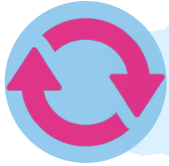


The State of Tobacco in WISCONSIN



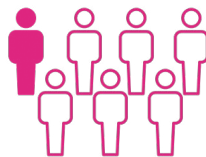
The tobacco* industry continues to modify both its tactics and products to attract young people.

The range of nicotine products available has expanded significantly in recent years to include nicotine pouches and heated tobacco products in addition to e-cigarettes.



Nicotine harms young people's mental health, exacerbating anxiety and depression.

It also harms brain development by impacting **sleep, focus, learning, impulse control, and mood.**



The most recent data show that **1 in 7 Wisconsin high schoolers** currently use e-cigarettes or vapes, which are designed to be appealing and addictive.

Nearly half of Wisconsin students who vape or used tobacco products have tried to quit in the last 12 months.



Flavored products are a strong motivator for initiation.



Studies show that **8 in 10 young users report using flavored tobacco.** Three-fourths of flavored product users said they would no longer use the product if not flavored.

Emerging Products

New products often target adolescents with **fruity and candy flavorings** and use sleek, high tech designs.



The marketing of these products appeals to youth, and products are designed to avoid detection by parents or teachers.



Nicotine pouches are the fastest growing product sector. These are small, often flavored, discreet pouches placed between the gum and lip.



Heated tobacco (or heat-not-burn) products use an electric device to heat a stick or plug of compressed tobacco. This creates an inhalable aerosol that contains nicotine and other chemicals, including some that are found in cigarette smoke.



Despite industry claims, neither nicotine pouches nor heated tobacco products have been found to help people quit smoking completely, and they are not approved FDA nicotine replacement therapies.

The Smoke-Free Air Law continues to protect Wisconsinites by prohibiting the smoking of cigars, cigarettes, pipes, or other lighted smoking devices in indoor public spaces.

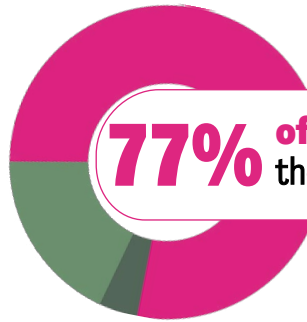


Preserving Wisconsin's 2009 indoor Smoke-Free Air Law is the best way to protect people from involuntary secondhand smoke.



Maintaining and strengthening the current law to include all forms of smoking — like e-cigarettes and cannabis — would better protect all Wisconsinites from the harms of secondhand smoke and aerosols.

State smoke-free air laws are very popular among Wisconsin residents.



77% of Wisconsinites support the state's smoke-free air law.

17% neither support nor oppose, and only **6%** oppose the clean indoor air law.

Tobacco tax increases are one of the most effective ways to reduce tobacco use.



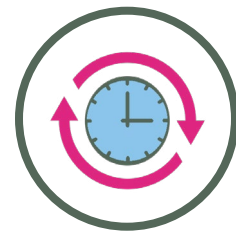
Tax increases on tobacco products prevent young people from starting to use tobacco products and encourage people to quit using them.

Additionally, they are a reliable source of revenue for governments while reducing health care costs, including state Medicaid costs.



All tobacco products in Wisconsin are not taxed comparably.

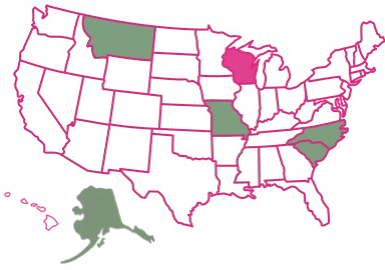
E-cigarettes are taxed at a fraction of the tax on a pack of cigarettes, and nicotine pouches are not taxed at all. Both products are made more accessible to youth because of this reduced cost.



Wisconsin has not had a state cigarette tax increase since 2009.

Best practice indicates that tobacco taxes should be raised regularly and significantly, and revenue should be directed to tobacco prevention and treatment initiatives.

Tobacco 21 is a federal law passed in 2019 that raised the age of sale for tobacco products in all states from 18 to 21.



Wisconsin is **1 of only 6 states** that has not updated the state law to match federal law.



Local law enforcement cannot enforce the federal law. Wisconsin's lack of a state Tobacco 21 law creates confusion for retailers and prevents local law enforcement from protecting young people from underage sales of harmful and addictive products.



Wisconsin's underage sales continue to be higher than they should be. Products like little cigars, cigarillos, smokeless tobacco, and nicotine pouches were most commonly sold to young people during compliance checks.

Our fight against Big Tobacco is not on an even playing field.

The money and resources of the industry dwarf Wisconsin Commercial Tobacco Prevention and Treatment Program (CTPTP) funding.

The tobacco industry drives profits by creating new products to evade regulations, using menthol and flavors, targeting their marketing to the most vulnerable populations and co-opting language about harm reduction.



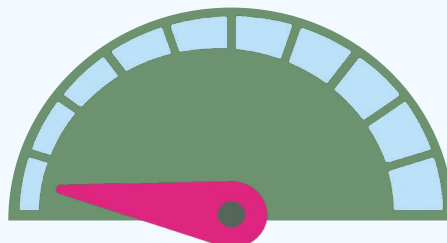
Tobacco remains the leading cause of preventable death and disease in Wisconsin and costs the state **\$3.1 billion** in direct health care costs annually.

Wisconsin spends **less than 10%** of what the Centers for Disease Control and Prevention (CDC) recommends.

(CDC Best Practice State Spending: **\$57.5 million**)

\$5.3 million

Wisconsin Commercial Tobacco Prevention and Treatment Program funding (2025-26)



\$161 million

Estimated marketing expenditures by Big Tobacco spent in Wisconsin each year

The Wisconsin Commercial Tobacco Prevention and Treatment Program (CTPTP) focuses on four major goals to counter the tobacco industry's influence:



Preventing the initiation of tobacco use by youth and young adults



Eliminating exposure to secondhand smoke and aerosol



Promoting and increasing the use of tobacco treatment



Reducing tobacco-related disparities

To achieve these goals, CTPTP works directly with state partners and local communities to implement best practice strategies and approaches.

The funding CTPTP receives supports:



Local community-based organizations and trusted coalitions that partner with youth groups, schools, law enforcement, retailers, faith communities, and municipalities to prevent and reduce disparities in tobacco use and tobacco-related diseases.



Schools to implement alternative to suspension programs that help students stay in school while receiving treatment for their vaping and tobacco addiction.



Community and residential protections from exposure to secondhand smoke and e-cigarette aerosols through policies in public spaces and workplaces.



Youth empowerment programs that teach students how to support their schools, peers, and local leaders to protect the health of their communities.



Access to tobacco treatment services through health systems change, Quitline access, and free or low cost access to FDA-approved nicotine replacement therapy medications.



First Breath, a program that provides perinatal mental health support and helps people make positive changes to their tobacco and other substance use during pregnancy and beyond.

***This document focuses on commercial tobacco — mass-produced products sold for profit that contain chemical additives. Native Americans have used traditional tobacco in sacred ways for centuries. By focusing tobacco prevention and treatment on commercial tobacco, we acknowledge and respect sovereign tribal nations' relationship with sacred tobacco.**



Scan QR code to view references or visit bit.ly/tobacco-WI-2026