



Tobacco Prevention News



New campaign promotes text line to help youth quit vaping

On Monday, February 7, Wisconsin debuted new ads promoting the Live Vape Free text line, which provides free help to teens looking to quit e-cigarettes. The centerpiece of the campaign is a series of videos featuring teens discussing their reasons for quitting. The ads are running on a number of websites popular with teens, including TikTok and SnapChat, and will air through the first week of April. Teens who are ready to quit are encouraged to text "VAPEFREE" to 873373. [Learn more about Live Vape Free](#)

[Watch Video](#)

Tobacco Prevention and Control Program

Tobacco is Wisconsin's leading cause of preventable death and costs the state more than \$4.6 billion annually in health care and lost productivity expenses. The Wisconsin Tobacco Prevention and Control Program (TCP) is dedicated to reducing tobacco's burden. Here you will find information on the TCP's comprehensive efforts as well as fact sheets and quitting resources for tobacco use.

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Extinguishing the Tobacco Epidemic in Wisconsin

Cigarette smoking remains the leading cause of preventable death and disability in the United States, despite a significant decline in the number of people who smoke. Over 16 million Americans have at least one disease caused by smoking. This amounts to \$170 billion in direct medical costs that could be saved every year if we could prevent youth from starting to smoke and help every person who smokes to quit.

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How a workplace vaping policy can help employees quit tobacco

With many people likely working to sustain or regain momentum on their New Year's resolutions to quit tobacco, employers can lend crucial support and make their workplaces healthier in the process.

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