

**Wisconsin Success Stories: Tobacco Free Youth\***  
***Talking Points***  
**For Use Within Schools and With School Boards**

**Schools play an essential role in reducing youth smoking.**

**Talking Points**

- 1) Since the implementation of DPI school tobacco grants and the WI Tobacco Prevention and Control Program, the WI Youth Tobacco Survey demonstrates that:
  - Youth smoking among middle school students has declined by 52% from 12.2% in 2000 to 5.8% in 2006
  - Youth smoking rates among high school students has declined by 40% during the same period from 32.9% to 19.9%.
  
- 2) How do 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

**About Wisconsin School Tobacco Grant Programs**

All grantees are expected to:

- a. Base their programming on the CDC Guidelines for School Tobacco Programs
- 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

**Additional Resources** (Most of which are available at <http://www.tobwis.org/>)

- Burden of Tobacco in Wisconsin, 2006, University of Wisconsin Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program
- 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
- 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 Risk Behavior Survey, 2001, 2003 & 2005, Department of Public Instruction (DPI)
- Wisconsin Youth Tobacco Survey, 2000-2004, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

*\*\*\* This is **not** a press release but for use as a discussion guide. When talking with school boards, school administrations, or the media, do **not** hand them this outline, but provide them with a tobacco fact sheet or the Burden of Tobacco for your county.*

\*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](mailto:jackie.brashi@dpi.state.wi.us), 608-266-4447.