

## American Cancer Society 2011 Wisconsin Legislative Priorities

Victory in the war on cancer is within our grasp if we adopt bold new public policies that promote prevention, early detection and survivorship, increase our commitment to research, and expand access to care. Lawmakers make many decisions that impact the lives of Wisconsinites touched by cancer and their leadership is vital to defeating cancer. The American Cancer Society urges the Wisconsin Legislature to:

- Protect Wisconsin's comprehensive statewide smoke-free air law.** Secondhand smoke is a serious health hazard that causes lung cancer, heart disease and respiratory illness in nonsmokers. Since July 2010, Wisconsinites have been breathing easier while enjoying smoke-free workplaces, bars and restaurants and the related health benefits. The Society will work to protect the state's popular new smoke-free air law against attempts to weaken or repeal it.
- Support effective health care reform efforts and expand access to health care for all Wisconsinites.** The Society recognizes that access to quality health care directly affects people's ability to prevent, detect, and survive cancer. The sad reality is that too much cancer death and suffering today is attributable to gaps in our current health care system. The successful implementation of the Affordable Care Act will help expand access to quality care for all Wisconsinites. The Society will also work to protect existing laws and programs which provide a safety net for low-income and uninsured populations.
- Protect funding for Wisconsin's Tobacco Prevention and Control Program.** Comprehensive statewide tobacco prevention programs prevent youth smoking, help smokers quit and ultimately save lives and money. Wisconsin's tobacco prevention program received a significant cut in funding of more than 50% for the current fiscal year and has had to reduce services as a result. The Society will protect funding for this program and fight any further cuts in order to continue its successful efforts to reduce youth smoking and help smokers quit.
- Protect kids from new tobacco products.** The tobacco companies have developed many new candy-like tobacco products that appeal to kids and look similar to Tic-Tacs and breath strips. The Society will work to ensure that these and all other non-cigarette tobacco products are regulated and taxed the same as cigarettes.
- Reduce obesity by improving nutrition and increasing physical activity.** Obesity, physical inactivity, and poor nutrition are major risk factors for cancer and legislative efforts aimed at these factors offer a critical opportunity for disease prevention. The Society supports legislation to improve nutrition standards in schools, increase access to fruits and vegetables, and increase access to safe recreation and physical activity opportunities.
- Protect funding for the Wisconsin Well Woman Program.** This important program provides breast and cervical cancer screening and treatment services to low-income women who are uninsured or underinsured. The American Cancer Society will work to protect funding for this lifesaving program.

"The ultimate conquest of cancer is as much a matter of public policy as it is a scientific and medical challenge."

John R. Seffrin, PhD  
Chief Executive Officer