Tobacco is Changing Local Press Release Template

FOR IMMEDIATE RELEASE

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CONTACT NAME AND INFO

**Local health advocates: Timing is perfect for state’s flavored tobacco prevention campaign**

**(CITY, WI) –** The Wisconsin Department of Health Services recently relaunched its “Tobacco is Changing” campaign, which focuses on educating parents about candy flavored tobacco products, including e-cigarettes, that are tempting kids into tobacco addiction. (**NAME**) of the (**NETWORK/COALITION/HEALTH DEPARTMENT NAME**) says the campaign couldn’t come at a better time.

**“QUOTE ABOUT WHAT YOU’RE SEEING AT A LOCAL LEVEL RELATED TO YOUTH TOBACCO USE,” SAID (NAME). “SHARE WHAT SCHOOLS ARE STRUGGLING WITH OR THE PRODUCTS YOU’VE SEEN DOING YOUR WRAP INSPECTIONS.”**

The relaunch of the campaign follows the release of 2018 data showing meteoric rises in e-cigarette use among both middle and high school youth. From 2014 to 2018, e-cigarette use increased 272% among middle school students, and 154% among high school students. Currently, one in five Wisconsin high school students currently use e-cigarettes.

“Tobacco is Changing” originally launched in late fall of 2017. One major adjustment the campaign made in its newest batch of ads is addressing the rise of new e-cigarettes which more closely resemble flash drives than they do cigarettes or e-cigarettes. In one of the campaign’s new ads, a flash drive look-a-like e-cigarette product is shown with the text “Not a flash drive, parents”.

**“TALK ABOUT WHAT YOU’VE HEARD IN THE COMMUNITY ABOUT THESE PRODUCTS. HOW ARE KIDS USING THEM? SHARE THAT IN ADDITION TO THEIR DIFFERENT SHAPES, THESE PRODUCTS ALSO COME IN A VARIETY OF FLAVORS LIKE CRÈME AND FRUIT.”**

Parents can learn more at [www.TobaccoisChanging.com](http://www.TobaccoisChanging.com), where they can view the different types of tobacco products, read about issues like flavoring, packaging, and menthol, get tips for talking to their kids, and even get connected with their local tobacco prevention and control coalition.

For more on either the campaign or local health efforts in (**COMMUNITY NAME**), the (**NETWORK, COALITION, HEALTH DEPARTMENT NAME**) invites community members to contact/visit (**URL, SOCIAL MEDIA, ETC.**). The (**NETWORK, COALITION, HEALTH DEPARTMENT NAME**) also reminds all tobacco users that free help is available by calling the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW (784-8669). Individuals enrolled in Medicaid can also talk to their doctor about the free services offered through the Medicaid Cessation Benefit.

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