

WISCONSIN TOBACCO PREVENTION AND CONTROL STATE PROGRAM PARTNERS

*State partners listed are not necessarily funded by the Tobacco Prevention and Control Program



[American Cancer Society \(ACS\)](#)

ACS serves on the state coalition and advises on and supports sustainability and efforts. An ACS staff member is also dedicated to e-cigarette policy in Wisconsin.



[American Heart Association \(AHA\)](#)

AHA serves on the state coalition and advises on and supports sustainability efforts.



[American Lung Association \(ALA\)](#)

ALA serves on the state coalition and advises on and supports sustainability efforts. ALA also administers youth programs FACT, a youth led movement, and NOT, a treatment program for teens. In addition, ALA supports Clear Gains, Wisconsin's smoke-free multi-unit housing initiative, and SPARK, a program developed by and focused on 18-24 year olds to promote tobacco-free college campuses.



[UW Center for Tobacco Research and Intervention \(UW-CTRI\)](#)

UW-CTRI is a research/outreach and policy organization that focuses on treating nicotine dependence. UW-CTRI manages the contract for the toll-free Wisconsin Tobacco Quit Line for adults and youth (1-800-QUIT-NOW), delivers outreach services to health care providers in five regions of the state and disseminates best practice guidelines and cessation materials. The outreach program partners with Wisconsin hospitals, clinics, insurers and health systems to create sustainable policy changes that support the systematic treatment of tobacco dependence and ensure access to all residents. UW-CTRI also manages the Wisconsin Nicotine Treatment Integration Project (WiNTIP), a statewide program that integrates tobacco dependence treatment into the care of those with mental illness and/or other substance abuse disorders by working with health care providers.



[UW-Milwaukee Center for Urban Initiatives and Research \(CUIR\)](#)

CUIR monitors the progress of Wisconsin tobacco prevention and control efforts in order to estimate the overall burden of tobacco in Wisconsin. CUIR also conducts evaluations of tobacco-related programs, policies and activities in order to evaluate progress toward meeting specified objectives and goals.



[UW Population Health Institute](#)

The UW Population Health Institute provides infrastructure support to the program, including coordination of the tobwis.org website. They also employ the Media and Communications Coordinator, Policy Coordinator, Youth Access Program Coordinator, Community Programs Coordinator, and Resource Development Coordinator.



[Wisconsin Asthma Coalition \(WAC\)](#)

Tobacco Prevention and Control staff serve on WAC to ensure common goals are incorporated into workplans.



[Wisconsin Cancer Council](#)

Tobacco Prevention and Control staff serve on various WCC committees to ensure common goals are incorporated into workplans.



[Wisconsin Department of Public Instruction \(DPI\)](#)

DPI provides training and technical assistance support to schools implementing the CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction.



[Wisconsin Women's Health Foundation](#)

The Wisconsin Women's Health Foundation administers the state's prenatal smoking cessation program, First Breath. First Breath is a nationally recognized smoking cessation program for pregnant women. Services are provided to pregnant women across Wisconsin by participating prenatal care providers in local public health departments, tribal health centers, community health centers and private healthcare agencies.