

FOR IMMEDIATE RELEASE

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SAFE Glen Cove Coalition: Urges the Community to have the “VAPE TALK” with their Teens

The Chairman of the American Lung Association (ALA) Harold Wimmer announced on August 9th the launch of the Organizations new youth vaping campaign called [#DoTheVapeTalk](#)- The campaign was developed in collaboration with the AD Council . This public service campaign aims to raise awareness about the dangers of youth vaping and help parents with middle schoolers (ages 10-14) “have the Vape Talk” with their kids while they’re still willing to listen. Vaping, which is popular with teens is a troubling and critical issue, because it can cause irreversible lung damage and affect attention, learning, memory and brain development.

The public service campaign uses popular pop culture and viral dance video trends to connect parents and their kids as a “lead-in” to more serious conversations about the dangers of vaping. The goal of the campaign is to prevent youth from ever starting to vape. Many methods of communications will be used including: TV, billboards, print ads, and ALA’s own digital outreach. ALA has partnered with a number of influencers including social media influencer and anti-vaping activist, Russell Horning.

Although recently there has been a reduction in youth vaping, overall the youth e-cigarette rate is still unacceptably high. Today 2.1 million kids use e-cigarettes, and thousands of youth start vaping every day. With youths returning after a summer break to normal activities this campaign launch comes at an important time, as millions of tweens prepare to return to school and will face the ensuing social peer pressure.

For help Quitting or to learn more about this initiative please visit ALA on their Website at : www.americanlung.org, and please view the associated Webpages for resources on having the “Vape Talk.”

<https://www.youtube.com/watch?v=Aabz4MHXgT4>

<https://www.lung.org/quit-smoking/helping-teens-quit/talk-about-vaping>

The New York State Smokers’ Quitline assists thousands of New Yorkers every year in their attempts to break free from smoking and other tobacco use by providing information, expert quit coaching, support, and free starter kits of nicotine replacement therapy The service is free and confidential. Call 1-866-NYQUITS (1-866-697-8487), text 716-309-4688, or visit the New York State Smokers’ Quitline at <https://www.nysmokefree.com/> for more information or to speak with a Quit Coach.

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. To learn more about the SAFE Glen Cove Coalition please follow us on [ww.facebook.com/safeglencovecoalition](https://www.facebook.com/safeglencovecoalition) or visit the Vaping Facts and Myths Page of SAFE's website to learn more about how vaping is detrimental to your health www.safeglencove.org.