

FOR IMMEDIATE RELEASE

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SAFE Glen Cove Coalition: Governor Hochul Cracks Down Further on E-Cigarette Marketing

In a continuing pro-active effort on the part of the State to protect our youth from the dangers of Big Tobacco's E-Cigarette Marketing Practices, Governor Hochul recently signed Assembly Bill 5994 into law. The legislation 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 youth's exposure to the impacts of tobacco marketing and helps address the alarming rates of youth vaping. It highlights all the messages that School and SAFE and local leaders have been busy imparting on youth in the classroom and in the community.

The Coalition is promoting their new campaign "Live Safe" to encourage the community to embrace a healthy substance free lifestyle, while continuing their ongoing efforts with the Tobacco Action Coalition of advancing a Tobacco Free City.

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 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, marijuana use and vaping. The Coalition seeks 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 www.facebook.com/safeglencovecoalition or visit the Vaping Facts and Myths Page or Underage Marijuana Use Awareness Campaign pages of SAFE's website to learn more about how smoking/vaping is detrimental to your health www.safeglencove.org