



STORY: E-CIGARETTES

Air Date: For Immediate Release

Length:

Interviews with:

- **Sue Marten, Coordinator, Suburban Milwaukee And Ozaukee Tobacco Free Coalition**
- **Shane Mosio, M.D., Milwaukee County Behavioral Health Division**

Suggested Anchor Lead

ALL THIS WEEK — WE’RE TAKING A CLOSER LOOK AT THE DANGERS OF SUBSTANCE ABUSE AND THE GROWING GRIP IT’S HAVING ON OUR COMMUNITIES AND OUR KIDS.

NATIONAL DRUG AND ALCOHOL FACTS WEEK IS HAPPENING ALL OVER THE COUNTRY TO BOTH RAISE DRUG AWARENESS AND SUPPORT RECOVERY. !! IN WISCONSIN SOME COMMUNITIES ARE TAKING PART WITH A CAMPAIGN THEY’RE CALLING “LIGHT AND UNITE RED.”

(Display “Light and Unite RED” graphic)

PEOPLE ARE INVITED TO WEAR RED WHILE CITIES DISPLAY SPECIAL RED LIGHTING ON STREETS AND BUILDINGS.

TODAY — WE’RE TALKING ABOUT E-CIGARETTES — HAND-HELD BATTERY-OPERATED DEVICES WITH A LIQUID NICOTINE INSIDE TO INGEST.

IN WISCONSIN ALONE — THE USE OF E-CIGARETTES HAS *TRIPLED* AMONG YOUTH — JUST IN THE PAST YEAR. MORE THAN HALF THE CALLS TO POISON CONTROL BOUT E-CIGARRETTES ARE ABOUT YOUTH UNDER THE AGE OF FIVE. MAX SEIGLE LOOKS INTO THIS GROWING, DANGEROUS, TREND.

Roll story

E-CIGARRETTES PROMISE A NICOTINE FIX — WITHOUT THAT TOBACCO SMOKE AND SMELL WE ALL KNOW.

WHEN YOU PUFF ON THE MOUTH-PIECE — HEATED LIQUID INSIDE CREATES A VAPOR TO INHALE.

SOME SAY THIS IS A BETTER ALTERNATIVE TO TRADITIONAL CIGARETTES. OTHERS SAY IT’S A DANGEROUS REPLACEMENT.

1:59 to 2:05 (MARTEN)



(SUPER: SUE MARTEN, SUBURBAN MILWAUKEE AND OZAUKUEE TOBACCO FREE COALITION)

“So what you buy at a convenience store or what you buy in a vaping shop is kind of a witches brew, you don’t really know what you’re getting.”

SUE MARTEN IS A COORDINATOR FOR THE SUBURBAN MILWAUKEE AND OZAUKUEE TOBACCO FREE COALITION.

THE BIG CONCERNS FOR HER — ARE THAT E-CIGARETTES ARE NOT REGULATED BY THE FEDERAL DRUG ADMINISTRATION. THEY OFTEN COME IN FLAVORS LIKE CHERRY OR VANILLA TARGETING YOUTH - AND MORE AND MORE TEENS ARE TRYING THEM.

2:52 to 2:56

“E-cigarette use in Wisconsin with youth has tripled in the past year.”

DR. SHANE MOSIO IS MEDICAL DIRECTOR OF CHILD AND ADOLESCENT SERVICES AT THE MILWAUKEE COUNTY BEHAVIORAL HEALTH DIVISION. HE SAYS THERE MAY BE A FEW REASONS KIDS ARE TRYING E-CIGARETTES.

“ sound bite to go here”

WE ASKED HIM IF USING THESE PRODUCTS CAN LEAD TO OTHER ADDICTIVE HABITS LIKE CIGARETTES.

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“ sound bite to go here”

THE PUSH NOW IS TO MAKE SURE PARENTS ARE AWARE AND MONITOR THEIR KIDS.

(BACK TO BACK ENDING BITES)

(SOUND BITE FROM DR. MOSIO GOES HERE)

4:45 to 4:57 (MARTEN)

“So if you find that in a backpack or you find that in your child’s jeans, be very concerned. again it’s not a play thing, it’s definitely something that has chemicals in it to be very concerned if your child’s using that.”

Suggested tag

SOME HIGH SCHOOLS IN WISCONSIN HAVE BANNED E-CIGARETTES FROM THEIR CAMPUSES, LIKE ARROWHEAD IN HARTLAND. COMMUNITIES — LIKE ASHWAUBENON NEAR GREEN BAY — HAVE BANNED THEM IN PUBLIC PLACES.



THE BEHAVIORAL HEALTH DIVISION WANTS TO ENCOURGE PARENTS TO TALK WITH THEIR KIDS ABOUT DRUGS AND ALCOHOL, AND WANTS TO MAKE SURE PEOPLE STRUGGLING WITH ADDICTION KNOW THEY ARE NOT ALONE. SUPPORT IS AVAILABLE. FOR MORE INFORMATION INCLUDING DOWNLOADABLE FACT SHEETS, VISIT WWW.LIGHTUNITERED.ORG