Walmart E-cigarettes Template LTE

Drafted September 24, 2019

**INCREASED RESTRICTIONS BETTER LATE THAN NEVER, BUT IT SHOULDN’T HAVE TAKEN A LUNG DISEASE OUTBREAK FOR US TO TAKE E-CIGARETTES SERIOUSLY**

(CITY, WI) – Last week wasn’t exactly a banner week for e-cigarette companies. First up, CBS, Viacom, and WarnerMedia announced they would no longer run e-cigarette advertising on their networks. That was followed by a Time Magazine cover featuring the headline “How Juul Hooked Kids and Ignited a Public Health Crisis”. Finally Walmart, the nation’s largest retailer, announced Friday that they would stop the sale of e-cigarettes once their current inventory was exhausted.

Public health groups like (**NETWORK/COALITION NAME**) have long been educating about the potential dangers of e-cigarette use, especially for youth, but the conversation has taken on a new, and tragic, dimension after a rash of nationwide lung disease cases connected to vaping. To date, Wisconsin has seen (**FINISH SENTENCE BY INCLUDING THE MOST RECENT INFORMATION AVAILABLE AT** [www.dhs.wisconsin.gov/outbreaks](http://www.dhs.wisconsin.gov/outbreaks)).

While nicotine products like JUUL have skyrocketed in popularity among youth in the last several years, many e-cigarettes can be used to ingest other substances, including THC, which is the psychoactive ingredient in marijuana. Many of the national lung disease cases have reported vaping THC or both THC and nicotine, and some of the cases have reported using only nicotine.

“**TALK ABOUT THESE DECISIONS BEING LONG OVERDUE, SINCE WE’VE KNOWN FOR AWHILE THAT E-CIGARETTES AREN’T SAFE, ESPECIALLY FOR YOUTH**,” said **(CONTACT NAME)**. “**GIVE EXAMPLES OF SOME OF THE E-CIGARETTE HEALTH RISKS FOR YOUTH – YOU CAN FIND THEM AT** <https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm>.”

The **(NETWORK/COALITION NAME)** continued by praising CBS, Viacom, and WarnerMedia for no longer running e-cigarette ads. They also think Walmart is taking a step in the right direction by stopping the sale of the products.

“**TALK ABOUT WHY YOU’RE GLAD TO SEE E-CIGARETTE ADS LEAVING THE AIRWAVES**,” said **(CONTACT NAME). “CONTINUING BY SHARING THAT YOU’RE GLAD WALMART IS NO LONGER SELLING E-CIGARETTES, BUT THAT THEIR POLICY WOULD BE MORE EFFECTIVE IN PROMOTING HEALTH IF IT INCLUDED ALL TOBACCO PRODUCTS.”**

Parents can learn more about the risks of e-cigarettes and other candy and fruit-flavored tobacco products temping kids by visiting [www.tobaccoischanging.com](http://www.tobaccoischanging.com), and if they’re interested in local activities to prevent youth tobacco use, they can contact the **(COALITION/NETWORK NAME)** at **(WEBSITE, SOCIAL MEDIA, ETC.)**.

Tobacco users, including youth who use e-cigarettes, that are ready to quit should call 1-800-QUIT NOW (784-8669) for free help, or if they’re on Medicaid, they should talk to their doctor about the free assistance provided through the Medicaid Cessation Benefit.

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