For October 2015

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Dear Editor,

Halloween is just around the corner, and while costumes, decorations, and horror movies are sure to generate scares, there’s a new trend that’s even more terrifying: our young people are increasingly turning to new types of tobacco and nicotine products.

Wisconsin’s teen smoking rates are currently at all-time lows, and that’s news to celebrate. However, more teens are trying **(FOCUS ON WHAT YOU’D LIKE TO TALK ABOUT. YOU CAN HIGHLIGHT WISCONSIN’S HS E-CIGARETTE RATE, INCREASED SMOKELESS TOBACCO USE, ETC. SEE THE “FAST FACTS” TAB AT** [**https://www.dhs.wisconsin.gov/tobacco/index.htm**](https://www.dhs.wisconsin.gov/tobacco/index.htm)**).**

Even more disturbing, recent national reports also show **(USE THIS SPACE TO HIGHLIGHT NATIONAL NEWS, LIKE HIGHER SMOKELESS RATES FOR ATHLETES** [**http://health.usnews.com/health-news/articles/2015/09/03/more-high-school-athletes-using-dip-and-chew-cdc-finds**](http://health.usnews.com/health-news/articles/2015/09/03/more-high-school-athletes-using-dip-and-chew-cdc-finds) **OR E-CIGARETTE USE LEADING TO CONVENTIONAL CIGARETTES** [**https://www.washingtonpost.com/news/to-your-health/wp/2015/09/08/study-teens-using-e-cigs-much-more-likely-to-start-smoking-cigarettes/**](https://www.washingtonpost.com/news/to-your-health/wp/2015/09/08/study-teens-using-e-cigs-much-more-likely-to-start-smoking-cigarettes/)**).**

It’s little wonder these products are attracting younger users, since many of them feature kid-friendly flavors like **(EXAMPLES).** Members of the **(COALITION NAME)** recently surveyed tobacco products in **(CITY NAME)** stores and were shocked by some of the products we found, like **(EXAMPLES)**.

Thankfully, the **(COALITION NAME)** is working hard to help our kids avoid the frightful fate of tobacco and nicotine addiction. If you’d like to help, you can learn more by visiting the coalition at **(URL/SOCIAL MEDIA, ETC.).** Free help is also available for tobacco users through 1-800-QUIT NOW.