

Use the talking points below to prepare testimony for public hearings where you'll share the work that you volunteer to do as a FACT member. You won't have time to cover everything, so select the points that are the most relevant based on your personal story. Use the [testimony templates](#) as a guide to craft your message in your own words.

Successes

- Because of youth tobacco prevention programming, Wisconsin's high school smoking rates have fallen from 33% in 2000 to an all-time low of just under 5% in 2018.¹
- Over 25,000 Wisconsin youth have registered as FACT members since 2001.
- FACT members educate our peers about the short and long-term effects of tobacco and e-cig use so they can make informed decisions.
- We make a positive impact by doing peer-to-peer advocacy work. Peer-to-peer advocacy is effective and changes social norms around youth tobacco use.²
- Share what you've learned about health equity and how FACT reaches the populations that are impacted the most by tobacco use.

Challenges

- Describe the tobacco and e-cig/JUUL use that you've noticed among youth in your community.
- The Surgeon General said that youth e-cig use has become an epidemic, and we're seeing that in our schools. E-cigarette use among Wisconsin high schoolers has increased 154% in the last 5 years.¹
- About 1 in every 5 high school students in Wisconsin are now vaping.¹
- Share some surprising e-cig flavors that you have seen. 9 out of 10 Wisconsin teens said they wouldn't try an e-cig if it didn't come in flavors like candy or fruit.¹
- Share the surprising places you have seen tobacco and e-cigs displayed in local stores.
- Most (76%) Wisconsin high school students say it is easy to get tobacco products.¹
- Nearly 90% of smokers began smoking before their 18th birthday³, which makes peer-to-peer prevention work reaching youth very important.
- Most Wisconsin communities don't have access to youth tobacco prevention programming like FACT. To reduce tobacco and e-cig use in our state, FACT needs to reach more youth in more communities.