

FOR IMMEDIATE RELEASE

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CONTACT: Dr. Sharon Harris 516- 676-2008

safeglencove@yahoo.com

SAFE Glen Cove Coalition: Take Down Tobacco Day Formerly Kick Butts Day

Since 1996 the United States celebrations for Take Down Tobacco Day, also known as Kick Butts Day, have continued to focus their efforts on “empowering individuals to stand up and speak out against the tobacco industry.” April 1st National Kick Butts Day marks the start to kicking cigarette butts to the curb and beginning the process towards ending tobacco use.

Once again, the SAFE Glen Cove Coalition’s Youth and School committees celebrated the event with technical support provided by longtime partner Carol Meschkow, Manager- Tobacco Action Coalition of Long Island. Ms. Amanda Sullivan, Glen Cove Middle School Health teacher, SAFE’s Bilingual Life Skills Trainer, Monica Salinas and the Glen Cove Youth Bureau celebrated the event with students enrolled in Health Education and Life Skills Training via the Youth Bureau’s After 3 Program.

Take Down Tobacco Day’s programming followed the Campaign for Tobacco Free Kids theme: alerting youth that today was about exposing Big Tobacco’s misleading advertising again and revealing who they really are: people who gamble with lives. The organizations’ goal is to raise the stakes and challenge young people to call the industry’s bluff.

During the Event Ms. Sullivan and Ms. Salinas presented a power point to the students on the dangers of tobacco and the Tobacco Industry’s marketing practices. A variety of facts and statistics regarding the issues within the Big Tobacco Industries were woven into the day’s curriculum. Various educational venues were employed to impart to the youth the disheartening tactics that these companies use to lure children into buying their products, as well as profiting off adult addictions -regardless of the known issues smoking causes.

Other interactive activities included PSA’s motivating students and faculty to pledge not to start smoking/vaping and encouraging their friends and loved ones to stop smoking. The messaging said infatuatedly “We know you are all aware of the health consequences of smoking/vaping; so, we need your help, don’t let Big Tobacco companies think they can fool another generation into nicotine addiction. Big Tobacco has marketed E-cigarettes to youth to recruit new smokers through social media, TV and magazine ads, celebrity/influence endorsements, sports, and music sponsorships.”

The students also created a wall banner to aid in promoting the awareness of National Kick Butts Day. Younger After 3 students enjoyed a “Chalk the Walk” activity in the school yard for their classmates to read and learn from.

As this event continues to thrive across America, the decline in cigarette smoking has provided hope to continue the efforts to deter the younger generation’s use of electronic cigarettes and vaping cigarettes. One day can change a person’s life forever, if there’s effort, education and

awareness and environmental strategies being offered to communities then there can be change for the better overall.

“One Juul pod contains as much nicotine as a whole pack of cigarettes. Tell a friend or younger sibling; don't be fooled or swayed don't use tobacco- LIVE SAFE!”

“Take Down Tobacco Day” is a perfect day to commit to Quitting, and for creating awareness of the dangers of e-cigarettes to our youth. For help Quitting contact the American Lung Association- Lung Helpline at: 800-Lung-USA or the N.Y. State Smokers' Quitline at 866-NY-QUITS (866-697-8487).

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/vaping use seeking to educate and update the community regarding its negative consequences in collaboration with Carol Meschkow, Manager- Tobacco Action Coalition of Long Island. For more information, please visit the Vaping Facts and Myths Page of SAFE's website to learn more about how vaping is detrimental to your health at www.safeglencove.org. To learn more about the SAFE Glen Cove Coalition please visit: <http://www.safeglencove.org/> and follow us on Facebook at: www.facebook.com/safeglencovecoalition.