



**Wisconsin
Cancer
Collaborative**
REDUCING THE BURDEN TOGETHER



Current Trends: E-cigarettes and Youth

Thursday, November 11, 2021, 10:00-11:00

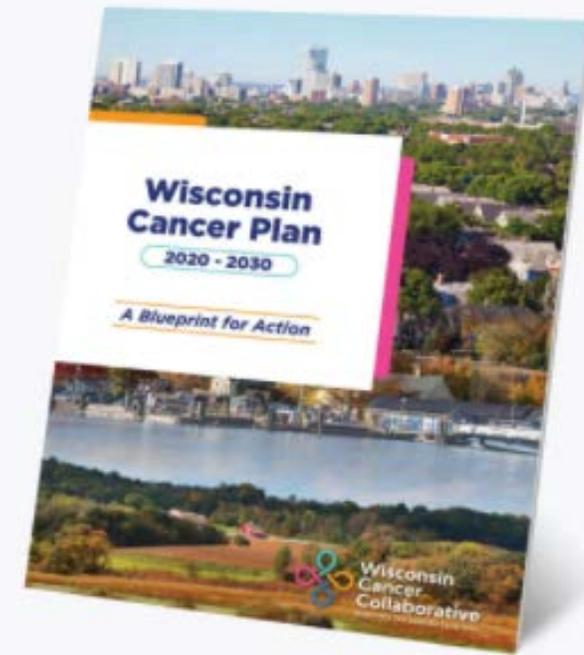
Who We Are

The **Wisconsin Cancer Collaborative** is a statewide coalition of **140 organizations** working together to reduce the burden of cancer **for everyone** in Wisconsin.

Join Us!

www.wicancer.org/join/

Wisconsin Cancer Plan 2020-2030



www.wicancer.org



Agenda

- **Welcome**
- **Presentation by Wendy VanderZanden, MPA**
- **Questions**





Wendy VanderZanden, MPA

Executive Director

Community Action for Healthy Living



State of Youth Commercial Tobacco In Wisconsin

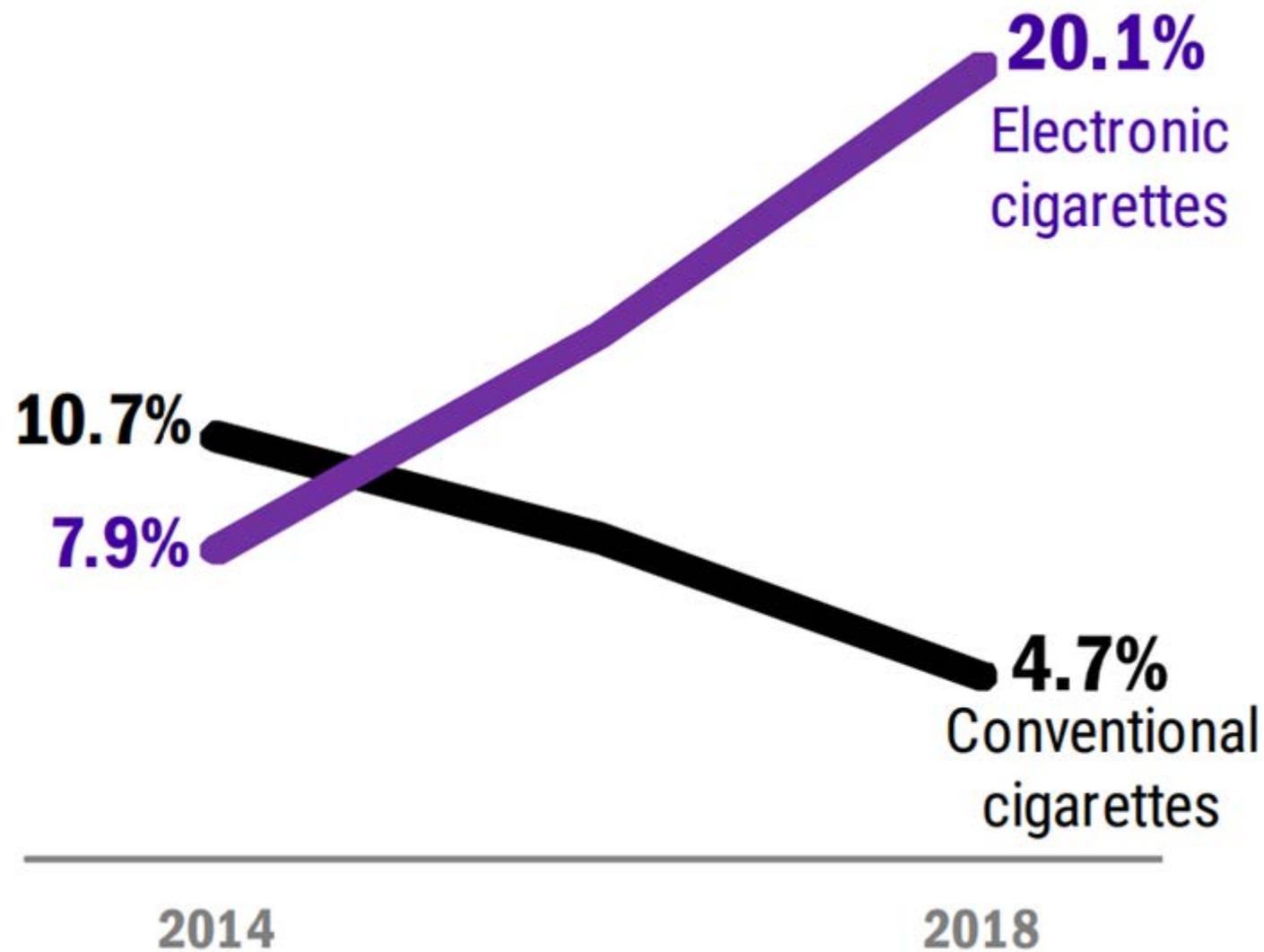
November 11, 2021

Wendy Vander Zanden

Local Coalition Coordinator



Source: [TobaccoChanging.org](https://www.tobaccochanging.org)



From 2014 to 2018, there was a **154% increase** in e-cigarette use among Wisconsin high schoolers.

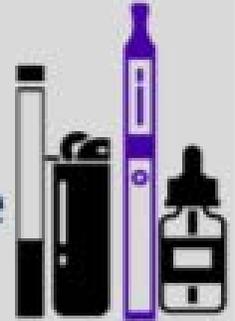
1 in 4

of those who have ever used e-cigarettes first tried an e-cigarette before age 16.



16%

of e-cigarette users also smoke conventional cigarettes.



89%

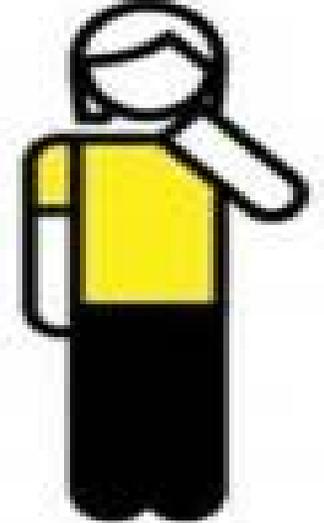
would not use unflavored tobacco products.

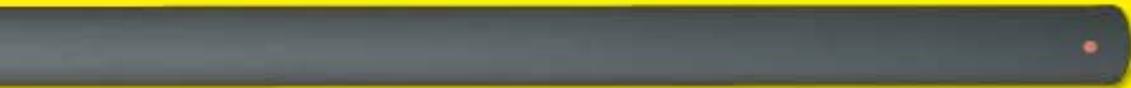


more than **half** of current smokers usually smoke menthol-flavored cigarettes.

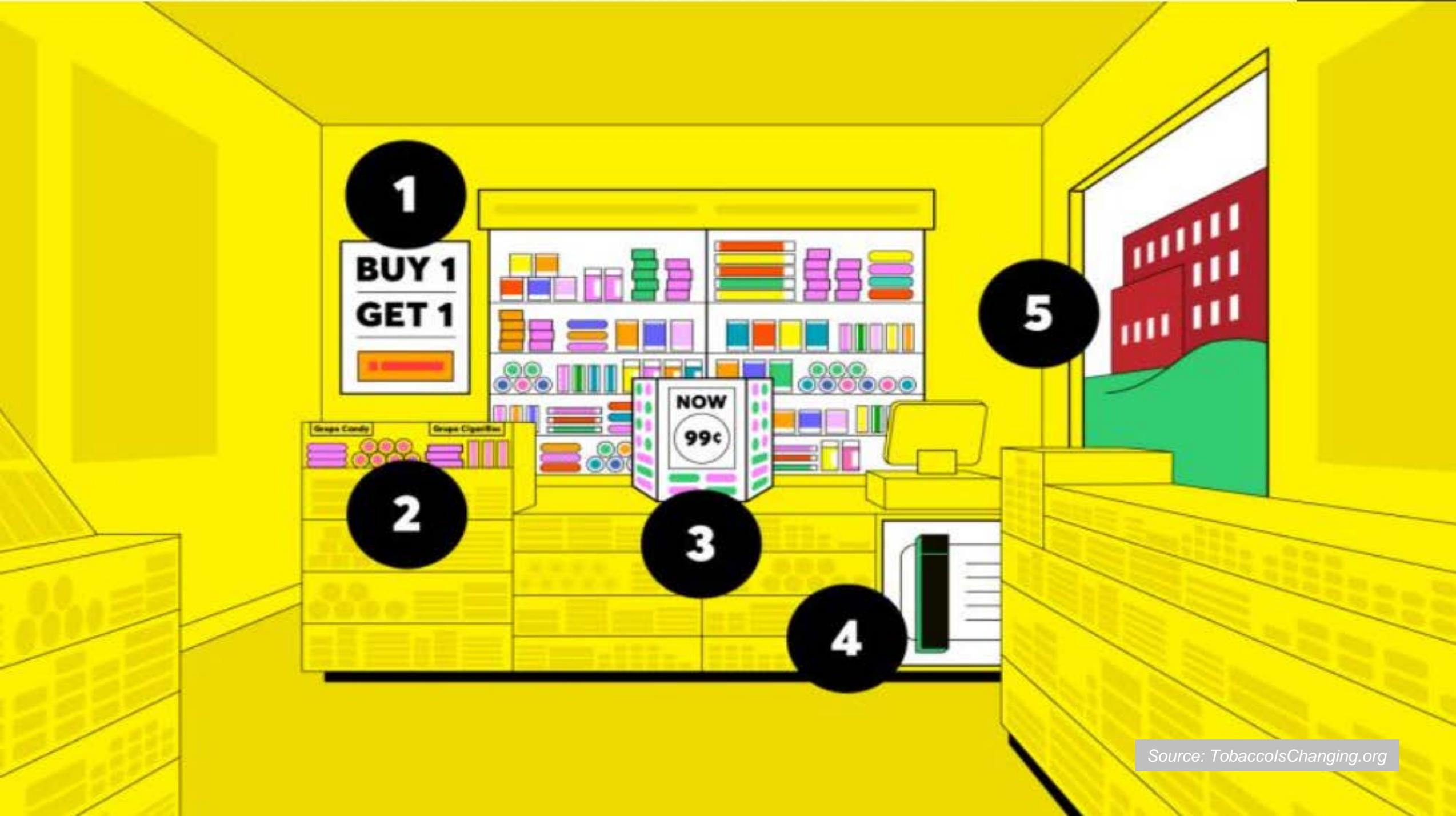


**4 out of 5 kids who've used tobacco
tried a flavored product first.**





Source: TobaccosChanging.org



1

**BUY 1
GET 1**

2

**NOW
99c**

5

4

**Nicotine may
cause memory
and attention
problems in a
child's growing
brain.**



Source: TobaccosChanging.org



Commercial Tobacco and Nicotine Youth Cessation Programs



In-Person



Phone



Text



Web-Based

Source: P-03117 (10/2021)



WISCONSIN TOBACCO
QuitLine
800-QUIT-NOW
or text **READY** to 200-400



THE
AMERICAN INDIAN
QUITLINE
CALL 1-888-7AI-QUIT



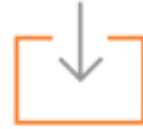
Teach them how to be bold



Self-paced online course



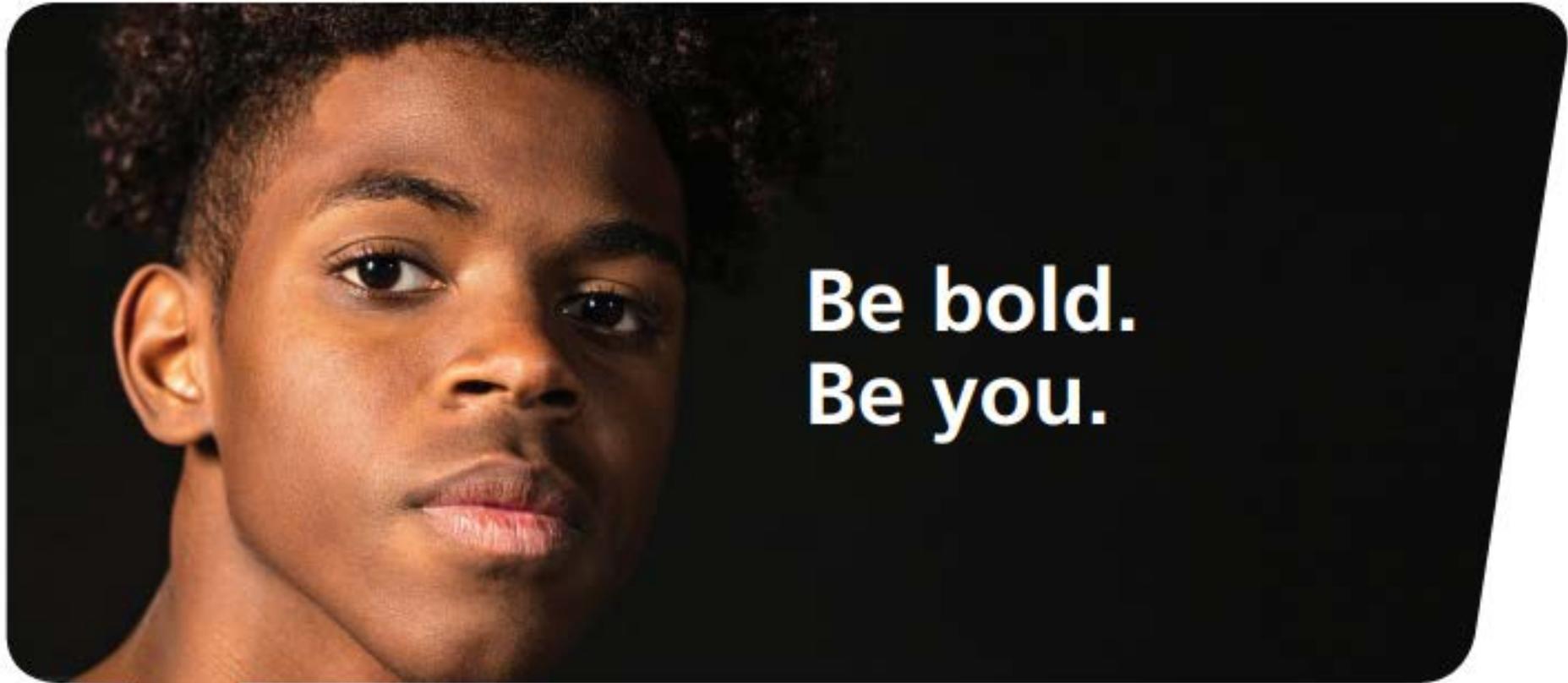
1-on-1 support



Downloadable toolkit

Find out more: dhs.wi.gov/vapefree

Source: 2021 Optum Inc.



**Be bold.
Be you.**



Initial assessment



Interactive content



1-on-1 support

text VAPEFREE to 873373

Source: 2021 Optum Inc.

POLICY

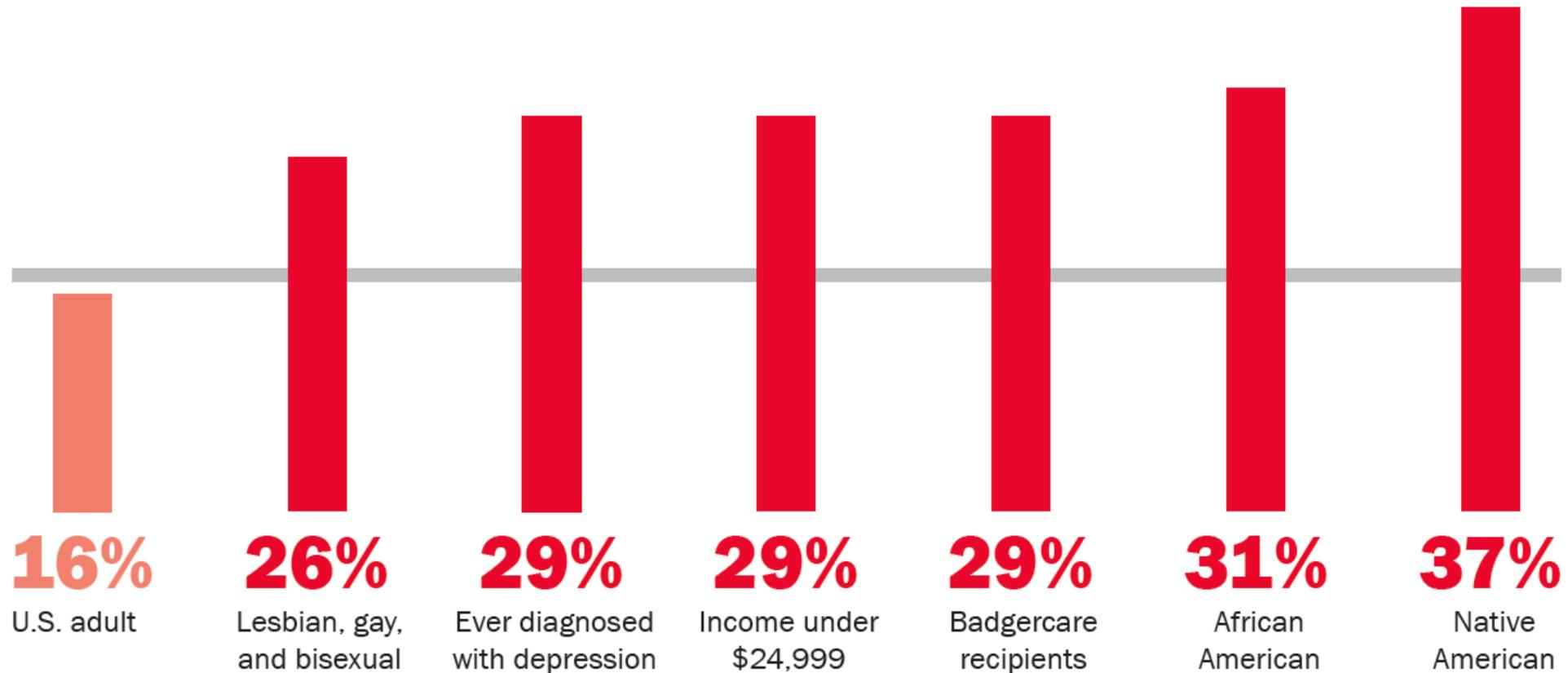


Local Action!

- Municipal smoke-free air to include electronic smoking devices
- Commercial tobacco-free outdoor spaces such as parks, beaches, and event spaces
- Tobacco-free school policies that include electronic smoking devices



Health Equity



Newport



pleasure!

Visit us at Newport-pleasure.com

CIGARETTES

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

freedom. to speak.
to choose. to marry.
to participate. to be.
to disagree. to inhale.
to believe. to love.
to live. it's all good.



the people of santa fe natural
tobacco company

No additives in our tobacco
does NOT mean a safer cigarette.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

www.nascigs.com

An advertisement for Camel Snus. It features a camel in the center, surrounded by several snus pouches in different flavors (orange, blue, green, red). The background is blue with a faint map of the world. A rainbow is visible at the bottom right. The text "BREAK FREE" is in the top right corner.

**TAKE PRIDE IN YOUR
FLAVOR**

Every pouch is free, salt-free, nitrate-free tobacco that's packed
in a pouch for great tasting, long-lasting nicotine enjoyment.
Camel Snus — one pouch is all you need.

**WARNING: Smokeless
tobacco is addictive.**

An advertisement for Lucky Strike cigarettes. It features two women, one with long dark hair and one with long blonde hair, kissing. A pack of Lucky Strike cigarettes is visible in the bottom right corner. The text "I CHOOSE" is prominently displayed in the center, with "AN AMERICAN ORIGINAL" below it. At the bottom, there is a warning in Spanish.

I CHOOSE
AN AMERICAN ORIGINAL

Las Autoridades Sanitarias advierten que el tabaco
perjudica seriamente la salud.

What is Our Role?

- Educational advocacy
- Utilizing your local coalition as a catalyst for change
- Ensuring health equity is a top priority



TPC Alliances

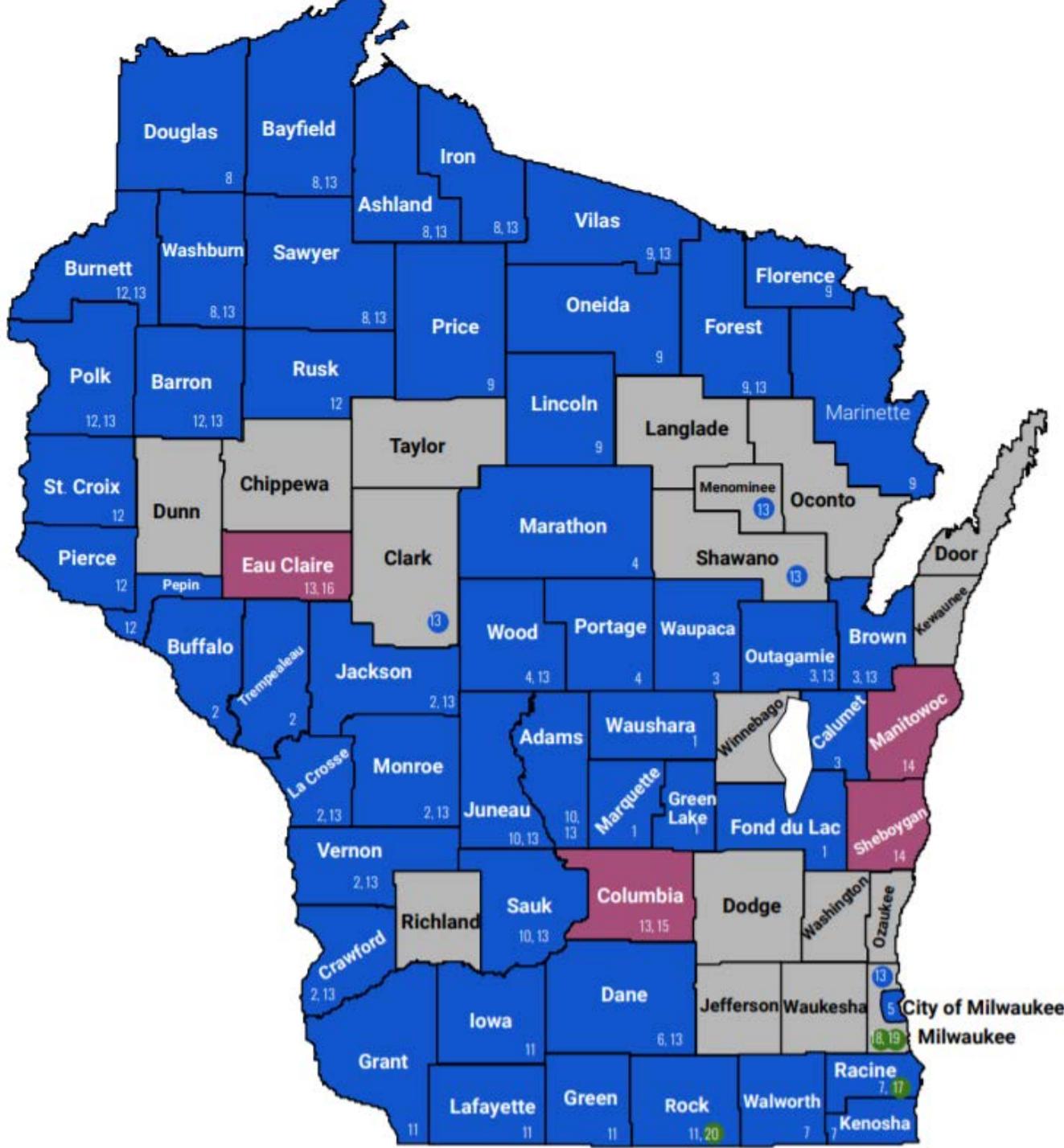
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|---------------------------------------|--|
| 1. 5 Counties for Tobacco-Free Living | 8. Northwest WI Lung Health Alliance |
| 2. 7 Cs Health Initiative | 9. Northwoods TFC |
| 3. CAHL | 10. SCWTFC |
| 4. Central WI | 11. Southwest Alliance |
| 5. City of MKE Alliance | 12. W3TFL |
| 6. Madison and Dane County | 13. WI Native American Tobacco Network |
| 7. KRW Tobacco-Free Coalition | |

Catalyst Alliances

14. Northeastern WI Area Health Education Center
15. PARCC
16. Eau Claire County Alliance for Substance Abuse Prevention

FACT

17. Racine County Youth Coalition
18. Volition Franklin
19. Shorewood FACT
20. Building A Safer Evansville





Here's hoping your kids hate sweets.

TOBACCO IS CHANGING.COM



Questions?



Thank you!

Wendy Vander Zanden

wendy@cahlinc.org

109 E 8th Street
Kaukauna, WI 54130

920-540-0794



Questions? Comments?

Please take our poll! Will pop up on your screens shortly.



Stay tuned for resources you can use!

Resource – Commercial Tobacco and Nicotine Youth Cessation Programs

The Wisconsin Department of Health Services Tobacco Prevention and Control Program funds several youth cessation programs with a variety of engagement methods.

This [one-page handout](#) outlines the youth commercial tobacco cessation programs available in Wisconsin and supported by Wisconsin DHS.



Commercial Tobacco and Nicotine Youth Cessation Programs

No two teens are the same, which means they need different kinds of help to quit commercial tobacco and nicotine products. With that in mind, the Wisconsin Department of Health Services Tobacco Prevention and Control Program funds several youth cessation programs with a variety of engagement methods:

- In-Person
- Phone
- Text
- Web-Based

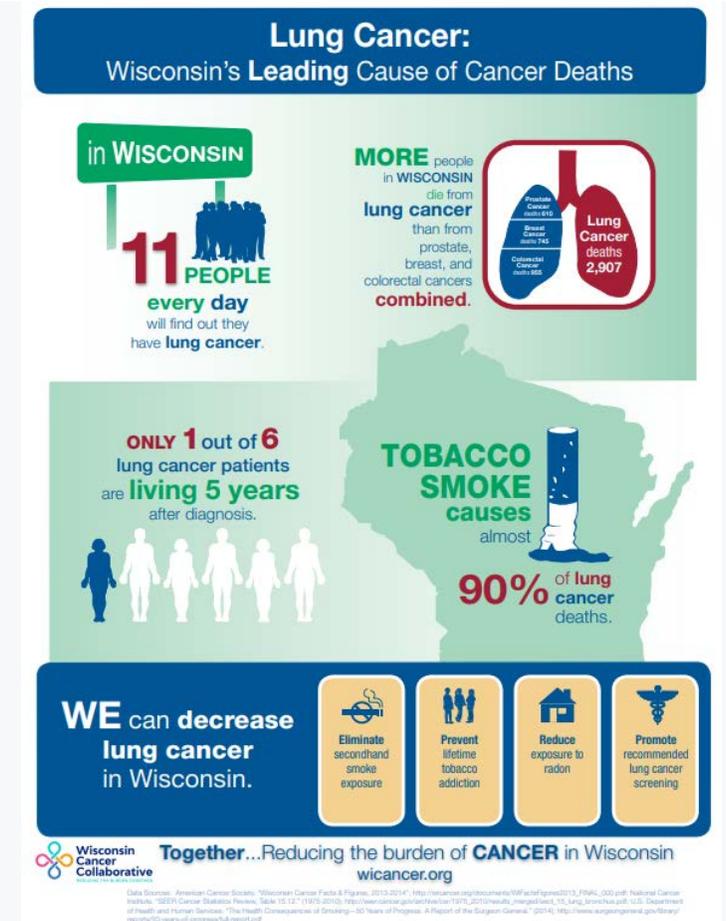
| | |
|---|--|
| Not On Tobacco (N-O-T) <ul style="list-style-type: none">In-person, group programAges 13-19Price: FREE for youth10 adult-facilitated sessionsVoluntary, comprehensive curriculum that uses multiple learning strategiesTo access: Become a trained facilitator — visit the website or email NOT@lung.org | NOT for Me <ul style="list-style-type: none">Web-based programAges 13+Price: FREE8 self-paced sessions (mobile-friendly)Based on N-O-T in-person curriculumGreat for youth who lack access to the N-O-T program or prefer a virtual optionTo access: Visit NOTforMe.org |
| Live Vape Free <ul style="list-style-type: none">Texting programAges 13-17Price: FREEUnlimited personalized assistanceMultimedia experience: videos, quizzes, podcasts, activitiesOption to text live with a quit coachTo access: Text VAPEFREE to 873373 | Wisconsin Tobacco Quit Line <ul style="list-style-type: none">Phone programAges 13+Price: FREEUnlimited assistanceTrained quit coaches help create a personalized quit planTo access: Call 800-QUIT-NOW |

N-O-T and NOT for Me are programs of the American Lung Association. Live Vape Free and the Wisconsin Tobacco Quit Line are services managed by the UW Center for Tobacco Research and Intervention. P-03117 (10/2021)

Resources – Lung Cancer Infographic

Use our [Lung Cancer Infographic](#) to illustrate cancer prevention and detection strategies in easy-to-understand ways.

Download and share with partners, community members, and decision makers.



Resources – How to Sheets – Lung Cancer

Our [Lung Cancer How-To Sheet](#) offers straightforward answers to questions so that patients can make informed choices about their health.

Use this tools to start important conversations with patients, families, and community members who may have health literacy differences.

Prevent Lung Cancer
Lung cancer is Wisconsin's #1 cause of cancer death for both men and women

1. Quit smoking
Quitting smoking is the best way to lower your risk of lung cancer. Lung function improves 2-3 months after quitting.
Need help?
Call **1-800-QUIT-NOW** (1-800-784-8669). They have free support over the phone and can get you a free 2 week sample of nicotine gum, patches, or lozenges.
Do you have health insurance?
You can get free counseling and medications to help you quit. Call your insurance company for more information.

Not ready to quit now?
Take these small steps to change:
• **Cut down** the number of cigarettes. Smoke 1 or 2 less a day.
• **Use medications** to help you smoke less. Try lozenges, gum, or the patch.
• **Stop smoking in certain places:** home, car, breaks, or at work.
• **Delay the 1st cigarette of the day**
For more help and information:
Go to www.ctri.wisc.edu

2. Talk to your doctor about testing for lung cancer
This test can catch lung cancer earlier in heavy smokers. The earlier lung cancer is found, the better your chances for survival.
Talk to your doctor to see if this test may be a good idea for you.
Who should consider this test?
• You have a history of heavy smoking
Example: 1 pack a day for 30 years or more.
Or, 2 packs a day for 15 years or more.
• And smoke now or quit within the last 15 years
• And are between the ages of 55-80
Do you have health insurance?
You can get this test free with health insurance.

Test for radon in your home
Radon is a radioactive gas that comes from the earth. It can cause lung cancer. 1 in 10 homes in Wisconsin have high levels of radon.
If your home has high radon levels, smoking makes you **10 times more at risk** for getting lung cancer.
You can buy a testing kit at most hardware stores for about \$10 - \$20.
Need help?
Go to www.lowradon.org or call 1-888-569-7236.

Wisconsin Cancer Collaborative
Developed by covering Wisconsin
REDUCE THE BURDEN TOGETHER



www.wicancer.org/resources/how-to-sheets.com

No December Networking Webinar!

**Thank you for a great year,
see you in 2022!**