

SOUTHWEST ALLIANCE FOR TOBACCO PREVENTION

Tobacco Prevention News



Menthol e-cigarette ads rose after FDA guidance restricted some, but not all flavored e-cigarettes

According to a recent study in *Tobacco Control*, the proportion of menthol-flavored e-cigarette ads sent by email more than doubled from 22.5% to 52.2% following implementation of the 2020 Food and Drug Administration (FDA)'s restrictions on flavored e-cigarettes, which left a major exception for menthol-flavored products.

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New study: Training educators on school e-cigarette policies critical for youth vaping prevention

Newly published Truth Initiative research finds that teachers and administrators who worked in schools with e-cigarette policies and reported receiving training on those policies had higher odds of recognizing e-cigarettes and intervening on student e-cigarette use compared to those without policies and training.

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Pervasive tobacco imagery on screen endangers youth and demands action

We're calling for a comprehensive set of policies to curb tobacco depictions on screens. Because each area is governed in different ways, learn why Truth Initiative recommends separate measures for movies, TV and streaming, music

videos and video games, all based on the same core ideas.

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Surveying how the tobacco industry markets flavored products in five Midwest cities

Flavored tobacco products continue to fuel dangerous youth nicotine use. More than 80% of youth who have used tobacco report that they began with a flavored product. As the youth e-cigarette epidemic continues, more than eight in 10 (84.7%) of the 2.04 million high school and middle school students who vape use flavored e-cigarettes, according to the 2021 National Youth Tobacco Survey.

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