August 2019 Press Release Template – Real Cost of Vapes Ads

Drafted July 23, 2019

For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**FDA to roll out new ads, posters, curriculum to address youth e-cigarette epidemic**

*Local health advocates praise the timing of the ads, stress school policies*

(**CITY, WI**) – The U.S. Federal Drug Administration’s (FDA) Center for Tobacco Products announced on Monday, July 22 the debut of new ads confronting the rapid rise in youth e-cigarette use. The ads feature famed street magician Julius Dein as he uses magic tricks to show how e-cigarette use can lead to using conventional cigarettes. Members of the **(COALITION/NETWORK NAME)** welcomed the ads’ debut.

**“TALK ABOUT HOW NEEDED THE ADS ARE RIGHT NOW,”** SAID **(CONTACT NAME)**. **“USE DATA FROM THE** [**DHS HEALTH ADVISORY**](https://www.dhs.wisconsin.gov/tobacco/advisory.htm) **TO SHOW THE SEVERITY OF THE PROBLEM IN WISCONSIN. TALK ABOUT HOW THE USE OF E-CIGARETTES PUTS THE PROGRESS WE’VE MADE IN REDUCING YOUTH TOBACCO USE IN WISCONSIN AT RISK.”**

In addition to the new ads, the FDA also plans on mailing out posters to all high schools in the U.S. The posters are intended for bathrooms, one of the most popular places for youth vaping in schools.

The FDA is also looking to assist U.S. middle schools by partnering with Scholastic to make health curriculum on e-cigarettes available for use in the 2019-2020 school year.

The **(NETWORK/COALITION NAME)** has prioritized youth e-cigarette prevention in recent years, and welcomes the FDA’s newest efforts. One thing **(NETWORK/COALITION NAME)** says is critical to preventing youth vaping – comprehensive tobacco-free school policies that include e-cigarettes.

**“QUOTE ABOUT THE IMPORTANCE OF SCHOOL POLICIES THAT USE COMPREHENSIVE LANGUAGE. HIGHLIGHT HOW YOUTH SPEND MOST OF THEIR TIME IN SCHOOLS, SO IT’S CRITICAL THAT SCHOOLS PROVIDE TOBACCO-FREE ENVIRONMENTS THAT INCLUDE ALL KIND OF TOBACCO PRODUCTS,”** said **(CONTACT NAME)**.

The **(COALITION/NETWORK)** encouraged parents in **(COMMUNITY NAME)** to learn more about e-cigarettes and other tobacco products that are tempting kids at TobaccoisChanging.com.

Youth that are already addicted to e-cigarettes and other tobacco products can call the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW (784-8669) for free help to quit. Schools interested in revising their current tobacco-free policy can contact **(ORGANIZATION NAME)** at **(WEBSITE/SOCIAL MEDIA/ETC)**.

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