

Wisconsin Success Stories: Tobacco Free Youth*
Talking Points
For Use by State Partners and Coalitions

Wisconsin's program to reduce youth tobacco use has seen success, but cannot be considered complete.

Talking Points

- 1) Since 2000 and the inception of a comprehensive state-wide tobacco prevention and control program:**
 - **Middle school smoking rates have declined by 52% from 12.2% in 2000 to 5.8% in 2006, and**
 - **High school smoking rates have declined by 40% during the same period from 32.9% to 19.9%.**

- 2) The success of Wisconsin's tobacco prevention and control program has been its comprehensive approach including:**
 - a. An aggressive media campaign targeted to youth
 - b. School and community interventions (such as those highlighted in WI Success Stories)
 - c. Increased access to treatment of tobacco dependence through school cessation programs and the WI Tobacco Quit Line
 - d. Smoke-free policies
 - e. Reducing tobacco sales to minors
 - f. Local and statewide partnerships to reduce youth smoking

- 3) Schools play an essential role in reducing youth smoking by:**
 - a. Empowering youth to educate peers and the community about the dangers of tobacco use, media literacy, and big tobacco company manipulation of youth
 - b. Providing tobacco education at every grade level
 - c. Enforcing a smoke-free campus
 - d. Assuring access for staff and students to treatment for tobacco dependence
 - e. Providing tobacco prevention training to staff and parents
 - f. Working on effective policies and programs with community partners such as the local health department, medical professionals and local government
 - g. Supporting community smoke-free standards

- 4) There is more work to be done!**

- a. One in 5 high school students still smoke
- b. Nearly 1 in 3 graduating seniors still smoke
- c. At current rates, 128,000 Wisconsin children alive today will die from smoking.

WHAT WORKS?

**A high tobacco tax
Smoke-free policies**

Limiting youth access to tobacco products

Adequate and stable funding of Wisconsin's Tobacco Prevention and Control Program (essential to further reductions in youth tobacco use)

About Wisconsin School Tobacco Grant Programs

All grantees are expected to:

- a. Base their programming on the CDC Guidelines for School Health Programs to Prevent Tobacco Use
- b. Consider research-based programs for use in their schools
- c. Cooperate with their local tobacco coalition in their efforts
- d. Evaluate their programs and report on progress

About the Wisconsin Success Stories Book

- a. Contains a geographical sampling of successful use of state tobacco prevention and control funds through school-based programs
- b. Demonstrates the impact of strong school/community collaboration
- c. Displays artwork by and pictures actual Wisconsin students involved in tobacco prevention

Sources

- Guidelines for School Health Programs to Prevent Tobacco Use: Summary, 2006, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Adolescent Health
- Key State-Specific Tobacco-Related Data & Rankings, October 2006, Campaign for Tobacco Free Kids
- Middle School and High School Fact Sheets, 2006 Wisconsin Youth Tobacco Survey (YTS), Wisconsin Department of Health and Family Services
- Wisconsin Tobacco Facts 2006, Department of Health and Family Services, Division of Public Health
- Wisconsin Youth Tobacco Survey, 2000-2004, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

*Extra copies of Wisconsin Success Stories: Tobacco Free Youth are available by contacting Jackie Brashi at the Wisconsin Department of Public Instruction, jackie.brashi@dpi.state.wi.us, 608-266-4447.