

# Dept. of Health Services: Relaunches tobacco prevention campaign to address youth e-cigarette epidemic

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In early 2019, the Wisconsin Department of Health Services (DHS) issued a rare health advisory on youth e-cigarette use in response to new data showing skyrocketing vape use among Wisconsin teens (from 8% of high school students in 2014 to 20% in 2018). DHS is continuing to build on the awareness created by the advisory with the relaunch of their Tobacco is Changing media campaign across the state.

Tobacco is Changing, which originally debuted in November 2017, focuses on providing education to Wisconsin parents on the candy and fruit-flavored tobacco products enticing today's kids.

"We're concerned about kids using any tobacco product. Tobacco can harm developing minds and bodies, and teens are more likely to stay addicted as adults, leading to harmful and fatal health consequences down the road", said DHS Deputy Secretary Julie Willems Van Dijk.

[View the entire news release.](#)