Press Release Template – Attorney General Kaul Tobacco-Free Streaming Video

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

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

**(GROUP NAME) applauds Wisconsin Attorney General for joining**

**push for more tobacco-free streaming video content**

(**CITY, WI**) – On Wednesday, August 7, Wisconsin Attorney General Josh Kaul announced he was joining a bipartisan coalition of 43 attorneys general demanding the streaming industry reduce tobacco use in their video content. Kaul says more tobacco-free steaming content can help save lives. The **(GROUP NAME)** applauded Kaul and the coalition for their efforts.

**“**We greatly appreciate Attorney General Kaul and the other 42 attorneys general for bringing attention to this issue,”said **(CONTACT NAME)**. “With more and more youth turning to e-cigarettes, we need to look at all avenues available to help stem the youth e-cigarette use epidemic.”

**(USE THIS PARAGRAPH TO TALK ABOUT THE EVIDENCE BASE FOR ADDRESSING TOBACCO USE IN MEDIA. YOU CAN FIND GOOD INFORMATION ON THE TOPIC AT CDC’S WEBSITE --** [**https://www.cdc.gov/tobacco/data\_statistics/fact\_sheets/youth\_data/movies/index.htm**](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/movies/index.htm)**).**

“The fact is that smoking is all too common on most streaming platforms,”said **(CONTACT NAME)**. “I was watching **(INSERT NAME OF SHOW POPULAR WITH TEENS)**, and I felt like characters were smoking in every other scene. Those scenes eventually add up to kids thinking smoking is something cool to mimic with their friends. Thank you, Attorney General Kaul for standing up for kids’ health.”

To address the issue of youth tobacco use locally, **(GROUP NAME)** is **(TALK ABOUT YOUR LOCAL EDUCATION EFFORTS – GIVING PRESENTATIONS, WORKING WITH SCHOOLS TO CREATE COMPREHENSIVE TOBACCO-FREE LEARNING ENVIRONMENTS, ETC.).**

The **(GROUP NAME)** also wants parents to know they can take action to help youth stay tobacco-free. Parents can visit [www.tobaccoischanging.com](http://www.tobaccoischanging.com) to learn about the candy and fruit-flavored tobacco products tempting kids, explore issues like flavors, packaging, and menthol, and get tips for talking to their kids. There are also recommendations for teachers, health care providers, and other groups at <https://www.dhs.wisconsin.gov/tobacco/advisory.htm>.

Tobacco users ready to quit should call the Wisconsin Tobacco Quit-Line for free help at 1-800-QUIT NOW (784-8669). Individuals on Medicaid can also talk to their doctor about the free quit tobacco assistance provided through the Medicaid Benefit.

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