Tobacco is Changing Disposables

Drafted March 29, 2021

**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT NAME AND INFO**

**Statewide media campaign takes on skyrocketing disposable e-cigarette use amongst youth**

**(CITY, WI)** – The U.S. Centers for Disease Control and Prevention (CDC) and the Federal Drug Administration’s (FDA) Center for Tobacco Products (CTP) recently declared youth use of disposable e-cigarettes an emerging public health challenge in a letter submitted to the *New England Journal of Medicine*. The letter cited 400% and 1000% increases in disposable e-cigarette use among U.S. middle and high school students between 2019 and 2020. The timing of the CDC and FDA’s letter coincides with the Wisconsin Department of Health Services’ relaunch of the Tobacco is Changing campaign, which features a video and other materials on disposable e-cigarettes.

Disposable e-cigarettes are devices that come ready to use and are then discarded once the user is finished with them. They are not refillable. Many are flavored and feature colorful designs.

Meanwhile, Wisconsin’s Tobacco is Changing campaign’s newest ads focus on products gaining traction with young people, including disposable e-cigarettes, and e-cigarettes disguised as smart watches and makeup compacts. The campaign also informs parents about hoodies and backpacks that hide e-cigarette devices. One video highlights the fact that disposable e-cigarettes contain hundreds of puffs of nicotine.

**“QUOTE ABOUT HOW YOU’RE GLAD TO SEE DISPOSABLE E-CIGARETTES HIGHLIGHTED IN THE NEW CAMPAIGN MATERIALS,”** said (**CONTACT NAME**). **“SHARE THAT WHILE DISPOSABLE E-CIGARETTES HAVE BEEN ON PUBLIC HEALTH’S RADAR FOR A WHILE, IT’S IMPORTANT FOR PARENTS TO KNOW ABOUT THEM AS WELL.”**

Parents, as well as teachers and mentors, can see samples of disposable e-cigarettes and other tobacco products gaining in popularity with youth by visiting [www.tobaccoischanging.com](http://www.tobaccoischanging.com). Visitors can also find out about tactics like fruity flavors and shiny packaging, learn about resources to help teens quit, and get connected with local prevention efforts at the site.

**“QUOTE HIGHLIGHTING A FEATURE ON THE SITE THAT YOU THINK PARENTS SHOULD BE AWARE OF,”** said (**CONTACT NAME**). **“TALK ABOUT WHY YOU THINK THAT FEATURE IS VALUABLE AND ENCOURAGE PEOPLE TO VISIT THE SITE FOR MORE VALUABLE INFORMATION.”**

**FINISH BY SHARING THAT ANYONE ADDICTED TO TOBACCO PRODUCTS CAN GET FREE HELP BY CALLING 1-800-QUIT NOW (784-8669). ALSO LET READERS KNOW HOW THEY CAN LEARN MORE ABOUT YOUR ALLIANCE/ORGANIZATION BY SHARING YOUR WEBSITE, SOCIAL MEDIA, ETC.**

###