Tobacco is Changing Web Changes Template Press Release

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**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT NAME AND INFO**

**Updated DHS web page features new resources for parents on e-cigarettes, other tobacco products**

(**CITY, WI**) – Tobacco is changing. That’s the name of Wisconsin’s campaign to educate parents about the different candy-flavored tobacco products tempting kids into addiction. It’s also the reality of the tobacco landscape – especially when it comes to e-cigarettes.

Remember how shocked you were when you first heard about JUUL, the disposable e-cigarette that looks like a flash drive? Well, that’s a drop in the bucket compared to the many shapes that e-cigarettes now take, including smart watches, makeup compacts, they’re even hidden in hoodies and backpacks.

“**INSERT QUOTE ABOUT THE HUGE VARIETY OF E-CIGARETTE PRODUCTS**,” said (**ORGANIZATION CONTACT**). **“TALK ABOUT HOW IMPORTANT IT IS FOR PARENTS TO BECOME FAMILIAR WITH THESE PRODUCTS SO THAT THEY KNOW WHAT TO LOOK FOR.”**

E-cigarettes continue to be the tobacco product of choice for teens. The 2019 Wisconsin Youth Risk Behavioral Survey shows that nearly half of Wisconsin high school students has tried an e-cigarette, and one in five have used an e-cigarette in the last 30 days.

The good news is that parents can see the tobacco products for themselves at [www.tobaccoischanging](http://www.tobaccoischanging). Site visitors will find photos of tobacco products, ranging from different varieties of e-cigarettes, little cigars and cigarillos, menthol tobacco products, and even new smokeless tobacco products like toothpicks. In addition, parents can get info on tobacco industry tactics like flavors and packaging, and learn how the industry leverages the retail environment. They can also find out about the tobacco prevention and control policies that can reduce youth tobacco exposure and use.

“**INSERT QUOTE ABOUT THE DIFFERENT INFORMATION ON THE SITE**,” said (**ORGANIZATION CONTACT**). “**TALK ABOUT A FEATURE ON THE SITE THAT YOU THINK IS USEFUL FOR PARENTS.**”

**NOW DISCUSS HOW YOU’RE SUPPORTING THE GOALS OF THE CAMPAIGN THROUGH THE WORK YOU’RE DOING IN THE COMMUNITY. THIS COULD INCLUDE PARTNERSHIPS WITH SCHOOLS/SCHOOL POLICIES, ETC. IF YOU’VE HAD A SUCCESSFUL SCHOOL POLICY PASS RECENTLY, MENTION IT HERE.**

The Tobacco is Changing campaign plans to roll out new elements in the coming months including videos and social media content, but for now, parents should familiarize themselves with the [www.tobaccoischanging.com](http://www.tobaccoischanging.com), where they can learn the products, get tips for starting conversations at home, and take steps to address tobacco use in their community.

The (**ORGANIZATION NAME**) also encourages community members to contact them if they are interested in local tobacco prevention efforts. (**COMMUNITY NAME**) members can learn more about (**ORGANIZATION NAME**) at (**URL, SOCIAL MEDIA, ETC.**).

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