

FOR IMMEDIATE RELEASE
Press Release January 8, 2024
CONTACT: Dr. Sharon Harris
516- 676-2008
safeglencove@yahoo.com

SAFE Glen Cove Coalition: Awareness of Electronic Cigarette Industry Practices and Susceptible Young Adults

A recent research study conducted by the National Institutes of Health (NIH) maintains public education exposing cigarette industry practices have been effective in changing attitudes and preventing smoking among young people. It is unclear how much young adults are aware of e-cigarette industry practices, and how this awareness relates to anti-e-cigarette attitudes. Researchers examined demographic correlates of awareness of e-cigarette industry practices and anti-e-cigarette attitudes, and the association between awareness of these practices with anti-e-cigarette attitudes.

A sample of young adults aged 18–30 years who do not use commercial tobacco products but are susceptible to e-cigarette use were cross-sectionally surveyed from August 2021 to January 2022. Respondents reported their demographics, awareness of cigarette industry practices, awareness of e-cigarette industry practices and their level of agreement with four anti-e-cigarette attitude statements. Researchers examined demographic associations and the relationship between awareness of e-cigarette industry practices with each anti-e-cigarette attitude, adjusting for demographics and awareness of cigarette industry practices.

Overall, Hispanic and Black young adults (vs White) and those with <US\$75 000 annual household income (vs ≥US\$75 000) knew of fewer e-cigarette industry practices. Black young adults (vs White) and those with <US\$75 000 annual household income (vs ≥US\$75,000) also had lower levels of agreement with anti-e-cigarette attitudes. Awareness of e-cigarette industry practices (vs awareness of zero practices) were associated with stronger agreement with each of the four anti-e-cigarette attitudes.

This research coincides with a recent pro-active effort to protect young people from the dangers of Big Tobacco's E-Cigarette Marketing Practices made by Governor Hochul who recently signed Assembly Bill 5994 into law- a piece of legislation that expands New York State's current marketing and event sponsorship laws to apply to e-cigarettes. Starting in 2024, New York will begin to institute similar marketing rules for e-cigarettes and vapes as it employs for other tobacco products. Manufacturers and distributors will not be permitted to put brand names, logos, or other identifying markers on any product other than the actual e-cigarette.

In essence the law, prohibits e-cigarette manufacturers and distributors from selling or marketing e-cigarette branded items (other than e-cigarettes or accessories). The prohibition explicitly excludes retailer point of sale promotions, further they will no longer be able to offer gifts in exchange for the purchase of e-cigarettes. Lastly, they cannot offer sponsorship of athletic, musical, artistic, social, or cultural events, or teams with branded e-cigarette images or logos.

The legislation makes a well needed statement that sends a signal to the public regarding the dangers of E-cigarettes and serves as a positive step in the ongoing efforts to limit young people's exposure to the impacts of tobacco marketing and helps address the alarming rates of youth vaping. Public education exposing e-cigarette industry practices may promote anti-e-cigarette attitudes among susceptible young adults who do not use commercial tobacco products.

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. Annually the Coalition partners with the Tobacco Action Coalition of LI (TAC), the Glen Cove Youth Bureau and Glen Cove School District Health Education teachers to raise awareness of the need to educate students on the dangers of all tobacco products, reduce youth's exposure to tobacco marketing at their local retailers, and to protect the public from second-hand and drifting smoke outside while they recreate, dine or even on the worksite grounds.

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.