

FOR IMMEDIATE RELEASE

February 20, 2023

CONTACT: Dr. Sharon Harris

516- 676-2008 safeglencove@yahoo.com

SAFE Glen Cove Coalition- Governor Hochul Proposes Ban on all Flavored Tobacco Products

Governor Hochul recently announced in the State of the State Address two important tobacco-related proposals: an increase on the cigarette tax by \$1.00, from \$4.35 to \$5.35, as well as expanding on the State's ban on the sale of flavored vaping products by prohibiting the sale of all flavored tobacco products. These are very positive efforts to protect the health of New Yorkers, particularly those most impacted by the marketing efforts of the tobacco industry and our vulnerable youth.

The last cigarette tax in New York State was over a decade ago. The State's previous removal of flavored vaping products from the market in 2019 was an important first step, however the prior initiative did not include a ban on other flavored tobacco products including menthol and only addressed e-cigarettes/vaping.

Flavored tobacco products are extremely appealing to young people. More than 80% of young people who ever used tobacco products started with a flavored tobacco product. In a survey of Long Island resident's 81% of the adults polled agree that candy and fruit flavored products make it easier for more young people to become enticed in to trying these harmful products. The presence of mentholated flavors poses a serious concern given that the cooling attributes of menthol have been shown to play an integral role in tobacco use initiation among young people. Research has found that both fruit and cooling flavors can suppress nicotine's harsh and irritable effects, counterbalancing a barrier that may otherwise prevent youth and young adults from using higher nicotine e-cigarettes. Further scientific evidence indicates that people who smoke are less likely than those who smoke-non menthol to successfully quit even though menthol smokers have a higher urge to quit. More than 54% of youths ages 12 to 17 who smoke use menthol cigarettes. Menthol products make it easier to start and harder to quit. Statistically 86% of black smokers use menthol versus 36% of white smokers. If passed and implemented this ban will drastically reduce tobacco use rates and weaken Big Tobacco's continued efforts to addict youth to their deadly products. Additionally, New York's cigarette tax has not been increased since 2010.

According to the New York State Office of Addiction Services and Supports (OASAS), tobacco use remains the leading cause of preventable death in New York. In 2020 22.5% of youths used an e-cigarette. Every year, approximately 4,300 New Yorkers under 18 become daily smokers. 280,000 of New York's youth who are under 18 today are projected to die prematurely from smoking, while an additional 28,000 adults in the state die each year from smoking or secondhand smoke. The Governor's proposed ban on mentholated products would work towards advancing health equity and help and aid the dire need to prevent the next generation of smokers.

The New York State Office of Addiction Services and Supports (OASAS) is a State agency whose mission is to improve the lives of all New Yorkers by leading a comprehensive premier system of addiction services for prevention, treatment, and recovery. For more information about OASAS please visit <https://www.ny.gov/agencies/office-addiction-services-and-supports>.

For help Quitting smoking or vaping or to help a loved beat a Nicotine Addiction please visit the American Lung Association on their Website at: www.americanlung.org. "The American Lung 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. The Coalition is concerned about all combustible and electronic products with marijuana and tobacco. The Agency is employing environmental strategies to educate and update the community regarding the 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 www.facebook.com/safeglencovecoalition or to learn more about electronic products visit the Vaping Facts and Myths Page of SAFE's website to learn more about how vaping and tobacco use is detrimental to your health www.safeglencove.org.