

..Number

2603

..Version

ORIGINAL

..Reference

241545

..Sponsor

MILWAUKEE YOUTH COUNCIL

..Title

Resolution urging the Common Council to adopt the Youth Council's anti-nicotine scholarship contest.

..Analysis

This resolution urges the Common Council to adopt Common Council File Number 260192 using JUUL settlement funds to fund an anti-nicotine scholarship design contest run by the Milwaukee Youth Council.

..Body

Whereas, According to the Centers for Disease Control, in 2024, 5.9% of middle and high school students, around 1.63 million individuals, reported current use of e-cigarettes; and

Whereas, More than 1 in 4 of youth who currently use e-cigarettes use an e-cigarette product daily, and 38.4% of youth e-cigarette users report using e-cigarettes at least 20 of the last 30 days; and

Whereas, Flavored e-cigarettes are used by 87.6% of current e-cigarette users; and

Whereas; The staggering rise in e-cigarette use by youth has been driven in part by marketing directly targeting youth; and

Whereas, These marketing practices have resulted in several major e-cigarette lawsuits, particularly against JUUL Labs, that have resulted in billions of dollars in settlements for targeting youth with marketing; and

Whereas, Research has shown that nicotine affects young brains very differently from mature brains, deepening addiction by over-producing nicotine neuron receptors and dysregulating the prefrontal cortex before it has a chance to fully develop, leading to higher rates of risk-taking behaviors and mood disorders; and

Whereas, Young brains exposed to nicotine experience other negative effects that may not occur in adults including memory and learning deficits and increased likelihood of addiction; and

Whereas, According to the Centers for Disease Control, nearly nine out of 10 adult daily smokers started their habit before age 18; and

Whereas, A proactive, youth-lead effort to combat nicotine use may be among the most effective strategies available for reducing teen nicotine use and dependency; now, therefore, be it

Resolved, by the Milwaukee Youth Council, that the Youth Council urges the Common Council to adopt of the proposed anti-nicotine scholarship design contest attached to Common Council File Number 260192; and, be it

Further Resolved, That the Milwaukee Youth Council urges the Common Council to assist with the promotion of the contest to ensure a wide-range of submissions from across the City, and, be it

Further Resolved, That the Milwaukee Youth Council encourages eligible Milwaukee youth to submit their most creative and impactful designs once the contest is announced.

..Requestor
Milwaukee Youth Council
..Drafter
LRB 181667-1
Christopher Hillard
6/8/2026