



NORTHWOODS TOBACCO FREE COALITION

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Spooky Reminder this Halloween: Flavored Vapes Are No Treat!

[Florence, 10/25/2023] As families across the Northwoods prepare for a fun-filled Halloween, the Northwoods Tobacco-Free Coalition (NWTFC) wants to remind parents and young people that flavored vapes are no treat. This Halloween, it's crucial to be aware of the dangers these candy-like flavored tobacco products pose to our youth.

The allure of sweet and fruity flavors in vaping products can be as tempting as a bag full of Halloween candy. However, these seemingly harmless flavors mask a dangerous reality. Flavored vapes are a wolf in sheep's clothing, luring in youth and exposing them to the risks of addiction and serious health consequences.

Studies have shown that flavored vapes are particularly appealing to young people, making them more susceptible to experimenting with vaping. According to the Tobacco Is Changing Campaign, 4 out of 5 young people who have used tobacco, first started with a flavored product. These sweet flavors are a way for kids to satisfy their sweet tooth—and start a lifelong addiction.

Vaping poses a significant – and avoidable – health risk to young people in our community. Including increased risk of addiction and long-term harm to brain development and respiratory health. In addition, e-cigarette use is associated with the use of other tobacco products, like smoking cigarettes, that can do even more damage to the body. Parents and guardians are encouraged to have open and honest conversations with their children about the risks of vaping. Take this Halloween as an opportunity to discuss the dangers that lurk behind enticing flavors found in vape products.

Trick-or-treating is a cherished tradition, let's aim to ensure that it remains safe and enjoyable for all. Together, we can protect our youth from the dangers of flavored vapes and ensure that they have a happy, healthy, and safe Halloween.

For more information and resources on tobacco prevention or vaping conversation guides for parents please contact [Ally Kalkofen] at [akalkofen@florencecountywi.gov] or [715-528-3427]

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Mission: To promote the health of the residents of Florence, Forest, Lincoln, Oneida, Price and Vilas Counties by preventing and reducing the use of tobacco products and nicotine addiction through leadership, public information, community involvement and policy development