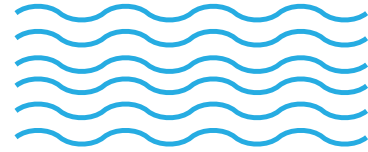




High School Snapshot

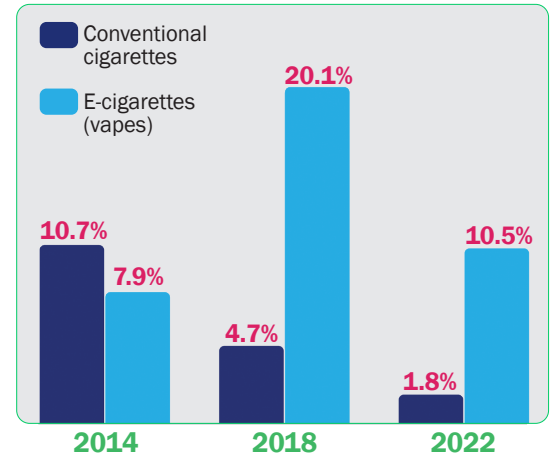
Findings from the Youth Tobacco Survey **2022**



New products, old challenges

Overall commercial tobacco* use is down in Wisconsin, and conventional cigarette use is at an all-time low. Despite declining since 2018, the use of e-cigarettes, or vapes, remains relatively high.

1 in 10 high schoolers use e-cigarettes, which is comparable to conventional cigarette usage levels among Wisconsin teens in 2014 — *nearly a decade of lost progress.*



The majority of young people who use commercial tobacco were introduced to it through vaping.

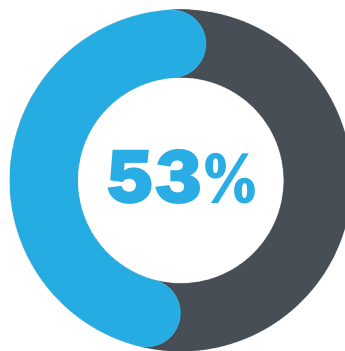


Nearly 1 in 4 Wisconsin high schoolers have **tried e-cigarettes.**



of high schoolers said it is easy to get tobacco products.

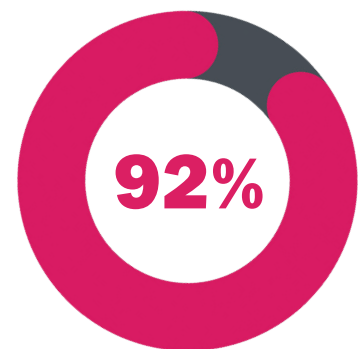
Of Wisconsin teens who had tried tobacco products...



first tried e-cigarettes (vapes)



Flavors are a big part of what attracts teens to vapes.



would not use unflavored tobacco products

Tobacco Is Changing

Get to know the new face of tobacco. Being informed, and getting involved, can help young people stay tobacco- and nicotine-free. To learn more about Big Tobacco's tactics and how you can take action, scan the code at right or visit [TobaccosChanging.com](https://www.tobaccoschanging.com).





*Commercial tobacco does not include the use of tobacco as part of an indigenous practice or other recognized religious or spiritual ceremony.

9 out of 10 Wisconsin High Schoolers Agree That All Tobacco Products Are Dangerous.

Vaping views

Most high schoolers think using vapes is at least as dangerous and addictive as smoking cigarettes.

 Equally harmful  More harmful

Dangerous



Addictive



Danger In the air

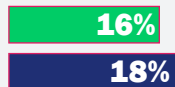
In a typical week, young people are exposed to secondhand smoke or aerosol from vapes in a variety of environments.



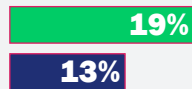
In cars:



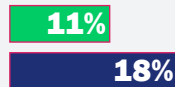
At school:



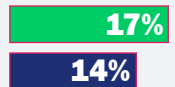
Outdoor public places:



Indoor public places:





At home:



At work:



 Cigarettes or other tobacco products  E-cigarettes (vapes)

Targeted by tobacco

Most young people (**58%**) agree that tobacco companies target them.

They notice the presence of tobacco marketing in their communities, but less so online.

81% recall seeing tobacco ads in stores sometimes or more, compared to **39%** who noticed ads at least sometimes while using the internet.



Free quit services are available

Wisconsin residents age 13 and older can contact a health care provider or use the Wisconsin Tobacco Quit Line to get started today. Text **READY** to **34191** or call **1-800-QUIT-NOW**. Young people can also text **VAPEFREE** to **873373** for free help to quit e-cigarettes.



Scan the code or visit quitline.wisc.edu

