

Press Release

March 10, 2020

CONTACT:

SAFE Executive Director Dr. Sharon Harris:

safeglencove@yahoo.com

SAFE Glen Cove Coalition: New Tool to Help Youth Quit Vaping

The SAFE Glen Cove Coalition along with their long time partner, Tobacco Action Coalition of LI (TAC) are pleased to share the news that NYS Department of Health (DOH) Commissioner Dr. Howard Zucker announced the launch of the new “This is Quitting” text to quit program. His announcement immediately followed a Press Release from Governor Cuomo’s Office. The Governor was quoted as saying “The alarming increase in the number of young people using e-cigarettes is proof we need to curb this deadly epidemic before another generation develops lifelong nicotine addictions, that’s why we’re taking bold and aggressive actions to ban all flavored nicotine vaping products, end these unscrupulous vaping advertisements aimed at our kids, and offer teens a simple way to get help quitting vaping”.

In summary, the DOH partnered with the “Truth Initiative”, whose key organizational mission is the commitment to making tobacco use a thing of the past, to develop a NYS-specific version of their text-based intervention, “This is Quitting.” To access this program, users just need to text “DropTheVape” to 88709. The free text message program was created with valuable input from teenagers, college students and young adults who have attempted to, or successfully, quit vaping. It is specifically tailored to age groups (13-17 and 18-24) to give appropriate quitting recommendations. It’s very simple, upon enrolling in the text message program, users receive interactive daily text messages tailored to their sign-up date or their target quit date, should the user choose to set one. Messages include encouragement, motivation, skill and self-efficacy building exercises and coping strategies. Messages are available for at least one month if a user does not have a quit date set. If a user sets a quit date, they receive messages for at least one-week prior to the quit date and at least two months following the quit date, which they may change at any time. The program also directs users to the New York State Quitline, who recently added free quit-coaching and nicotine replacement therapy this past fall for eligible users of e-cigarettes to address to help them break their dependence on vaping.

Tobacco Action Coalition of LI, Manager-Carol Meschkow has witnessed the frustration of many parents and community partners over the need of a user friendly method to help youth quit this heinous addiction to nicotine with tools that are age appropriate, easy to access, using a medium that they are comfortable with. "This new initiative will be welcomed by all, and a critical component in the fight against this epidemic".

The New York State Department of Health is the department of the New York state government responsible for public health. It is headed by Health Commissioner Howard A. Zucker, M.D., J.D., who was appointed by Governor Andrew M. Cuomo and confirmed by the State Senate on May 5, 2015. Its mission is to protect, improve and promote the health, productivity and well being of all New Yorkers. For more information please visit www.health.ny.gov.

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.

For Quit help contact the NYS Quit Line: at 1-866-NYS-Quits.