% able to purchase

22% target rate

state listed losing 40% of 25.7 mil fed block grant

\$10.3 mill

• fed law allows state to avoid penalty by  
commit additional funds

• 01 act 109 \$3.0 million 1 time to DHHS

• 02 20.4% able to purchase  
↳ 1.3 media camp  
↳ 2 local events

13 munic ban smoking in restaurants pg. 14

CDC guidelines pg. 15

99-00 to

01-02 Brd exp \$16.2 mill.

California model pg. 16

01-03 13 competitive grants \$21.2 million

↳ 7 million statewide anti-tobacco media  
↳ 5.6 million community coalitions  
↳ 1.3 million tobacco quit line

CDC recommends we spend \$36 million  
bid approp \$15.3 "

not controlled by bid.

\$1.4 DHFS

469,000 DPI

CTRI \$1 million

↳ 400,000 adult tob. survey

↳ 350,000 neg outreach

↳ 150,000 mini grant proj

↳ 100,000 health fairs

↳ comp grant for quit line

mini grants - 2 of 9 met objectives  
discontinued mini grant projects

Ctrpd for more health fairs than presented

- gave 9 - Fed funding for 15
- participation lower attract 500 - avenues
- Ctr doesn't plan on funding

104

medical college

◦ 3 projects attained objectives

◦ 7 " " some

◦ 8 " did not attain

◦ 1 data insufficient

Pg 40 ones did not accomplish

1. funding options pg. 48
2. coordination

Pg. 52<sup>3</sup> recommendations



# TCB

## Coordination examples

med. coll, Melvin, CTRE

- strong programmatic w/ CTRE
- med coll - research - didn't link in closely if involved testing -

education for med students

↳ more formal coordination

→ Melvin #2 mi

coord. needs

had its own media camp

bid w/ media

Melvin " "

syner w/ wno "

↳ paying 2 firms for overhead for media

consolid. of media & how

evaluate media

Not  
Coordinated

col. bid. bus, academic, health prof.  
pushed prep

12 col. bid → agency

drop in accountability  
concern

Kenneth & Helene met w/  
structure w/ dept.

transition - advisory bid / collaborating  
SMS, hlt, lung cancer

Brd - watchdog & what is working

Ris in FDL danger of 2nd hand source  
adv. group - direct the dept  
Stat. mandated & dept has  
control.

- collab.
- adv group

Tom Conway - Sec. Chief  
Push for Munson

1. How ensure accountability for plans & programs
2. do they plan to continue to use LT plan bid put into place
3. where do they see the structure
4. 1 staff - compared to 4 FTE's?

office off of sec?

1 expected to oversee program  
if don't have adequate  
staffing to oversee

6th Floor

all waivers  
most are  
for design  
build

no "to waive  
~~to~~ bidding  
practice"

- Fred  
- Vortas

Budget  
effic.  
Items

24

## TCB

- 1999 created to use funds  
mid April

10 diff websites - pts. out duplication

Act 109 budg adj.

## George: IL Case

what consequence of action

rev. stream decreased - take longer to pay  
off bonds

neg. to pass bonding cap

\$53 mill. as a reserve

1/2 of 106 →

53  
is Phillip  
Morris

last payment this FY

next yr. pay bond holders

max \$53 - better in hand - relatively

buy back bonds -

Kenneth Mursen - Dep. Sec.

1. duplication / coordination

greater ability

DHFS - presumes consolidation w/

division of public health

- Syna

- TCB shown effectiveness - # is not coincidence
- evaluation - looking for result greater effectiveness -

- pos. results

- connect w/ syna

- very concerned not getting lost

- eye of secretary

tough strong committed dedicated person

don't lose in bureaucracy

grants monitor & adm. Div. of Public Health

uniquely able to

managing orders - remain focus intended to

have

- contacts & partnerships

want # of in

media coordinator

- staff  
- being spent on tobacco at DHFS

- "advisory bid a must"  
smokefree, hrt, lung cancer

clear plan - when would we have the plan  
- 700,000 admin costs  
- coordination benefits  
- be more effective  
bring & show it

won't

clear idea of where

→ need more assurance + details

include bid. members

## TCB

- Bid done its job
- 56,000 hrs. devoted \$200,000 in kind contrib.
- tobacco threaten our health
- 180mill advertise for tob. products
- stewardship of funds
- outcomes
- b/c not control overall funds - dupl.
- cost per call cheaper than visit dr.
- if not use funds people are dying



- 10 specific reasons

- 18 mos. 1. impact

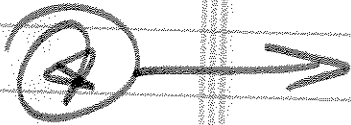
- 2. increase of pop.

- 3. improved

to sustain - secure LT funding resources

- 1.4 bill in medicaid

" Save lives + \$ "



contracts -

look at priorities - recog. goals

reduced funding b/c not partic. 30%

but kept - pharmacy school component

WE wins dup. area

media camp - 2 media firms Bids + MFS

- overhead savings

- competitive process for media

Sec. consider keep strategic plan

MN - >30

Mass. >30

300,000 for 45mie < 5% of op's budg

can do it - how dist. resp.

strong passion

adm. rules - have to have formulated approval

don't buy medications - blank check

leverage private \$ to cover medic. - use in targeted way

## med. college

- articles
- prof.
- faculty to NHTA for grants
- licensing - curriculum - intellectual curriculum

(\*)

put in it - adv. comm.

## CTRI

- Quit line > 30,000 ind. calls  
quit rates better than  
cited as a model state  
inclusivity - any smoker who calls  
greater than  
> 5,000 have quit  
national model

## CDC guidelines for best practices

- Comprehensive
- Powerful public-private partnerships
- > 65 free medicine if  
Senior patch program 200,000 medicine that  
doesn't get medicine

Aurora - cover the medicine - 2 evidence  
based -> counseling + medication

→ findings - show success serious patch  
given out all medic seeing more patches

- 20,000 women patches Sue Thompson
- w Tds. Control Bid - 1st Breath  
in process being rolled out  
quit BK + after  
partner w/ust Womens health fund.
- travel + training  
don't concentrate efforts  
↳ outreach specialists  
2 miw  
1 GB  
1 Rhinal  
1 Lax/E.C.  
1 mad.  
go clinic by clinic to meet the charge

Kurman  
16,842 calls 877-Recall  
call back

\* Strategic <sup>loop</sup> plan of bid. > adv. comm.  
\* public-private

→ 5yr. plan w/ reass. every yr.

inclusion adv. comm.

David - sectors