



Empowering healthy behaviors through education and advocacy to sustain a tobacco free life.

July/August 2018

## Experiential Marketing

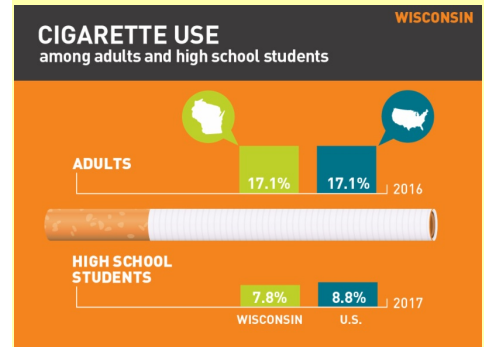


Experiential marketing - the tactic of encouraging consumers to experience or interact with a brand at recreational venues and events, such as concerts, bars or nightclubs - has long been a tobacco industry strategy. Tobacco companies spent \$122 Million on experiential marketing in 2016.

[Read More](#)

## Should employers offer incentives for quitting smoking?

## How does Tobacco Use in Wisconsin Compare to the National Average?



[More Stats](#)



Call or visit their [Website](#) for free quitting resources and support.



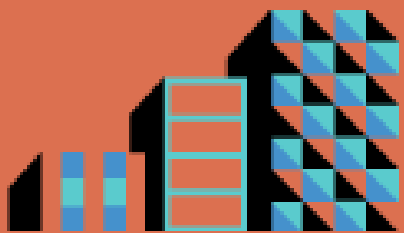
[www.tobwis.org](http://www.tobwis.org)

Information on tobacco efforts in Wisconsin



The enormous cost of insuring tobacco users, due to health conditions caused by smoking, has employers and health plans offering quit-smoking incentives to encourage users to quit. Many employers offer to remove the tobacco surcharge when participants show they achieved specified steps in a tobacco cessation program.

[Learn More](#)



# CLEAR GAINS

WISCONSIN'S  
SMOKE-FREE  
HOUSING  
INITIATIVE

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## 5 Things the Tobacco Industry didn't do until it was forced.




Using cartoons to sell cigarettes to kids, lying about the health effects of smoking, paying for product placement in youth movies - the list of misdeeds by the tobacco industry is long. Worse yet, tobacco companies didn't



FACT is Wisconsin's youth-led tobacco prevention movement, empowering young leaders to spread the truth about tobacco.

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

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stop or attempt to rectify some of their worst offenses until they were forced to by new regulations or a court order.

Southwest Alliance for Tobacco Prevention

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