Tobacco is Changing Press Release Template

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**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT NAME AND INFO**

**New Video Shines Light on Tobacco Industry Targeting**

**(CITY, WI)** – For three years, Wisconsin’s Tobacco is Changing campaign has educated parents about the candy and fruit-flavored tobacco products targeting kids, and with good reason. In Wisconsin, a fifth of high school students use e-cigarettes, and nationally, eight out of 10 youth who use e-cigarettes use flavored e-cigarette products.

The Tobacco is Changing campaign released new educational ads this month, including a video that sheds light on the ways the tobacco industry targets certain populations and takes advantage of systemic racism to push their products.

A section in the 4-minute video explains how the tobacco industry is better able to target communities of color and low-income populations because of housing discrimination – which limits access to resources. One of the most blatant ways the industry targets people of color is through the promotion of Menthol products. The video shares that Black neighborhoods are exposed to two times the number of menthol ads as White neighborhoods, and that there are more tobacco retailers in Black neighborhoods than in White neighborhoods.

**“INSERT A QUOTE TALKING ABOUT THE VALUE OF THIS VIDEO IN SHOWING HOW COMMUNITIES ARE TARGETED,” SAID (CONTACT NAME) OF (ORGANIZATION NAME). “SHARE THAT NAMING AND CONFRONTING THIS TARGETING IS A KEY STEP TO BRINGING DOWN OVERALL TOBACCO USE RATES.”**

**NOW TALK ABOUT HOW THE MESSAGES SHARED IN THE VIDEO ARE SUPPORTED BY THE WORK YOU DID FOR THE WISCONSIN RETAIL ASSESSMENT PROJECT (WRAP) in (YEAR). WHAT DID YOU SEE WHILE DOING THESE INSPECTIONS? WHAT STOOD OUT TO YOU?**

**CONTINUE BY DISCUSSING WHAT YOUR ORGANIZATION IS DOING TO ADDRESS TOBACCO-RELATED DISPARITIES AND INDUSTRY TARGETING IN WISCONSIN. THIS COULD INCLUDE NEW PARTNERSHIPS, COMMUNITY EDUCATION, OR OTHER FORMS OF OUTREACH. WHAT DO YOU HOPE TO ACHIEVE THROUGH YOUR EFFORTS? HOW CAN THIS VIDEO HELP?**

**“TALK ABOUT HOW THE FIRST STEP TO ENACTING CHANGE IS BECOMING MORE INFORMED,” SAID (CONTACT NAME). “LET PARENTS KNOW THAT CAMPAIGN RESOURCES ARE AVAILABLE TO HELP THEM GET STARTED.”**

Parents can view the video, get in contact with local health groups, read about the tobacco products and the tactics targeting youth and others, and learn about tobacco prevention policies at [www.tobaccoischanging.com](http://www.tobaccoischanging.com).

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