

FOR IMMEDIATE RELEASE

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### **SAFE Glen Cove Coalition: Big Tobacco Loses Appeal**

A joint Statement of the American Cancer Society, American Cancer Society Cancer Action Network, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, The Center for Black Health & and the Tobacco-Free Kids Action Fund reported that per a federal court order issued on December 6th the major U.S. tobacco companies will soon have to post signs telling the public the truth about the deadly consequences of cigarette smoking at nearly 200,000 retail outlets across the nation that sell cigarettes.

The Federal Order will fully implement the corrective statements the tobacco companies were first ordered to make in 2006, when U.S. District Judge Gladys Kessler issued a landmark judgment that these companies had violated civil racketeering laws and lied to the public for decades about the health risks and addictiveness of cigarettes and their marketing to children. Big Tobacco appealed the fought the point-of-sale corrective statements in court for 16 years. The involved parties to the case including the U.S. Department of Justice, six public health intervenors and the tobacco companies finally negotiated an agreement for the corrective statement signs to be displayed in retail stores for 21 months. The Court Order enacts the agreement. The court order applies to defendants Altria, Philip Morris USA and R.J. Reynolds Tobacco Company, as well as to four cigarette brands owned by ITG Brands LLC.

The point-of-sale signs must tell the public the truth about the adverse health effects of smoking and secondhand smoke, the addictiveness of smoking and nicotine, and the industry's manipulation of cigarettes to make them more addictive. Of crucial importance is this vital information will be made apparent to the consumers at the point where they are making decisions whether to purchase cigarettes. It also reinforces all the messaging and hard work the SAFE Glen Cove Coalition along with Community partner the Tobacco Action Coalition of LI, the Mayor and City Council, Glen Cove School District, Youth Bureau, Police Department, Downtown BID and other community partners that have been working on in their educational outreach and prevention programing for the City's youth for the past 15 years.

Per the organizations, these corrective statement signs will also be powerful reminders that the impact of the tobacco industry's actions were not unintended. It stems directly from the tobacco industry's deceptive and illegal practices. As Judge Kessler cited in her final ruling in 2006 the tobacco companies have engaged in massive wrongdoing that has resulted in "a staggering number of deaths per year, an immeasurable amount of human suffering and economic loss, and a profound burden on our national health care system." The mere fact that the tobacco companies have so fervently fought the point-of-sale corrective statements for 16 years demonstrated their denial and resistance to corrective action.

The corrective statements have previously been disseminated through newspaper and television ads and on cigarette packs and will continue to appear on tobacco company websites. The statements are intended to “prevent and restrain future fraud by an industry that has lied to the American people for decades”. Sadly, 48 to 70 percent of youth visit convenience stores at least once a week. 85 percent of high schoolers in New York reported awareness of advertising in stores. Eighty eight percent of adult daily smokers began by 18 years of age.

When you are ready to quit tobacco and beat a Nicotine Addiction the American Lung Association can help. You may visit their website at: [www.americanlung.org](http://www.americanlung.org). The Association says “the only thing that should go into your lungs is clean air, so if you’re inhaling anything, it could potentially be toxic to your lungs!!

The New York State Smokers’ Quitline assists thousands of New Yorkers every year in their attempts to break free from smoking and other tobacco and the service is free and confidential. Call 1-866-NYQUITS (1-866-697-8487) or visit them at: <https://www.nysmokefree.com/>.for Quit Help.

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 Community Partner, 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](http://www.safeglencove.org).