

# ACCOMPLISHMENTS

## Policy Change

Passed the e-cigarette ordinance in the City of Onalaska, treating electronic smoking devices the same as cigarettes under the smoke free air law

## Community Engagement

Hosted a legislature meet and greet community education and outreach event, 180 people in attendance, partnered with Scenic Bluffs Health Center, Kwik Trip, and many more local organizations

Hosted a Red Carpet Event, premiered youth directed videos that raised awareness about tobacco products, reached over 100 community members

Participated in a Drug Awareness Forum

## FACT (Youth Group)

22 youth created YouTube videos to educate their peers, generating over 1,000 hits

Educated 600 middle school youth in 2014

Performed multiple FACTivisms, educated their legislators, peers, and attended fairs and festivals to advocate for tobacco prevention

**“To learn more SUBSCRIBE to our online newsletter e-update, LIKE our Facebook page, SCHEDULE a ‘get to know us better’ meeting.”**

## The 7 C'S HEALTH INITIATIVE

300 4<sup>th</sup> St N  
La Crosse, WI 54601  
<http://www.co.la-crosse.wi.us/health/coalitions.asp>

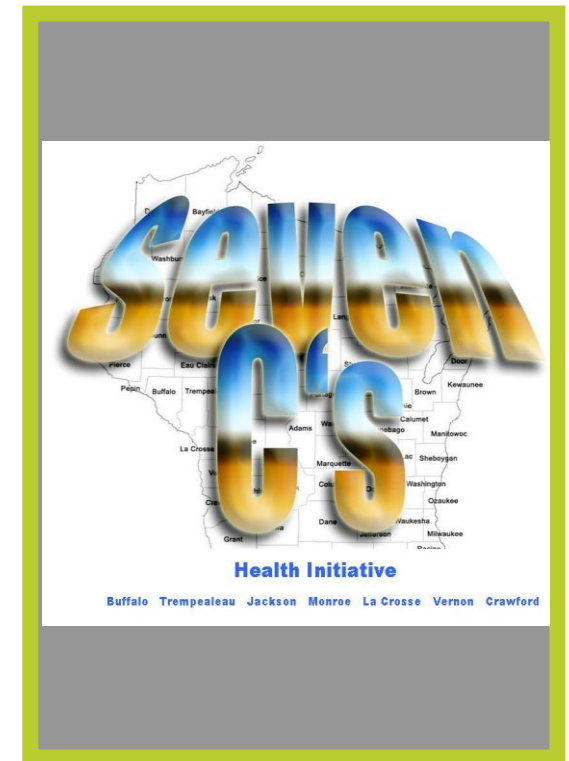
Email: [jzabel@lacrossecounty.org](mailto:jzabel@lacrossecounty.org)  
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Main: 608-785-9872  
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Accomplishments made possible through funding provided by the Wisconsin Tobacco Prevention and Control Program (TPCP).



## The 7 C'S HEALTH INITIATIVE

**Multi-jurisdictional Coalition focusing on preventing and reducing tobacco related illness in seven counties.**

**Judi Zabel**  
Facilitator

**Alison Glodowski**  
Co-Facilitator

# Who We Are

## We are 7 counties.

The 7 C's Health Initiative collaboratively works to improve the health of our citizens living in the counties of Buffalo, Jackson, Trempealeau, Monroe, Vernon, Crawford, and La Crosse so that they may live long, healthy lives, free from tobacco and nicotine regardless of their income, education or ethnic background.

Coalition priorities:

1. Generate awareness of OTP (Other Tobacco Products)
2. Increase awareness of high rates of maternal and pregnant women smokers
3. Educate coalition members about the link between tobacco and chronic diseases
4. Increase youth involvement in the 7 C's Health Initiative
5. Promote health messages for families and communities
6. Use evidence based prevention strategies to address the priorities of the 7 C's Health Initiative coalition



## Coalition Members

The 7 C's Health Initiative is a coalition of concerned citizens, youth and community leaders, health professionals, educators, business people, media professionals, and public officials all interested in preserving lives lost to tobacco use.

The diagram above shows the relationships 7 C's has with the 7 counties. Below you can find contact information for the representatives in each county. Who is your representative in 7 C's?

## Contact Us

- Buffalo: Nicole Hunger 608-685-6323
- Trempealeau: Jessica Olson 715-538-2311ext.226
- Jackson: Kristi Hanson 715-284-4301ext.374
- Monroe: Kayleigh Day 608-269-8676
- La Crosse: Judi Zabel 608-785-9855  
Alison Glodowski 608-785-9808
- Vernon: Emily Olson 608-637-5251
- Crawford: Gloria Wall 608-326-0229

**“PROUD OF OUR SUCCESS”**

**#7CSHEALTHINITIATIVE**

## ACCOMPLISHMENTS

### Education

Provided Other Tobacco Product (OTP) education through presentations to medical staff, school staff, service organizations, and middle and high school students

Provided 26 presentations reaching over 2,200 community members in 2014

Successfully garnered 33 media hits in 6 months in 2014

Coordinated FACT, Wisconsin youth-led tobacco prevention movement

Provided education to 4 businesses who were cited for non-compliance with the smoke-free air law

Conducted 452 retailer compliance checks in 2014 to educate retailers and clerks how to properly check ID's and deny tobacco sales to minors, WI tobacco youth access rate declined in 2014 to 6.4%

### Multi-Unit Housing

375 units in multi-unit housing have voluntarily transitioned to smoke free