

## NEIGHBORS IN THE NEWS



Courtesy SAFE

**STUDENTS FROM THE** Robert M. Finley Middle School committed to taking a stand against smoking.

### Finley Middle School youth want a reduction of tobacco marketing

Glen Cove Robert M. Finley Middle School students joined their peers at the Glen Cove High School to take a stand for the "Great American Smoke Out 2017." Their goal was to call attention to the need to reduce their exposure to tobacco marketing through awareness activities which were organized by the SAFE Glen Cove Coalition School Committee chaired by Peter Cardone, director of Health Physical Education and Athletics for the Glen Cove School District.

GASO is a day of national activism sponsored by the American Cancer Society. Each year, it draws attention to preventing the deaths and chronic diseases caused by smoking. It has been a catalyst in the late 1980s and 1990s for legislation discouraging teen cigarette use, and the social norms associated with the acceptability of smoking. "This day of national recognition empowers youth to stand out, speak up and seize control against "Big Tobacco," Cardone said.

About 40 million Americans still smoke cigarettes, and tobacco use remains the single largest preventable cause of disease and premature death in the world.

next generation step up and call for a reduction in youth's exposure to tobacco marketing," said Dr. Sharon Harris, executive director of SAFE. "Based on the volumes of research and data the most important thing we can do for our youth is make them aware of the dangers, teach them about Point-of Sale tobacco marketing practices, the necessary skills to avoid taking their first puff and how to advocate for themselves."

The tobacco industry places most of its advertising in stores where 75 percent of teens shop at least once a week. Stores located near schools contain three times the amount of these advertisements, which are all prominently displayed in our children's purview, said Carol Meschkow, the manager of TAC. "This program was very timely as the students were informed of the Tobacco Companies' yearlong Corrective Statement Advertisements," she said, "and how this relates to deceptive marketing campaigns, and what they have been learning about the impact of the Tobacco Marketing at their purview in the local retail establishments."

For more information about SAFE, Inc. and the SAFE Glen Cove Coalition visit the website at <http://www.safeglen-cove.org>

The School Committee once again

visit the website at <http://www.safeglen-cove.org> or our Facebook page at <http://www.facebook.com/safeglen-cove>