



## Public Health Press Release



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Press Release for Immediate Release  
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### **Timing is perfect for state's flavored tobacco prevention campaign**

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. Mary Boe of Western Wisconsin Working for Tobacco Free Living (W3TFL) says the campaign couldn’t come at a better time.

“Locally we are hearing about the rise and use of e-cigarettes in all our schools. Our middle school and High School students need to understand the dangers of these products” said Boe. “We are doing many presentations to students, staff and communities about vaping and how it is effecting our teen population – not only locally, but state and nationwide.

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”.

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 Polk County, W3TFL invites community members to contact Mary Boe at 715-485-8500. The Polk County Health Department 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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