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**SmokeFree's Reason and Resource #7 to Celebrate New Year's Day in September**  
*September 1<sup>st</sup> increase in cost of tobacco products is  
a great time for a resolution to quit smoking*

(Madison, WI) As part of SmokeFree Wisconsin's countdown to September 1<sup>st</sup>'s increase in the cigarette and tobacco taxes we are highlighting a reason to use September 1<sup>st</sup> as an opportunity to quit smoking and using tobacco and informing Wisconsinites of a resource that is available to assist them in their resolution to quit.

Today's reason and resource are:

**REASON #7: SMOKING CAN CAUSE INFERTILITY**

Smoking of cigarettes and other tobacco-containing substances can greatly increase infertility. Men who smoke have been shown to have abnormalities in sperm production, translating into higher rates of infertility. Smoking can also lead to impotence by causing damage to blood vessels. For women, tobacco's toxic substances may harm the ovaries and cause hormonal changes that can lead to menstrual irregularities or even menstrual cycles where ovulation fails to occur. Women are also at greater risk for cervical cancer, which could involve the removal of the uterus and ovaries, leaving women permanently infertile.

**RESOURCE #7—MY TIME TO QUIT—TALK TO YOUR DOCTOR**

The "My Time to Quit" website provides helpful tips to talking to your doctor about quitting options. "My Time to Quit" also offers a valuable "Doctor Discussion Checklist" to ease you into a discussion with your doctor about quitting. Additionally, you could find out about a prescription treatment option that may help you quit smoking. And learn more about a behavioral support plan, too.

For more guidance about how to start the discussion with your doctor, check out:

[http://www.mytimetoquit.com/sites/mttq/pages/Talk\\_to\\_Your\\_Doctor.aspx](http://www.mytimetoquit.com/sites/mttq/pages/Talk_to_Your_Doctor.aspx)

## **SmokeFree Wisconsin's Celebrate New Year's in September Campaign** **Background**

Effective Tuesday, September 1<sup>st</sup>, the state's cigarette tax will be increased by 75 cents to \$2.52 per pack, the 5<sup>th</sup> highest cigarette tax in the nation. The price-based tax on moist snuff (MST) and other tobacco products (OTP) will also increase; 100% of manufacturer's established list price for MST and 71% for OTP.

SmokeFree Wisconsin supported these increases because research has shown that significant increases in the cigarette tax will deter young people from starting to smoke or use tobacco products, and provides motivation for adult smokers to avoid paying more in taxes and quit the addiction. General consensus among researchers is that every 10 percent increase in the real price of cigarettes reduces overall cigarette consumption by approximately three to five percent, reduces the number of young-adult smokers by 3.5 percent, and reduces the number of kids who smoke by six or seven percent.

As SmokeFree Wisconsin counts down to September 1<sup>st</sup> we will highlight a reason to quit smoking and using tobacco, and a resource that is available to assist Wisconsinites in their resolution to quit.

## **SMOKEFREE WISCONSIN'S REASONS TO QUIT**

### **REASON #1: IMPACT OF SMOKING AND TOBACCO USE IN WISCONSIN**

Tobacco use is the leading preventable cause of death in Wisconsin, claiming more than 7,300 lives each year and costing the state \$2 billion annually in health care bills, including \$480 million in Medicaid payments alone. Government expenditures related to tobacco amount to a hidden tax of \$594 each year on every Wisconsin household.

### **REASON #2: LUNG CANCER IS THE LEADING CAUSE OF CANCER DEATH FOR BOTH MEN AND WOMEN.**

Smoking – whether from cigarettes, cigars or a pipe – is directly responsible for 90 percent of lung cancer deaths and approximately 80 to 90 percent of emphysema and chronic bronchitis deaths. Lung cancer is also the most preventable cancer.

### **REASON #3: SMOKING BY PARENTS IS HARMFUL TO CHILDREN**

Smoking by parents is associated with a wide range of adverse effects in their children, including exacerbation of asthma, increased frequency of colds and ear infections, and sudden infant death syndrome. An estimated 150,000 to 300,000 cases of lower respiratory tract infections in children less than 18 months of age, resulting in 7,500 to 15,000 annual hospitalizations, are caused by secondhand smoke.

### **REASON #4: SMOKING INCREASES RISK OF HEART ATTACKS**

People who smoke are up to six times more likely to suffer a heart attack than nonsmokers, and the risk increases with the number of cigarettes smoked. The good news is that quitting smoking can immediately reduce your risk of heart disease and other serious disorders, with the benefit increasing over time. Just 1 year after you stop smoking, your heart disease risk may drop by more than half. Within several years, it will approach the heart disease risk of someone who has never smoked. No matter how long you've been smoking, or how much, quitting will lessen your chances of developing heart disease.

### **REASON #5: SMOKING WEAKENS BONES**

Smoking is a serious risk factor for osteoporosis, according to the National Institute of Arthritis and Musculoskeletal and Skin Diseases. It's been shown to fritter away bone density in postmenopausal women and to hike the risk of hip fractures in both sexes, according to the 2004 Surgeon General's Report. People who endure hip fractures are 12 to 20 percent more likely to die than those who don't, the Report notes. Smokers may also experience slower healing of broken bones and wounded tissues than do nonsmokers.

### **REASON #6: SMOKING IS THE SINGLE MOST PREVENTABLE CAUSE OF ILLNESS AND DEATH AMONG MOTHERS AND INFANTS**

Historically, Wisconsin has had one of the highest rates of smoking among pregnant women in the nation (16.5 percent Wisconsin pregnant smokers compared to 12 percent nationally.) Pregnant mothers who use tobacco are putting their unborn child at risk for lower birth weight, preterm birth, slowed or reduced physical growth and a higher risk for Sudden Infant Death Syndrome.

### **REASON #7: SMOKING CAN CAUSE INFERTILITY**

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