

SAFE's anti tobacco marketing campaign a success

The "We've Seen Enough Tobacco Marketing" Campaign spearheaded by the SAFE Pride Project Coalition's School Committee who partnered with the Glen Cove School District's Health, Physical Education & Athletic Department and the Tobacco Action Coalition of LI. at Glen Cove High School has ended.

The campaign concluded at the Glen Cove Boys & Girls Club and at the Glen Cove Youth Bureau's Youth Council Meeting.

"The presentation reinforced that the youth of Glen Cove are constantly exposed to tobacco marketing in the media and in their lives," said Melissa Rhodes, Executive Director of the Glen Cove Boys & Girls Club. "The youth involved in the presentation each want to live a happy, healthy life and therefore support this campaign fully."

The purpose of the campaign was to thwart tobacco company's efforts to encourage youth to smoke. They create marketing strategies that include advertisements to make smoking look appealing and paying store owners additional money to place cigarettes near the cash registers so youth can see them.

Students viewed two compelling videos, one that has a middle school student being followed by tobacco reps that are encouraging her to smoke, and another, depicting an elementary school age girl in a deli who is surprised when she is spoken to by cigarettes behind the counter. Students also signed team comment postcards, and posters stating their support for ending the advertising campaigns. Plans are underway to have these messages sent to the state.

For further information on any SAFE, Inc. PRIDE Project Coalition and their initiatives contact Coalition Coordinator Aimee Abraham at 516-676-2008. SAFE Inc. is a not for profit tax exempt substance abuse education and prevention agency located in Glen Cove. Visit our website at [HYPERLINK "http://www.safeglen Cove.org"](http://www.safeglen Cove.org) www.safeglen Cove.org and follow us on Facebook at [HYPERLINK "http://www.facebook.com/GlenCovePrideCoalition"](http://www.facebook.com/GlenCovePrideCoalition) www.facebook.com/GlenCovePrideCoalition

