



Vilas County Public Health Department

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Parents – Make a New Year’s Resolution to Talk to your Kids about Candy-Flavored Tobacco Products

New Year’s is right around the corner and many of us are thinking about our 2020 resolutions. If you are a parent or guardian, how about talking to your child about candy and fruit-flavored tobacco products?

Some people think fruit, candy, and mint-flavored tobacco products aren't all that common. But that couldn't be further from the truth. At least 40% of cigarillos and smokeless products are flavored and there are at least 15,500 uniquely flavored e-cigarette liquids, used for vaping, on the market.

Flavored tobacco products are often the very first tobacco product a young person tries. That's true for at least 80% of kids who've used tobacco. And two out of three young tobacco users say they use tobacco products because "they come in flavors I like."

There is a new state-wide campaign called Tobacco is Changing. The website provides fact sheets, videos, and other information for people to learn more about these popular candy-flavored products. To visit the website, type in Tobaccoischanging.com in your search engine. To go directly to the page that provides tips on how to talk to your child, visit <https://www.dhs.wisconsin.gov/tobaccoischanging/take-action.htm>

For more on local tobacco prevention and control efforts, contact Tammi Boers, Assistant Director, Vilas County Public Health Department, 715-479-3757. We would also like to remind all tobacco users, including youth, that free help is available by calling the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW (784-8669). Individuals enrolled in Medicaid can also talk to their doctor about the free services offered through the Medicaid Cessation Benefit.

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