

To: All Legislators

From: Representatives Jill Billings and Robyn Vining

Date: February 19, 2024

Re: Co-Sponsorship of LRB 4998/1 relating to public health campaign for prevention of tobacco and electronic cigarette use, grants to organizations working on youth vaping and cessation services, and making an appropriation

Deadline: Wednesday, January 24 at 5 pm

In 2019, the Department of Health Services issued a health advisory on youth vaping to inform parents, teachers, health professionals, and the general public of the risks associated with youth vaping. While efforts to reduce youth use of conventional cigarettes over the past few decades have largely been successful, [1 in 10 high school students and approximately 1 in 20 middle school students report using e-cigarettes](#). The Youth Vaping Prevention Package will build upon and bolster ongoing efforts to prevent youth exposure to health risks of vaping.

This proposal works to address youth vaping by providing funds for a public health campaign and additional grant funding for local organizations already committed to addressing youth vaping in Wisconsin. The \$2 million in public health campaign funds appropriated in this bill would help the Department of Health Services expand their efforts to educate young people and work with partners on vaping prevention and cessation.

Many young people who would never consider smoking cigarettes believe that vaping is a safe and clean option. Unfortunately, e-cigarettes contain dangerous and cancer-causing chemicals, in addition to alarming amounts of nicotine that can make e-cigarettes just as addictive as regular cigarettes. Research shows that teens who use e-cigarettes [are three times as likely to become cigarette smokers later in life](#). It is imperative that we use a multifaceted, public health approach to reduce and prevent tobacco product initiation and use among young people.

To be added as a co-sponsor of this bill, please respond to this email or call Rep. Billings' office at 6-5780 by 5 pm on Wednesday, January 24.

Analysis by the Legislative Reference Bureau

This bill provides funding to the Department of Health Services to develop and carry out a public health campaign aimed at the prevention of initiation of tobacco and electronic cigarette use. The bill also provides funding to DHS to distribute grants to local and regional organizations working on youth vaping and providing cessation services.

For further information see the state fiscal estimate, which will be printed as an appendix to this bill.