

Press Release

April 11, 2022

FOR IMMEDIATE RELEASE

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SAFE Glen Cove Coalition: Take Down Tobacco Day Formerly Kick Butts Day

For 27 years, the United States activists for Take Down Tobacco Day, also known as Kick Butts Day has continued to use their efforts of “empowering individuals to stand up and speak out against the tobacco industry.”

On April 1st National Kick Butts Day marked the start to kicking cigarette butts to the curb and beginning the process in ending tobacco use throughout the United States. To celebrate the event, SAFE’s Bi-Lingual Life Skills Trainer Brenda Lopez collaborated with the Glen Cove Youth Bureau in promoting this event to the LifeSkills After 3 Program with technical support provided by longtime partner Carol Meschkow, Manager of the Tobacco Action Coalition of Long Island.

During the program Ms. Lopez presented a power point to the students on the event and provided virtual activities for the students to participate in. The students also created posters to aid in promoting the awareness of National Kick Butts Day, along with encouraging the effort to stop smoking. Their posters will be displayed on SAFE, Inc.’s website and the Glen Cove Youth Bureau’s Facebook Page.

The presentation highlighted the following PSA: “Today is April Fool’s Day and Take Down Tobacco Day. We know you are all aware of the health consequences of smoking/vaping; so we need your help, don't let Big Tobacco companies think they can fool another generation into nicotine addiction. Big Tobacco has marketed E-cigarettes to youth to recruit new smokers through, social media, TV and magazine ads, celebrity/influence endorsements, sports and music sponsorships. One Juul pod contains as much nicotine as a whole pack of cigarettes. Tell a friend or younger sibling; don't be fooled!!!”

A variety of facts and statistics regarding the issues within the big tobacco industries was discussed and youth were encouraged to utilize their various educational venues to learn about the disheartening tactics that these companies do to lure children into buying their products, as well as profiting off of adult’s addictions -regardless of the known issues smoking causes.

As this event continues to thrive all across America, the decline in cigarette smoking has provided hope to continue the efforts to have a decline among the younger generation's use with electronic cigarettes and vaping cigarettes.

One day can change a person's life forever, as long as there's effort, education and awareness being offered to communities then there can be change for the better overall.

Take Down Tobacco Day, National Day of Action. 2022. <https://www.takedowntobacco.org/about>

"Take Down Tobacco Day" is a perfect day to commit to Quitting, and for creating awareness of the dangers of e-cigarettes to our youth. For help Quitting contact the American Lung Association- Lung Helpline at: 800-Lung-USA or the N.Y. State Smokers' Quitline at 866-NY-QUITS (866-697-8487).

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 tobacco use and vaping seeking to educate and update the community regarding its negative consequences in collaboration with Carol Meschkow, Manager- Tobacco Action Coalition of Long Island. For more information please visit the Vaping Facts and Myths Page of SAFE's website to learn more about how vaping is detrimental to your health at www.safeglencove.org.

To learn more about the SAFE Glen Cove Coalition please visit: <http://www.safeglencove.org/> and follow us on our website at: www.facebook.com/safeglencovecoalition.