



Using collaboration to maximize impact

A statewide partnership to address the youth vaping epidemic within West Virginia

West Virginia continues to have the highest reported adult smoking rates in the nation: 25.2% (WVBRFSS, 2018). The national smoking prevalence for adults is 15.5% (WVBRFSS, 2018).

History of Prevention Barns

In the late 1800's, the Bloch Brothers Tobacco Company in Wheeling, WV, revolutionized the advertising industry by creating the first form of outdoor "billboards" by painting their slogan on barns and buildings.



The phrase, "Chew Mail Pouch; Treat Yourself to the Best", although historical, is now seen as a dying breed. The Mail Pouch Barns are continuing to fade into obscurity, much like tobacco use in our culture today.