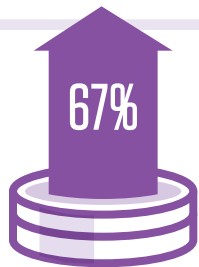


New Pathways to Tobacco Addiction

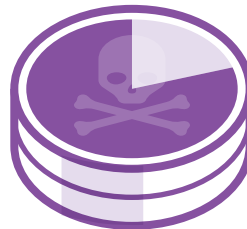
Evolving challenges require new approaches in tobacco prevention.

Addictive products tempt youth



More youth are trying smokeless.

Smokeless tobacco use among Wisconsin youth increased **67%** from 2012 to 2014.



Addiction begins early.

More than **80%** of smokeless tobacco users first tried it before turning 21.



Hidden chemicals.

Candy-flavored cigars and cigarillos contain the same toxic and carcinogenic compounds found in cigarettes.



Youth fall for flavors.

Popular flavors like bubble gum, cotton candy and fruit punch are hooking kids.

1 out of 3 youth tried e-cigarettes because they tasted good.



Damaging consequences.

Nicotine slows brain development in adolescents. And two chemicals found in some e-cigarettes—diacetyl and 2,3-pentanedione—have been shown to cause irreparable lung disease.

