



Department of Health
Agency of Human Services



Vermont Department of Health Launches CounterBalance Campaign



News Release: October 14, 2014

Media Contact:

Vermont Department of Health
Communication Office
802-863-7281

BURLINGTON – Vermont has a new resource to talk to children about the influence of the tobacco industry in retail stores. The CounterBalance campaign by the Vermont Department of Health was created to educate parents and raise awareness about how the tobacco industry targets youth with advertising at retail stores.

The campaign will use multiple channels including television, the web, and social media to prevent a next generation of tobacco users. Each year, more than 400 Vermont youth become daily smokers.

“Nearly 90 percent of new tobacco users are under the age of 18, and tobacco companies purposefully try to attract new smokers with advertisements in retail stores near schools and playgrounds,” said Rhonda Williams, tobacco control program chief for the Health Department. “It is time to end tobacco’s influence on Vermont’s kids. CounterBalance will help us do that.”

The centerpiece of the campaign is a new website that includes educational facts, tobacco industry tactics, research, tips and shareable information for parents and community members.

CounterBalance is the first phase of a longer term initiative by the State of Vermont to specifically address the problem of underage youth and tobacco use.

To learn more about the new campaign visit: <http://counterbalancevt.com/>

For health news, alerts and information - visit healthvermont.gov

Join us on [Facebook](#)
Follow us on [Twitter](#)



###

Vermont Department of Health | 108 Cherry Street | Burlington, VT 05402
Voice: 802-863-7200 | In Vermont 800-464-4343 | Fax: 802-865-7754 | TTY/TDD: Dial 711 first
Health Care Provider Infectious Disease Reporting: 802-863-7240 or 800-640-4374
||| | [Web Browser](#)

