

# FOR IMMEDIATE RELEASE

## **One Year of Prevention, Another Year of Progress: RISE TOGETHER Continues Brown County Wisconsin Wins Partnership**

**GREEN BAY, Wis.** — Prevention is not a one-time campaign—it is a commitment to education, collaboration, and creating communities where young people can thrive.

Over the past year, RISE TOGETHER has partnered with Brown County through the Wisconsin Wins initiative, part of the Wisconsin Commercial Tobacco Prevention and Treatment Program supported by the Wisconsin Department of Health Services, to educate families, retailers, educators, and community members about commercial tobacco prevention while supporting retailer engagement and compliance efforts that help reduce youth access to commercial tobacco products.

**As a nonprofit dedicated to reducing youth substance use and improving well-being, RISE TOGETHER works alongside county, state, and national prevention partners—including the Wisconsin Department of Health Services, the American Lung Association, and fellow prevention organizations—to strengthen education, youth engagement, and evidence-informed prevention efforts that benefit communities across Wisconsin.**

Throughout the past year, one thing has become increasingly clear: the commercial tobacco landscape continues to evolve.

While youth cigarette smoking has declined significantly over the past two decades, newer products—including disposable electronic cigarettes and nicotine pouches—have become increasingly common. Many are flavored, discreet, and intentionally designed to be easy to conceal, making them more difficult for parents, caregivers, educators, and other trusted adults to recognize.

### **Over the past year, RISE TOGETHER has:**

- Educated families, educators, and community members about emerging commercial tobacco and nicotine products.
- Partnered with local retailers through education and Wisconsin Wins compliance activities that support youth access laws.
- Shared evidence-informed prevention strategies that encourage early, supportive conversations with young people.
- Increased awareness of emerging trends, including nicotine pouches and other evolving commercial tobacco products.

- Connected community members with prevention and cessation resources throughout Northeast Wisconsin.
- Strengthened community partnerships to support long-term youth substance use prevention across Brown County.

**“Whether we’re having a conversation with a parent, visiting a retailer, or presenting to a community group, our goal is always the same—to protect young people through education, collaboration, and prevention,”** said Nadine Machkovech, Executive Director of RISE TOGETHER. **“Wisconsin Wins isn’t just about compliance. It’s about building relationships that make it easier for young people to make healthy choices and harder for commercial tobacco products to reach them.”**

For more than 13 years, RISE TOGETHER has believed that connection is one of the strongest protective factors against substance use. Through Wisconsin Wins, that mission continues by combining community education, retailer engagement, and local partnerships to help create healthier environments where young people can thrive.

**Building on a year of prevention and progress across Brown and Shawano counties, RISE TOGETHER will continue its partnership with Brown and Shawano County beginning July 1 while expanding its Wisconsin Wins work into neighboring Oconto County through the Wisconsin Department of Health Services’ Commercial Tobacco Prevention and Treatment Program. Together, these efforts reflect the organization’s long-term commitment to strengthening prevention, education, and community partnerships across Northeast Wisconsin.**

**“We’re grateful to continue serving Brown County alongside so many dedicated partners,”** Machkovech said. **“Every conversation matters. When families, retailers, schools, and community organizations work together, prevention becomes stronger—and so do our communities.”**

## **About RISE TOGETHER**

RISE TOGETHER is a Wisconsin-based nonprofit organization dedicated to decreasing youth substance use and increasing well-being through storytelling, connection, prevention, education, and community collaboration. Through evidence-informed programming and partnerships across Wisconsin, RISE TOGETHER equips young people and the adults who support them with the knowledge, relationships, and resources needed to build healthier futures.

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Photo caption: Youth participate in a RISE TOGETHER activity focused on connection and belonging. Across Wisconsin, RISE TOGETHER combines storytelling, education, and community engagement to strengthen protective factors, decrease youth substance use, and increase well-being.