National Public Health Week

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**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT NAME AND INFO**

**(ALLIANCE NAME) Celebrates National Public Health Week**

**(CITY, WI)** – This week is National Public Health Week (NPWH), an annual observance that recognizes public health’s important contributions as well as public health issues that still need to be addressed. The past two years have shown the incredible importance of public health. This week, (**ALLIANCE NAME**) is celebrating NPHW by both acknowledging the tobacco prevention and control victories Wisconsin’s achieved while also drawing attention to the challenges the state still faces.

One notable success that the (**ALLIANCE NAME**) continues to celebrate is Wisconsin’s smoke-free air law, which will celebrate 12 years this July. It may be hard for some to believe, but not that long ago, one was just as likely to find people smoking in a Wisconsin restaurant as they were to find an order of cheese curds. Today, Wisconsin’s workers and customers can breathe clean indoor air, and future generations won’t have to choose between the Smoking and No Smoking section.

As great as this achievement is, members of the (**ALLIANCE NAME**) say there’s still more work to be done. “We’ve made great strides in Wisconsin, but commercial tobacco use is still a real problem,” said (**CONTACT NAME**). “Thanks to targeted marketing from the tobacco industry and other factors like systemic racism, some populations face a much higher burden of tobacco-related death and disease.”

In addition to the issue of targeted marketing, (**NAME**) also pointed out that the tobacco industry continues to attract young people to their products with candy flavors and bright packaging. E-cigarettes, which are increasingly popular with teens, also come in a variety of shapes and sizes. In fact, many e-cigarettes more closely resemble items like makeup compacts, flash drives, and smart watches. Some even come disguised in the form of backpacks and hoodies.

The good news is that there are best practice policies like (**INCLUDE A FEW EXAMPLES FROM** [Tobacco is Changing: Take Action | Wisconsin Department of Health Services](https://www.dhs.wisconsin.gov/tobaccoischanging/take-action.htm)

**– menthol, putting products behind the counter, T21, etc.**) that Wisconsin can use to decrease commercial tobacco use across the state, helping current users quit and teens avoid using in the first place. Individuals in (**COUNTY/CITY, ETC.**), can learn about local efforts by going to (**ALLIANCE URL OR SOCIAL MEDIA**).

People who are ready to quit smoking or using commercial tobacco products can call the Wisconsin Tobacco Quit Line for free help at 1-800-QUIT NOW (784-8669). Free assistance to quit is also available for Medicaid enrollees through the Medicaid cessation benefit. Enrollees can talk to their doctor to learn more.

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