General OTP Press Release Template

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

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

**Despite progress, group asserts tobacco still a problem**

**(City, WI)** – Despite Wisconsin workplaces being smoke-free for six years, higher tobacco taxes, and all-time low youth and adult smoking rates, tobacco remains a serious health issue for **(COUNTY/CITY)** residents, according to **(COALITION NAME)**.

“Even though our smoking rates are down, we’re seeing more people using other types of tobacco products, like smokeless tobacco, little cigars, and e-cigarettes” said **(CONTACT NAME)**. “This is especially a problem with our young people.”

Data from the 2014 Wisconsin Youth Tobacco Survey reports around 10% of Wisconsin high school students currently use smokeless tobacco products and around 8% report using e-cigarettes. National data from the U.S. Centers for Disease Prevention and Control also shows more youth turning to e-cigarettes—with high school use of the products tripling in just the last year.

In addition, a study in the August 2015 issue of *Journal of American Medical Association* found **(TALK ABOUT FINDINGS OF STUDY—INFO AVAILABLE AT** [**http://www.washingtonpost.com/news/to-your-health/wp/2014/08/25/adolescents-who-use-e-cigarettes-are-much-more-likely-to-try-tobacco-cdc-says/**](http://www.washingtonpost.com/news/to-your-health/wp/2014/08/25/adolescents-who-use-e-cigarettes-are-much-more-likely-to-try-tobacco-cdc-says/)**).**

 “Sometimes there’s a perception that tobacco isn’t a problem anymore because of lower smoking rates, but it’s important to remember that tobacco still takes its toll” continued **(CONTACT NAME)**. “Tobacco costs Wisconsin $4.6 billion annually in health care and lost productivity and claims over 7,300 lives. **(INCLUDE SOMETHING ABOUT TOBACCO’S IMPACT ON COMMUNITY/COUNTY—WHAT YOU’VE SEEN, HEARD, OR WITNESSED THROUGH ENVIRONMENTAL SCANS).** We have to continue our efforts to help adults quit tobacco products and prevent youth from every starting the deadly addiction.

Adult tobacco users who are ready to quit can receive free help and medications by calling the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW. For more on tobacco prevention and control efforts in **(COUNTY/COMMUNITY)** visit **(COALITION URL)**.

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