Live Vape Free Promotional Campaign 2022

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**CONTACT (NAME/INFO)**

**Live Vape Free Provides Support to Commercial Tobacco’s Youngest Targets**

*DHS promotional campaign highlights youth-specific cessation*

Tobacco is changing. Today’s commercial tobacco products look very different from a familiar pack of cigarettes. The next generation of dangerous and deceptive tobacco products —electronic cigarettes, smokeless products, and candy-flavored juices — are already here and already hurting kids.

What hasn’t changed is the tobacco industry’s commitment to addicting future users. The tobacco industry continues to work around restrictions on flavorings and laws making it illegal to sell to anyone under 21. The industry has profits on the line, not the best interest of our children.

Our kids are the tobacco industry’s newest targets:

* The tobacco industry aggressively markets in retail environments that appeal to youth, especially in communities of color.
* Bright, youthful packaging helps products stand out in stores.
* Products designed to go unrecognized by adults allow kids to hide their addiction at home and in school.
* Flavored commercial tobacco products target youth. In Wisconsin 80% kids who have used tobacco tried a flavored product first.
* These products are dangerous and addictive. They can cause lung damage and problems with attention and memory.

**(INSERT LOCAL STATISTICS ABOUT YOUTH USE)**

A DHS media campaign will launch in December to promote Live Vape Free, a suite of free resources for teens and their caregivers. Teens who are addicted to e-cigarettes can receive free help through the Live Vape Free program by texting “VAPEFREE” to 873373. This program provides teens with interactive resources to help them determine their motivation for quitting and set a quit date. Additionally, adults who want to support a young person trying to quit e-cigarettes can take part in a free online course from Live Vape Free by visiting [www.dhs.wisconsin.gov/vapefree](http://www.dhs.wisconsin.gov/vapefree). For more information on tobacco’s changing landscape visit [www.tobaccoischanging.com](http://www.tobaccoischanging.com).

**Text “VAPEFREE” to 873373 to access the Live Vape Free program and resources.**

For more on tobacco prevention and control efforts in **COMMUNITY** visit **ALLIANCE WEBSITE.**