



Nicotine
Prevention
Alliance
of Central WI

2024 Year in Review

Mission

The Nicotine Prevention Alliance (NPA) of Central Wisconsin strives to increase health through education and advocacy, creating a community environment that encourages tobacco and nicotine free living.

Vision

Marathon, Portage, and Wood Counties are tobacco and nicotine free.

Tobacco Compliance Checks

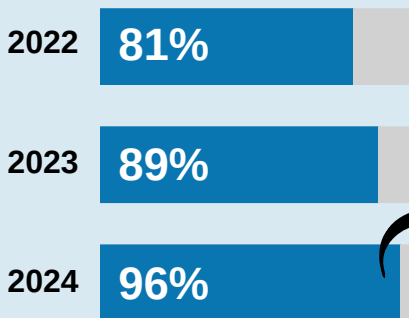


These checks include visiting local tobacco retailers to make sure they are following Wisconsin's tobacco sales rules. They help create healthier communities by congratulating clerks who don't sell tobacco to youth and educating those who do.

184 total compliance checks completed in Marathon, Portage, and Wood Counties

8 total sales to minors

Tri-County Average Compliance Rates

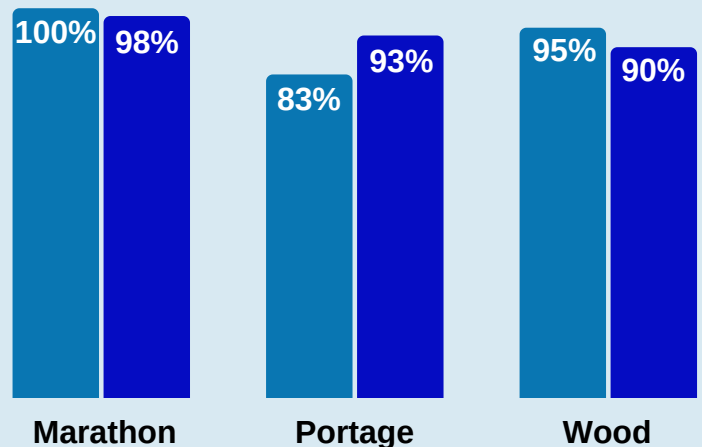


This means that 96% of checked retailers in Marathon, Portage, and Wood County did not sell tobacco products to youth



To learn more about these compliance checks go to: <https://wiwins.org/>.

2023 and 2024 Compliance Rates by County



Alternatives to Suspension



NPA is working to collaborate with community partners in Marathon, Portage, and Wood Counties to decrease the impact of JUUL and other electronic nicotine delivery systems (ENDS) among youth through alternatives to suspension.

8 schools have begun to adopt alternatives to suspension practices and policies



To learn more, contact Laura Fischer at Laura.Fischer@marathoncounty.gov

Educational Advocacy



Coalition Capacity Building

✓ An educational advocacy training by Maureen Busalacchi, Population Health Consulting LLC, was held on April 19, 2024. Topics included identifying and staying current on legislators and legislation, your role in advocacy, communication tips, determining your sphere of influence, and engaging key stakeholders.

✓ 35 educational packets and letters were sent to Wisconsin legislators

✓ 8 community presentations conducted by alliance coordinator

Unfiltered: Youth Voices Impacted by Nicotine

Young people are increasingly exposed to vaping and nicotine products, which may lead to lifelong addiction. By equipping our youth with the knowledge and advocacy skills they need, we can empower them to share their experiences and educate decision-makers about the urgent need for change.



Over 350 youth impact cards have been collected with hundreds more in progress!

Wisconsin Rapids FACT

From 7th grade through senior year, FACT student activists work together to host local events, plan activities, and educate WI communities.



20 active student members
500 student participants



10 scheduled activities



Cessation Promotion



500+
Cessation resources
printed and disseminated
to local community
members and organizations

42
Online posts and
newsletter references
to *widely promote*
cessation resources

230
Wisconsin **Tobacco**
QuitLine enrollments
from Marathon, Portage,
and Wood Counties

539
Vape devices were
collected and disposed
from local middle and
high schools

Alliance Coordinator Update



Courtney Tvedten, MPH, BS

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