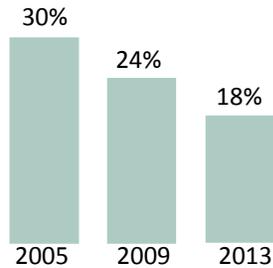


THE LANDSCAPE IS CHANGING

We need to protect Wisconsin kids from a lifetime of addiction

We've come a long way

FEWER
WISCONSIN HIGH
SCHOOL YOUTH
ARE USING
TOBACCO¹



But it's not all good news

OTHER RATES ARE RISING

35% increase in tobacco sales to underage kids from 2012 to 2013²

42% of kids who smoke cigars or cigarettes report using menthol, candy, and fruit flavored tobacco products³

76% of youth using harmful e-cigarettes also smoke conventional cigarettes⁴

New products are threatening Wisconsin's health

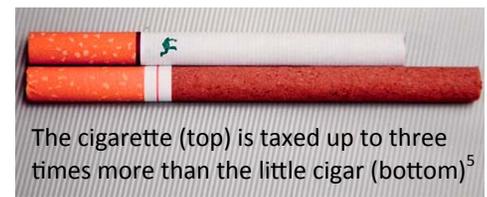
PRODUCTS APPEAL TO OUR KIDS

Candy-like flavoring, packaging, and bright colors make new tobacco products extremely appealing to kids.

Loopholes in the law mean some tobacco products are taxed at a much lower rate than cigarettes, making them more accessible to youth.

Use of e-cigarettes has doubled among youth in the past year.²

New products are often displayed near candy and gum and not behind the counter.



NEW PRODUCTS AREN'T SAFE

New smokeless products can contain twice as much nicotine as cigarettes.⁶

E-cigarette use is surging despite the fact that they haven't been proven to be a safe alternative to cigarettes.

E-cigarettes are not currently regulated by any agency, creating a lack of manufacturing standards or even basic ingredient information for these products.

OUR BEST DEFENSE IS STOPPING A LIFETIME OF ADDICTION BEFORE IT STARTS

Tobacco prevention and control efforts are needed to win the fight

THE LANDSCAPE IS CHANGING

- 1 Percentage of students who smoked cigarettes or cigars or used chewing tobacco, snuff, or dip on, one or more of the past 30 days. Wisconsin Youth Risk Behavior Survey http://sspw.dpi.wi.gov/sspw_yrbsindx
- 2 Wisconsin Annual SYNAR Report – FFY 2014. Available at <http://www.dhs.wisconsin.gov/substabus/docs/synar2014.pdf>. Accessed 4/28/14.
- 3 King BA, Tynan MA, Dube SR, Arrazola R. Flavored-little-cigar and flavored-cigarette use among U.S. middle and high school students. *Journal of Adolescent Health*. 2014 Jan;54(1):40-6.
- 4 Centers for Disease Control and Prevention. *National Youth Tobacco Survey, 2013*
- 5 Exact tax difference will differ based on wholesale prices. Cigarette tax is \$2.52 per pack.
- 6 U.S. Department of Health & Human Services, <http://betobaccofree.hhs.gov/health-effects/nicotine-health/index.html>