

FOR IMMEDIATE RELEASE
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SAFE Glen Cove Coalition: The Connection between Youth Vaping and Disrupted Sleep Patterns

Truth is a not-for-profit public health organization dedicated to making commercial tobacco use and nicotine addiction a thing of the past. The (TRUTH) is a national campaign aimed at eliminating teen smoking in the United States. Truth produces television and digital content to encourage teens to reject tobacco and to unite against the tobacco industry. The (TRUTH) just announced a new campaign to shed light on the connection between vaping nicotine and anxiety and depression and its impact on youth. "Toxic Therapy from Your Vape" also highlights that vaping nicotine is associated with sleep problems.

According to (TRUTH), youth often vape nicotine under the misperception that it will relax them when it can have the opposite effect. To demonstrate how vaping nicotine can intensify symptoms of depression and anxiety and interfere with sleep, (TRUTH) teamed up with comedian Chris Parnell for their "Toxic Therapy from Your Vape." Campaign. The actor uses this platform to educate the public that vaping nicotine intensifies youth use.

"Toxic Therapy from Your Vape" expands on a prior (TRUTH) e-cigarette educational effort, referred to as "Depression Stick!," where a fake vaping company sought to expose nicotine's role as a contributor to the worsening youth mental health crisis. This program was followed by "Depression Stick!" with "Breath of Stress Air," who's goal was to alert young people to the role nicotine can play in increasing rather than eliminating levels of stress. Together, these campaigns were associated with reduced e-cigarette use among young people and earned (TRUTH) the prestigious Grand Effie award for the most effective behavior changing campaign of 2023.

As part of this latest effort, (TRUTH) is partnering with other mental health professionals with a social media presence who youth are familiar with including Jeff Guenther, Micheline Maalouf, and Dr. Justin Puder. These collaborations are in addition to their TikTok show recently launched by (TRUTH) "Everything Sucks Right Now,". The Show is hosted by the influencers Vincent Marcus and Christian Vierling. In the "Tic Tock", Vincent and Christian frankly discuss with humor how they personally cope with struggles that many of their peers also face, such as vaping, relationships, and the environment.

Dr. Debra Kissen, CEO of Light on Anxiety: Cognitive Behavior Treatment Center, n increasing number of young people are experiencing anxiety-causing thoughts and behaviors, and while many are open to discussing their mental health and breaking stigmas, more than half of young people aged 18-24 with anxiety or depression still do not seek treatment. The (TRUTH)

campaign shines an important spotlight on the mental health state of young people in a way that resonates meaningfully with this younger generation and gives them tools to get help.

Per (TRUTH), the tobacco industry has invested significant resources in marketing that connects commercial tobacco use with mental well-being. From an early Camel cigarette ad that depicts a relaxed smoker with the text, "It's a psychological fact, pleasure helps your disposition. For more pure pleasure – have a Camel," to a pandemic isolation-themed Puff Bar ad calling the e-cigarette brand a way to "stay sane" and "the perfect escape from back-to-back zoom calls, parental texts, and WFH stress," the Tobacco Industry often depicts its products as stress relief.

As quitting smoking is linked with lower levels of anxiety, depression, and stress, there is emerging evidence of a connection between quitting vaping nicotine and improvements in mental health symptoms. According to a (TRUTH) survey, 47% of young people who quit vaping feel more in control than when they were vaping, and 90% feel less stressed, anxious, or depressed.

"This Is Quitting" – is an evidence-based free quit vaping program that is the largest in the country. It has become a resource for more than 640,000 young people seeking to break free from e-cigarette use. A randomized clinical trial found that young adults aged 18-24 who used "This is Quitting" had nearly 40% higher odds of quitting compared to a control group. Results from another randomized clinical trial underscored that "This is Quitting" is not only successful in helping young people quit vaping, but also in ensuring that they don't later use combustible tobacco products in place of e-cigarettes. Associating a relaxing moment with vaping nicotine can mislead the public to believe that nicotine use boosts mental well-being. The cycle of nicotine withdrawal may also lead to this misconception. Irritability, anxiety, and depression are some of the symptoms of nicotine withdrawal, and using nicotine may relieve these symptoms temporarily before the cycle starts again.

According to SAFE, the best method of protecting is prevention education, incorporate the use of environmental strategies and encouraging a goal to "Live SAFE" and substance free while changing the societal norms regarding these products to help curb youth initiation and a lifelong nicotine addiction.

To access This Is Quitting and receive immediate help, young people can text "DITCHVAPE" to 88709. Parents of young people who vape can receive support at BecomeAnEX.org. Free mental health resources, including breathing exercise app [Breathwrk](#), [Cope Notes](#), a daily texting program that can provide tips for combating anxiety, and the Crisis Text Line, can also be found at thetruth.com/solutionspace.

For Quit help the NYS Smoker' provides free and confidential services that include information, tools, quit coaching, and support in both English and Spanish. Services are available by calling 1-866-NY-QUITS (1-866-697-8487), texting (716) 309-4688, or visiting www.nysmokefree.com, for information, to chat online with a Quit Coach, or to sign up for [Learn2QuitNY](#), a six-week, step-by-step text messaging program to build the skills you need to quit any tobacco

product. Individuals aged 13 to 24 can text "DropTheVape" to 88709 to receive age-appropriate quit assistance.

Please visit the American Lung Association on their Website at: www.americanlung.org. For help Quitting smoking/vaping or to help a loved one beat a Nicotine Addiction the American Lung Association is committed to helping educate, intervene, and prevent the use of tobacco and nicotine by the next generation. The Lung HelpLine, is available via phone or online and is ready to assist teens between the ages of 13 -17 in quitting tobacco, including vaping. Call 800-LUNGUSA or chat online through their website at Lung.org.

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 is detrimental to your health www.safeglencove.org.