**Western CT Coalition, RBHAO for Region 5**
**Underage Nicotine Prevention Program Annual Report**
**July 30, 2026**
**Contract # 24MHA1074**
**Submitted by Kathy Hanley, Behavioral Health Program Manager**

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**Executive Summary**

This funding provides an opportunity for the Regional Behavioral Health Action Organizations (RBHAOs) to develop and implement a robust strategic plan to prevent and mitigate use of nicotine among those under 21 and to support those who need help quitting. **While most under 21 in CT are not vaping or using nicotine/tobacco products,** the current rate of e-cigarette use is 12.2% according to the 2025 Youth Risk Behavior Survey (CT DPH). Of all tobacco use reported among teens in this survey (a rate of 14.9%), e-cigarettes are the nicotine product most used. 57.4 % of high schoolers who reported using tobacco products in the last 6 months said they plan to quit. The highest rate of use of e-cigarettes among adults in CT is among those age 18-24 at 12.8%. (BRFSS 2024)

The RBHAOs' Underage Nicotine Prevention Program (UNPP) Coordinators developed common workplan goals and are implementing strategies at the regional level. Utilizing the **Strategic Prevention Framework**, we continue to assess needs in each region. We analyze youth and young-adult use of nicotine products, talk to people out in the community and in our schools, track the number of stores selling these products, follow the science and research on the effects of underage use, and keep up with product trends. We build capacity with continued professional development of staff, convening workgroups and talking to school and municipal leaders. Utilizing SAMHSA's **Center for Substance Abuse Prevention (CSAP)** strategies, the five RBHAOs have identified key objectives and constructed a workplan focused on information dissemination, education and policy development that help to improve health in the communities we serve. Implementation of activities is made possible through partnerships with schools, college campuses, youth-serving organizations, police departments and the Local Prevention Councils (LPCs). We evaluate our work through surveys collected following programs and by reflecting on and tracking process outcomes throughout the year.

Strength-based frameworks like **the Montana Institute's Science of the Positive, Healthy Outcomes from Positive Experiences** and **Search Institute's 40 Developmental Assets** are at the core of our work at WCTC. These frameworks lean heavily on building resilience through the strengths of the community. Increasing positive experiences and protective factors goes a long way in preventing underage use of nicotine and other substances. Closing misperception gaps about substance use is effective in reducing onset of nicotine product use and affirming the healthy choices of the majority who don't. We want folks to "go along with the crowd" of youth and young adults who are nicotine free!

**Key achievements this year include:**

- A robust regional workgroup that meets monthly to discuss underage nicotine and cannabis use trends, review policy and strengthen prevention efforts.
- Strong school engagement that resulted in resource sharing, educational presentations and comprehensive policy reviews.

- The inception of the Vaping Unveiled Workgroup allowed us to begin a comprehensive assessment of the impact of vape waste in CT starting with schools. The efforts of this group also resulted in raised legislation about Extended Producer Responsibility for Vapes.
- Continuation of our Ordinance Project that began in 2024. Outreach to municipal leaders has led to three of our towns implementing local zoning regulations to address the density of vape shops.
- Distribution of 195 quit kits, and an update to the kit to include cannabis cessation support.
- Public awareness campaigns utilizing our "Breathe Easy" message with a reach of over 1.5 million people and promoting VAPEFREECT for cessation support.

The retail environment continues to be our biggest challenge. Connecticut has a high density of vape retailers and widespread availability of flavored nicotine products. WCTC has also identified the need for greater direct engagement with youth and more restorative, rather than punitive, school responses to vaping.

**Key goals and priorities for next year** include continued advocacy for strong local and statewide policies that support health and protect those under 21 from nicotine harms. This includes addressing density of ENDS dealers at the local and state level, promotion of a flavor ban, and recommendations for proper vape waste disposal. We have five dynamic organizations in the region to whom we have awarded the UNPP Mini Grant. This will greatly enhance our prevention capacity in the region. We are looking forward to rolling out a statewide campaign with a positive community norms message next year. The Vaping Unveiled Workgroup will continue to assess the impact of vape waste across the state and investigate potential solutions with waste management partners. Getting out into the community to disseminate information and provide education will continue to be a big part of this work; we will put an increased focus on reaching the healthcare sector. Assessment of community strengths that promote health and wellbeing and enhancing cessation efforts will be on-going as well.

**Section 1. Key Staff Development**

Kathy Hanley, Behavioral Health Program Manager and UNPP Coordinator for WCTC, became a Certified Prevention Specialist in 2020. She completed her second renewal in December 2025, submitting over 68 CEUs accumulated from 2023-2025. Throughout this contract period, Kathy attended several conferences: The CT Prevention Summit, 2 full days of Impact Training sessions with Dorothy Chaney, Stanford University REACH Lab's 2-day conference and four days at the Montana Summer Institute. These conferences lay the foundation of primary prevention and additional focus on nicotine specific prevention strategies. Monitoring information from agencies and organizations like FDA Center for Tobacco Products, Campaign for Tobacco Free Kids, the CDC and Parents Against Vaping provides important data, news and policy updates that inform this work. Kathy continues to serve as one of the chairs of the MATCH (Mobilizing Against Tobacco for CT Health) Coalition helping to facilitate monthly meetings and participating in strategic planning.

| **Certified Prevention Specialist (CPS) Certification** | |
|---|---|
| *Staff Name* | *Progress* |
| *Kathy Hanley* | *Certified* |

WCTC offers a variety of presentations and educational opportunities within its menu of services. Trainings like **Search Institute's Everyone's an Asset Builder** and **Healthy Outcomes from Positive Experiences (HOPE)** provide opportunities to instruct members of our community about the importance

of building assets and positive experiences that protect youth and adults alike from the harms of substance use and other negative health impacts. Kathy also had the opportunity to facilitate trainings in underage use of nicotine and frequently joined forces with Chelsea Kapitancek, Program Manager of the Cannabis Education and Awareness Program at WCTC, to deliver content on both nicotine and cannabis.

Key takeaways of these trainings include:

- Health effects of vaping nicotine and cannabis
- Use data and sales trends
- The retail environment and marketing tactics of the industry
- Prevention strategies and resources
- Skill building such as critical thinking about advertising (youth focused) or how to have effective conversations with youth (school staff, parents or community members)

With each training, we often have participants complete a **"learning needs and resource assessment"** survey so we can have a better understanding of the knowledge our learners already have and focus on what they wish to learn. We gain tremendous insights into what young people or adults think about the attitudes and behaviors of youth or peers regarding vaping. We also conclude each training session with an evaluation which helps us measure knowledge gain and helps participants reflect on what they think or feel after the session. Of the 26 responses from Vaping: Nicotine and Cannabis training evaluations, most indicated that we achieved all learning objectives and 92% said that they see themselves using information learned in the training. Comments included "amount and complexity of information was welcome and useful to move forward with strong prevention actions" and more constructively "discussion with peers would be a nice addition because most of us are familiar with the basics".

| **Trainings Currently Offered (External Programs):** | | | | |
|---|---|---|---|---|
| *Subject Matter/Training* | *EBP/ Promising?** | *Staff Trainer* | *# of Annual Trainings Done* | *Total # of participants* |
| Healthy Outcomes from Positive Experiences | *Yes, EBP* | Kathy Hanley and Chelsea Kapitancek | 2 | 17 |
| Everyone's an Asset Builder | *Yes, EBP* | WCTC Staff | 1 | 20 |
| Vaping: Nicotine and Cannabis for youth | *Yes, Promising* | Kathy Hanley and Chelsea Kapitancek | 1 | 60 |
| Vaping: Nicotine and Cannabis for adults | *Yes, Promising* | Kathy Hanley and Chelsea Kapitancek | 3 | 63 |
| Law Enforcement Lunch and Learn on Underage Use of Nicotine and Cannabis | *Yes, Promising* | Kathy Hanley and Chelsea Kapitancek | 1 | 13 |
| Vaping Nicotine | *Yes, Promising* | Kathy Hanley | 1 | 14 |

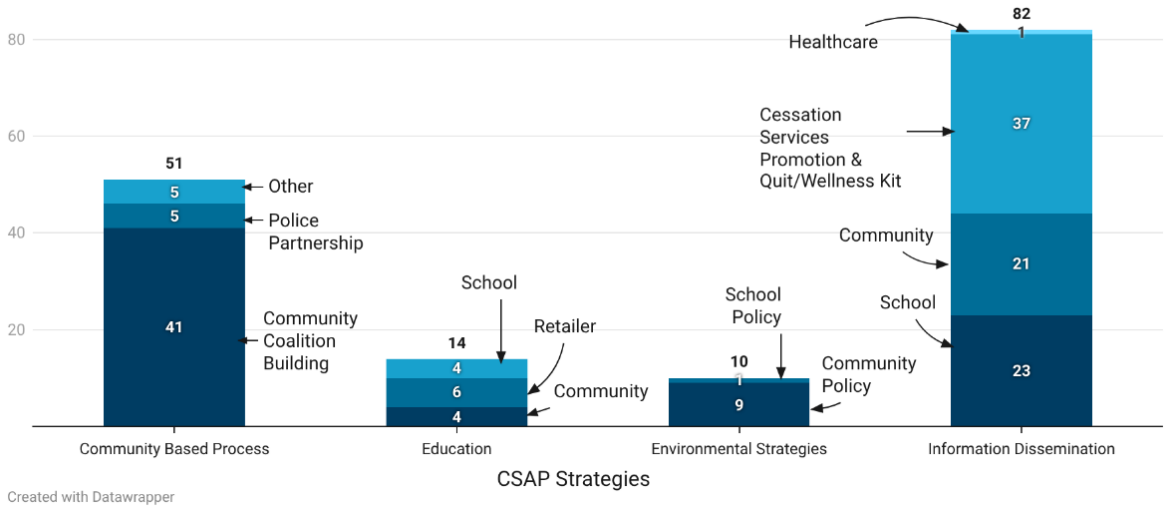
*While we do not utilize Catch My Breath or Me Together Vape Free curricula with full fidelity of the programming, we do utilize many of their slides, talking points and activities in our own constructed presentations.

| **High-Profile Presentations**<br>List key presentations conducted at national, state, or institutional levels. | | |
|---|---|---|
| *Presentation Title and Subject* | *For Whom* | *Date (mo/yr)* |
| Vaping Unveiled: E-Cigarettes and Eco-Consequences | Legislators, prevention partners, local officials, youth, and the general public | 09/2025 |
| Our Lungs, Our Lives: Tobacco in our Community<br>(as a guest of Advocacy to Legacy) | Legislators, prevention partners, local officials, youth, and the general public | 01/2026 |
| Vaping Unveiled: E-Cigarettes and Eco-Consequences | Center for School Safety Statewide | 05/2026 |

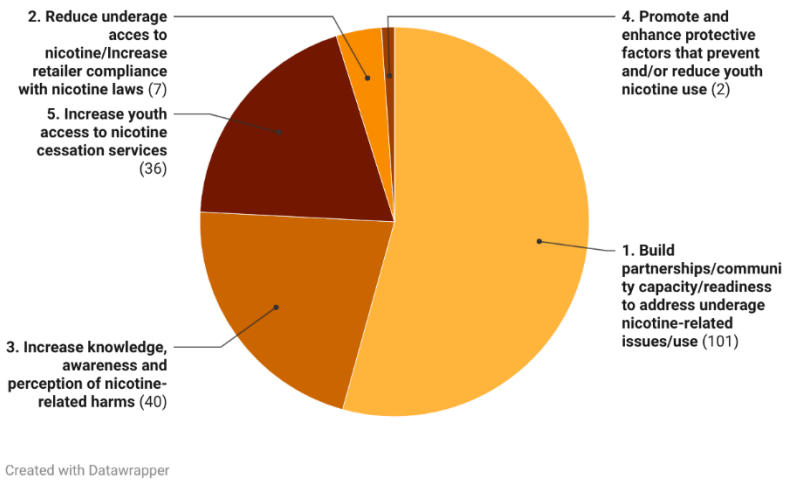
**Section 2. Process and Performance Measures**

Utilizing the Strategic Prevention Framework, we planned for multiple strategies to address underage nicotine use. The below figures show the number of activities we engaged in during this funding period by strategy and the number of events by objective. We directly reached 25 of the 43 towns in our service area.

**Number of Events by Activity Type Grouped by CSAP Strategy**




**Number of Events by Objective**



**Highlights of these process measures:**




Through a partnership with Southern CT State University, WCTC began distribution of vaping/nicotine quit kits in 2024. From spring 2024 to spring 2026, we assembled and distributed 674 kits. WCTC updated the quit kits with an easier to use booklet and purchased materials to assemble 500 in May 2026. **This new version includes support to quit cannabis and nicotine to fill a need in our region.** Elements of the quit kit booklet were designed using evidence-based cessation strategies including coping with stress and withdrawal, identifying triggers and coming up with proven strategies to deal with specific situations which might result in cravings. The free Department of Public Health cessation programs offered under VAPEFREECT are also included. The kit comes with gum, candy and toothpicks to help with the oral habits, a relaxation card, stress star and fidget, and motivational items like a friendship bracelet, sticker and white board for uplifting messages. 75 of our updated kits were distributed in May and June 2026. We also share the "recipe" of how to assemble these kits with community partners including the Local Prevention Councils so they can create and distribute locally.




WCTC promoted cessation with a home-grown static ad in three local movie theaters reaching approximately 15,000 people during a 3-month period in spring 2026. A digital billboard with similar messaging was in place during January in two locations along I-84 in Waterbury. **The brightly colored "Breathe Easy" message also promoted cessation services offered under VAPEFREECT. The estimated reach according to Outfront Media was 1,420,260.** Audio spots at gas stations at three locations in Prospect and three in Waterbury also featured cessation supports under VAPEFREECT and a Public Service Announcement directing parents and caregivers to a training offered by the American Lung Association featuring effective communication tips for talking with your teen about vaping and nicotine. Amp Radio reported the total reach of this campaign at 680,400.



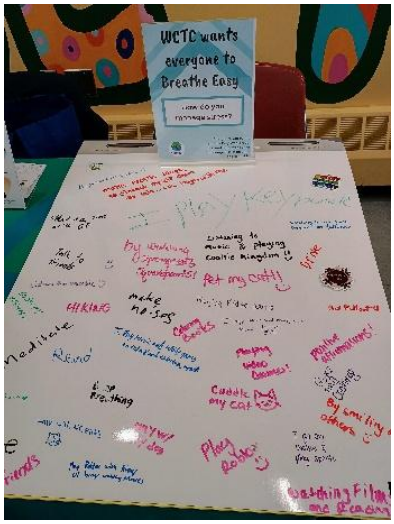

To connect with those under 21, WCTC staff participated in 7 college campus tabling events, Including health fairs, trainings and a Great American Smokeout focus. We were invited to four middle and high school resource sharing events including Wallace Middle School's career day in Waterbury talking about prevention as a career. Out in the general community, we displayed resources at seven events including Attorney General Tong's Vape Shop education event held at Naugatuck High School in March 2026 and Danbury Mission Health Day in October 2025. At each of these, it is a great opportunity to talk to youth, college students, parents and all members of the community about how to protect those under 21 from the harms of vaping and nicotine use and to support anyone who needs help quitting. **Our total reach with these 18 total events was 834 individuals.**

We visited 21 Electronic Nicotine Delivery Systems (ENDS) dealers or retail stores in the region this year. CT laws were updated to strengthen tobacco 21 laws, specifically closing ID checking requirement

loopholes and increasing fines for non-compliance. While new materials were being produced and distributed to stores across CT through the CT Clearinghouse, we took a break with retailer visits and resumed in the spring. We focused on reaching parts of our service area we had not visited during the first funding period- Brookfield, a suburban town, and Litchfield, Goshen, Falls Village and Canaan, four towns in the rural northwest corner. While there are fewer stores in this part of our region, this area is not immune to enforcement difficulties with the owner of Smoker's Choice in Canaan charged with selling illicit cannabis. We talk to shop owners and clerks about our programs and leave behind a packet of information that reinforces tobacco 21 and cannabis laws in CT and raise awareness about vape waste.

**Section 3. Successes**

Community Engagement




**We have meaningful discussions with people when we are out in the community.** At campus events we engage with students by offering a low barrier activity at our table. An example of this is "tell us what you do to cope with stress" and they write something down on a large sticky note paper in colored markers. We are then able to segue into talking about vaping. At a health fair at Waterbury State College in the fall of 2025, Kathy spoke to many students who said they have been vaping since their early years of high school and wish they could quit. Without judgement, we talk to them about nicotine and cannabis use and offer a quit kit to help support them. **One student handed Kathy their vape and said, "please take this so I can stop"**. Another emailed her following the event to thank her for the quit kit and support, and that it was "just what they needed to stop using nicotine and cannabis".

The Regional Underage Nicotine and Cannabis Awareness Workgroup

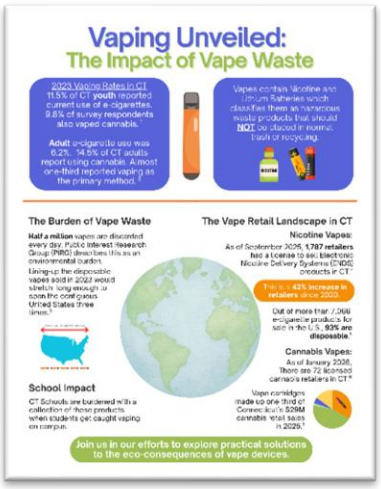
Nicknamed "**Breathe Easy"**, our workgroup consists of community partners in the region who are working locally to reduce harm from underage nicotine and cannabis use. Leaning on existing relationships built among various sectors in the region, we built a roster of over thirty individuals. The monthly meetings are in a hybrid format with the option of joining us at our office in Watertown or on Zoom. Attendance is consistent with an average of 12 individuals at each meeting. Kathy and Chelsea co-facilitate and use a standing agenda that includes member updates, trends, policy and legislation, resource sharing and a skill-building opportunity. Topics this year have included vape waste, how to conduct a retailer visit, and HOPE training. Feedback has been generally positive among the members. All information and resources shared are housed and organized in an accessible google drive folder.



Vaping Unveiled

In September 2025, the five UNPP Coordinators joined forces with the Housatonic Resources Recovery Authority (HRRA), the Center for School Safety, Southern CT State University and Local Prevention Council partners to host **Vaping Unveiled: E-Cigarettes and Eco-Consequences**, a legislative forum designed to raise awareness about the health and environmental concerns associated with vaping nicotine and cannabis. The event was held at the Legislative Office Building in Hartford and attended by 89 people.

Following the event, we formed a workgroup that met monthly and accomplished the following in its first 9 months:




- An **infographic** summarizing our findings about these topics. It was shared with over 2,000 people in Region 5 through Constant Contact, with a 51% open rate. We also sent personal emails to each of the 42 state representatives and senators that serve the people of region. Over 100 copies were shared at various town halls, and Earth Day events in the spring of 2026.
- A **Vape Waste School Impact Survey** was created and completed by over 70 districts statewide. Follow up key informant interviews are on-going to help round out our initial assessment of the impact of vaping on CT schools and how they handle vape waste disposal.
- We searched within each region for **Earth Day** cleanup and community events. In Region 5 we contacted 16 towns to provide them with information about vape waste, and to ask them to include a short survey link for clean-up event participants to record the number of vapes and nips they found during the event. HRRA created the survey and offered to pick up any vapes if communities didn't know what to do with them. Six communities in Region 5 utilized the survey.
- We began a campaign to push for Extended Producer Responsibility (EPR) of vapes with the CT General Assembly. **The Environment Committee raised bill number 147 to study "the need to establish EPR programs in CT** for discarded solar panels and vapes to provide for the recycling and potential reuse of the materials". Many members of our workgroup testified in favor of this piece of legislation at a hearing in February. Unfortunately, vapes were stripped from the bill before it moved forward.

<u>School Engagement and Support</u>

We further developed relationships with many school districts this year. **We shared 13 WCTC vaping and nicotine "School Resource Bundles"**. These include posters, fact sheets, cessation support materials including quit kits, along with folded business cards with a QR code that leads to our online resource library. Several districts requested we provide education for staff, present at parent nights and speak at board of education meetings.

**Broadview Middle School** invited Kathy to be on a panel discussion for parents on vaping in December 2025 (attended by 21 people), and to man a resource table at another parent night in the spring. A continued rapport with this school led to their participation in the vape waste survey and subsequent key informant discussion on this topic and a replenishment of resources including quit kits.

**Region 20 schools** (Litchfield, Warren, Morris, and Goshen) met with WCTC to review policy and curricula related to vaping; this initial meeting led to a parent presentation co-hosted by the local prevention councils (19 in attendance) and then later a presentation to 19 school staff.

**New Fairfield Schools** called upon Kathy to help address a request by the Board of Education (BOE) to install vape detectors. The superintendent was against this and asked that we back him up. Kathy and WCTC staff member Conor Burke met with the district to review their policies, curricula and prevention efforts related to vaping to prepare for the BOE meeting. Kathy was able to speak to the importance of evidence-based prevention and cessation strategies over expensive vape detectors that many schools in our region claim are "ineffective and distracting". The rapport with New Fairfield Schools later led to

their participation in the vape waste school survey and key informant discussion and an award to the district of an Underage Nicotine Prevention Program Mini Grant for 2027.

School-Based Health

Connecting with the Executive Director of the **School-Based Health Centers** in CT lead to us exhibiting at their annual conference in November 2025 where all 5 Regional UNPP Coordinators interacted with over 50 providers and shared nicotine prevention and cessation resources. We are scheduled to present at the 2026 conference in November.

Ordinance Project

WCTC has been engaging with the 43 municipalities to consider local regulations of vape shops. Called the **"Ordinance Project"**, we began in the fall of 2024 with cold calls and emails to zoning boards and then outreach to first selectmen and mayors. We created a presentation for a Council of Governments meeting that was attended by 50 people.

During this funding period, we have expanded that effort by creating a new glossy, full-color booklet that includes our assessment of the retail landscape in our region, it's impact on underage use of nicotine and cannabis, and the benefits of local regulation. We provide information about state laws and local ordinance models for them to consider. Since we began this work, the cities of Waterbury and Danbury and the town of Thomason have amended their zoning regulations to address density, proximity and definitions of smoke shops. This project gives us the opportunity to get out into the community and engage with our municipal leaders; something that is important to our work as an RBHAO. We visited nine town halls, dropping off a booklet with supplemental materials and in some cases meeting with the town leadership. We will continue this endeavor into fiscal year 2027 with the hopes of inspiring additional towns to put local regulations in place.


LOCAL SMOKE SHOP REGULATIONS IN WESTERN CT

The Changing Retail Landscape

In 2025, there were 289 stores registered to sell e-cigarettes in our region, a 40% increase compared to 204 in 2019*. These retailers are present across our larger cities like Waterbury (71) and Danbury (53), in our suburban towns like Cheshire (10) and Watertown (11), as well as rural communities like New Milford (14).

This infobrief is designed to educate community leaders and provide guidance for creating a town or city that promotes health and limits access to nicotine and cannabis, especially for youth. We hope to inspire local action

*CT Department of Consumer Protection eLicense data

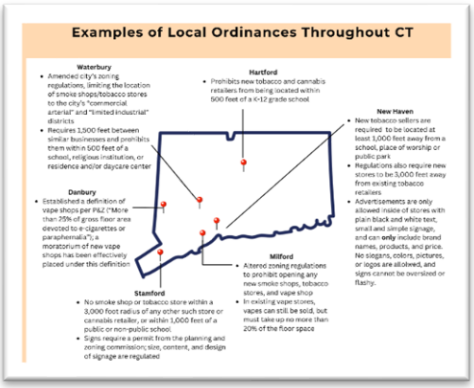
Western CT Coalition is the Regional Behavioral Health Action Organization (RBHAO) servicing the 43 towns and supporting 26 Local Prevention Councils. We work with strategic partners to recognize the strengths in our communities that help build resilience, and prevent harms related to substance use, suicide risk, and problem gambling. We plan, educate, and advocate for a high level behavioral health system addressing needs across the lifespan.

WCTC

CONNECTICUT

A safe and healthy environment for the communities we serve is important to us!

Information brought to you by the following WCTC programs:
- Underage Nicotine Prevention
- Cannabis Awareness and Education




**Section 4. Challenges/Barriers**

While new laws in 2025 strengthened Tobacco 21 in CT, access to nicotine products continues to be a risk factor for underage use. **The biggest challenges we face within the retail environment are the number of stores selling vapes and nicotine products and a lack of flavor restrictions here in CT**. According to data from the Department of Consumer Protection's (DCP) e-license webpage, 289 stores were registered to sell Electronic Nicotine Delivery Systems (ENDS) in our region as of October 2025. A thorough analysis of this data revealed an additional 18 stores still operating that did not renew their license. That put our total up to 307, a record for our region, since we began tracking in 2019. Licenses expire at the end of February regardless of when you register during that 12-month period. One store in New Fairfield was operating for 10 months without a proper license to sell ENDS in 2025. ENDS retailer totals are highest in our urban core, with Waterbury at 76 and in urban periphery communities such as Danbury with 56, Naugatuck with 28 and Torrington at 23.




WCTC held off on visiting retailers this year until materials were updated to reflect new July 2025 laws that strengthened Tobacco 21, closed ID checking loopholes and increased fines for infractions. The CT Clearinghouse mailed out materials in April of 2026; in May and June, we visited three communities. In the Waterbury neighborhood we chose, we saw two stores that were operating without a license. And in Canaan, a very small rural town of just over 1,100 people, we discovered two stores operating without a license; the owner of one has been arrested twice this spring for selling illicit cannabis. We report these findings to DCP.

ENDS dealers and other stores that sell nicotine products with licensures from the Department of Revenue Services (DRS) sell an abundance of flavored vapes, nicotine pouches and cigars. **Many shops are adorned with bright lights, product and pricing promotional posters, and sometimes cannabis use paraphernalia visible in windows.** Wide varieties of flavored products are sold, and in many cases, are shelved next to snack foods and candy in full view of children.

The FDA's recent ruling authorizing e-cigarette brand *Glas* in two fruit flavors, their fast tracking of nicotine pouch marketing authorizations and a decision to allow illegal sales to continue in the U.S. creates a market abundantly stocked with flavored products that teens prefer. **Unfortunately, CT has not addressed this with any flavor restrictions like other surrounding states have**. CT Youth Risk Behavior Survey results from 2025 show that of those who currently use an e-cigarette (12.2%), 96.2% most often used a flavored product. Also of note is that in the same data set, 69.1% used a disposable product. To date, the FDA has only approved one single disposable e-cigarette (*NJoy Daily* in menthol), yet thousands are sold here and across the U.S. We must advocate for stronger policies.

Several planned presentations were cancelled this year due to a number of reasons including low registration, weather and other unexpected occurrences. This has led us to consider planning better for next year to schedule educational opportunities where readiness and capacity is higher and with partners who have an audience already gathering for meetings or other community events.

Our access to youth themselves was somewhat low this year. While we interacted with 129 college students at several events, we only did one youth presentation (reaching 60) and direct reach at high school and middle school events was somewhat low. We will make a concerted effort in fiscal year 2027 to directly engage with youth more often.

**Section 5. Opportunities**

We have identified the following opportunities for growth within this program:

- A positive community norm approach highlighting the fact that most CT youth are not vaping or using any nicotine product will go a long way in closing perception gaps. If teens accurately perceive use of these products among their peers, they are less likely to use them. And parents will be more likely to have firm rules and important discussions with their children.

- Many of our school districts are handling vaping infractions punitively. By providing more restorative policy models for our schools, we hope to change the culture to a more supportive one for students who are struggling.
- Stronger tobacco retail regulation is needed in CT. We have too many vape shops in our region and across the state. By continuing to engage with municipal leaders we can push for things like local ordinances, licensure, sign restrictions and for flavor restrictions and provisions for proper vape disposal.
- We should consider enhancing prevention efforts to include the use of cigars, hookah, cigarettes and other tobacco products. Youth use of nicotine in CT goes beyond vaping and nicotine pouches.
- WCTC needs to find more opportunities to interact with young people directly. Their insights and creativity would greatly augment this work.
- We are looking forward to additional engagement with the healthcare sector in this next funding period. We have an opportunity to engage with pediatric providers about prevention, screening tools and cessation referrals.

**Section 6. Lessons Learned/Recommendations**

Strong policies at the local and state level protect health. **We recommend continuing to use this funding to build capacity at the local level to address the retail landscape,** including possible regulation of density, proximity and aesthetics of vape shops, and flavor restrictions. These policies are needed in CT and are essential to protect health and address vape waste. WCTC will continue to engage with municipal leaders with the Ordinance Project and advocate for these local regulations. The volume of retailer licenses issued here in CT makes it more difficult to regulate the market at the state level. While we were happy to see the new required signs at vape shops this spring that say "Cannabis Cannot be Sold Here", agencies like DCP and DRS may not have the capacity to keep up with the renewal of licenses and to keep illicit products out of reach in these shops. We will continue to talk to first selectmen and mayors to empower and encourage them to act. By getting out of the office and engaging at town hall offices with folks, we gain significant insights into the communities we serve.

As the CT Clearinghouse and DMHAS TPEP programs focus on educating retailers and enforcing tobacco 21 laws, **we recommend that the UNPP Program focus its efforts on these local approaches** and leave the retailer engagement to them – strengthening the direct interaction with retailers. We also recommend exploration of other states' approaches to addressing this issue, as there could be a model that CT can emulate.

Combining nicotine and cannabis awareness and prevention efforts at WCTC has proven to be fruitful and efficient. This collaboration, particularly the new dual-use quit kits for nicotine and cannabis, has broadened the reach and effectiveness of our work by allowing us to support individuals who may be struggling with one or both substances. Moving forward, we recommend continuing to integrate these efforts where appropriate.

It is our shared responsibility to continue to share information with lawmakers in Hartford, utilizing the strengths and resources of all agencies in CT focused on tobacco prevention and health promotion. **By doing so, we become Big Prevention** and can beat the industry with truth.