

TOBACCO IS CHANGING



Tobacco is changing, parents. We've got to keep up.

Electronic cigarettes. Little cigars. Sweet candy flavors. The next generation of addictive tobacco products is here, and most of them don't look anything like a pack of cigarettes. Tobacco has evolved so fast it's tough for parents to recognize tobacco when they see it—and even tougher to talk to your kids about the terrible damage tobacco products can do. But that can change right here.



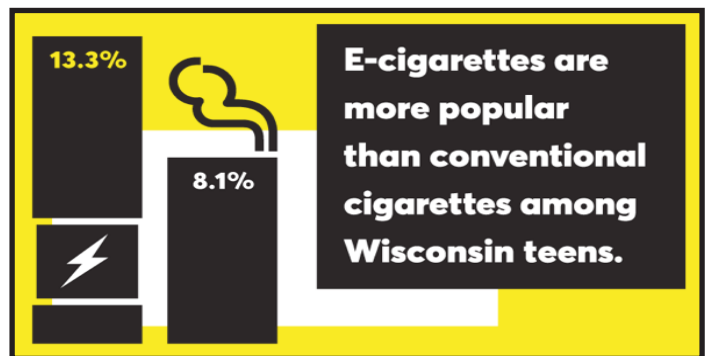
Grape, Berry Blast, Cotton Candy, and even Gummy Bear. These are just a few of the new tobacco flavors that have to be seen to be believed.

Take action.

Parents can help make Wisconsin a healthier place for kids. Get started in your own home. Let your friends (and your children's friends) know your home is tobacco free, and make sure to talk to your kids about the damage nicotine and tobacco can do.

Talk to your kids.

You don't have to be an expert to talk to your kids about the dangers of tobacco use. Just let your kids know how you feel about tobacco and make sure they have the facts they need to make healthy decisions on their own.



Get involved locally.

Talking to your kids about the dangers of these new products is a good start, but you can make an even greater impact by educating your community.

As a local tobacco-free coalition volunteer, you can help protect local children and families. Right now, volunteers around the state are working to reduce tobacco use and secondhand smoke exposure. They also support vulnerable communities and help people quit. Interested? Tobacco is Changing can help you connect with a tobacco-free coalition in your area.

For more information, tips, and ways to get involved locally, visit TobaccoisChanging.com.