Every person deserves to live their healthiest life.

A person’s social, economic, and physical environment impacts their health more than any other factor, and these environments have been shaped by racism and other forms of discrimination. It is important to confront these social injustices directly so that they do not influence our community’s health. Wisconsin is stronger when everyone has what they need to be safe and well.

Racial disparities anywhere in our state are a threat to the whole state.

Low-income communities experience high levels of pressure due to limited resources. The tobacco industry exploits this stress by advertising to youth and discounting products in low-income neighborhoods. Forces like these push people toward commercial tobacco use.

Our community is only as healthy as those who are most harmed by commercial tobacco. When we center the voices of those who are most impacted by tobacco industry targeting, we develop solutions that benefit everyone and improve outcomes for the entire community.

FREE QUIT SERVICES ARE AVAILABLE

Free quit services are available for all Wisconsin youth age 13 and older by contacting a health care provider or using the Wisconsin Tobacco Quit Line. Text READY to 200-400 or call 1-800-QUIT-NOW to get started today.
Tobacco isn't just cigarettes.

Even though fewer Wisconsinites are smoking cigarettes than ever before, commercial tobacco use is still a problem. Products like e-cigarettes, cigars, cigarillos, and smokeless tobacco still remain in use in the state, and youth are unfairly targeted with flavors, packaging, and product placement. Tobacco companies invest in these other dangerous tobacco products to hook new generations on nicotine.

Based on our most recent data,

- **6% of adults vape.**
  - 21% of 18-24 years olds vape.*
  - 13% of LGB+ adults vape.*
  - 12% of Multiracial adults vape.*
  - 11% of American Indian/Alaska Native adults vape.*
  - 11% of adults receiving mental health treatment vape.*
- **25% of adults have tried vaping.**
  - 60% of 18-24 years olds tried vaping.**
  - 43% of Multiracial adults tried vaping.**
  - 40% of adults receiving mental health treatment tried vaping.**
  - 41% of adults who earn below $15,000 a year tried vaping.
  - 38% of LGB+ adults tried vaping.**

*denotes that data is aggregated from 2017-2020

**denotes that data is aggregated from 2016-2020

Everyone deserves a fair chance to be healthy.

More people than ever recognize the important role comprehensive commercial tobacco control policies play in protecting others from the harmful effects of commercial tobacco. In Wisconsin, 84% of residents agree that breathing in vapor or aerosol from other people’s electronic vaping devices is harmful.

- **70%** Nearly 70% of Wisconsin residents are exposed to secondhand smoke in public outdoor places, and 51% are exposed to secondhand vapor in indoor public places.
- **55%** 55% of Wisconsin residents support proposing a law to ban electronic vaping devices in indoor public places, and nearly 40% support the creation of a law to ban smoking in public outdoor spaces.

Things like increasing the state's legal tobacco purchase age to 21, banning flavors, and making sure that all tobacco products are locked up and out of sight in stores are the first steps toward achieving our best possible health.