



Western Wisconsin Tobacco-Free Alliance

Serving Barron, Burnett, Pepin, Pierce, Polk, Rusk, and St. Croix Counties

Western Wisconsin Tobacco-Free Alliance's (WWTFA) mission is to collaborate on promoting healthier lifestyles for all our community members by creating tobacco-free, nicotine-free, and smoke-free environments through education, prevention, support, equity, and policy.

Please join us through collaboration, outreach, programs, and advocacy.

Support Resources: Youth Prevention, Stop Using Tobacco & Nicotine, Health & Wellness Provider Education, Create Smoke-Free Air, or Get Involved, please go to www.sccwi.gov/Tobacco-Free or contact Jo Zecherle WWTFA Coordinator, 715-781-6476, jo.zecherle@sccwi.gov.

We are one of 17 alliances funded by the [Wisconsin Commercial Tobacco Prevention and Treatment Program](#).

WWTFA is referring to commercial tobacco products sold for profit. It is distinct from traditional, or sacred, tobacco that is part of the Native American communities spiritual and medicinal use.