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MEDIA RELEASE

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Final Rule Will Allow FDA More Regulating Authority

Tobacco use is the single most preventable cause of disease and death in the United States. A final rule, going into effect on August 8th, 2016, will allow the Food and Drug Administration (FDA) to regulate electronic nicotine delivery systems, protecting the public from the dangers of tobacco use. The FDA will be able to review new tobacco products not yet on the market, help prevent misleading claims by tobacco product manufacturers, evaluate the ingredients of tobacco products and how they are made, and communicate the potential risks of tobacco products. Not allowing products to be sold to persons under the age of 18, requiring age verification by photo ID, not allowing the selling of tobacco products in vending machines (unless in an adult-only facility), and not allowing the distribution of free samples are provisions aimed at restricting youth access to tobacco products.

The Wisconsin Wins (WI Wins) campaign is a science-based, state-level initiative designed to decrease youth access to tobacco products. WI Wins uses positive reinforcement to reduce illegal tobacco sales to minors. It congratulates local clerks who do not sell tobacco to youth, while educating those who do. Through the new FDA regulations and the WI Wins initiatives, community pride is created by reducing youth access to tobacco products and providing youth a chance to make a difference in their community.

Our mission is to assure the health of the public, prevent disease and injury, promote health behaviors, and protect against environmental hazards.
