

Press Release

January 27th, 2019

FOR IMMEDIATE RELEASE

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SAFE Glen Cove Coalition: Documenting the Dangers of Vaping-Associated Pulmonary Injury

The popular media-service provider known as NETFLIX decided to impart awareness of the dangers that vaping has had on society via a new docuseries called Broken, which provides insight into the new Vaping-associated pulmonary injury known as EVALI. The docuseries also highlights the growing JUUL population and its products that are harming our youth. NETFLIX is hoping that documenting the dangers of this harmful drug is a new way to try and gain adolescent's attention through their most valuable possession -their devices.

E-cigarette, or Vaping, product use Associated Lung Injury (EVALI) is a new lung injury disease that has been caused by vaping products throughout the world. This outbreak is targeting teenagers in a negative way, as they make up the largest age group that uses the JUUL products. This disease's name was given by the Centers for Disease Control (CDC) as they have newly identified the correlation to the rare lung injury disease that has been taking young lives to the usage of vaping products.

The docuseries aims to gain the attention of the users of JUUL, and other individuals who have been or could be affected by this epidemic. The documentary also points out the measures taken by JUUL to curb access to their products for example, in 2018, JUUL Labs Inc. had announced its plans to stop selling most of its flavored nicotine liquids at bricks-and-mortar stores. The e-cig manufacturer had said that it would keep on selling menthol and tobacco-flavored products in stores, and that all the other flavors would remain available for sale on its website, which has age-verification controls. This is the vaping companies' way of regulating the buying of e-cigarettes to show the Food and Drug Administration (FDA) and CDC that they aren't at fault for adolescents getting sick from using their products.

Though most ads that have been out promoting these JUUL products do grasp the younger generation's attention as they use younger models, colorful images, and certain celebrities that most teenagers idolize. However, the banning of flavored JUUL pods has been able to alter a minor percentage of some teens who maybe only used those flavors. But what about the rest of the younger generation who all began smoking non-flavored e-cigarettes from the start? And as a consequence too much time has lapsed in stopping adolescents from gaining interest to use vaping products.

NETFLIX is hoping the documentary will gain the attention they're seeking to lead teenagers to an eye-opening understanding of this increasing epidemic.

The Centers for Disease Control and Prevention (CDC) is a federal agency that conducts and supports health promotion, prevention and preparedness activities in the United States, with the goal of improving overall public health. To learn more about the CDC please visit www.cdc.gov.

The Food and Drug Administration (FDA) is a federal agency of the United States Department of Health and Human Services responsible for protecting and promoting public health. For more information please visit www.fda.gov.

Netflix, Inc. is an American media-services provider and production company. For more information please visit www.netflix.com.

SAFE, Inc. is the only alcohol and substance abuse prevention, intervention and education agency in the City of Glen Cove. Its Coalition is concerned about vaping and seeks to educate and update the community regarding its negative consequences. To learn more about the SAFE Glen Cove Coalition please follow us on www.facebook.com/safeglencovecoalition or visit the Vaping Facts and Myths Page of SAFE's website to learn more about how it's detrimental to your health www.safeglencove.org.