

FOR IMMEDIATE RELEASE

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### **SAFE Glen Cove Coalition- The Truth About Youth and Tobacco Marketing**

According to a recent report from The Truth Initiative, youth are especially affected by tobacco marketing. Advertising and promotional efforts by tobacco companies influence the initiation and progression of tobacco use. Studies show that tobacco use is associated with both exposure to retail advertising and relatively easy in-store access to tobacco products. Frequent exposure to tobacco product advertising and retail marketing over time normalizes tobacco and smoking for youth and makes them more likely to smoke. In fact, Truth Initiative researchers say youth who are more frequently exposed to point-of-sale tobacco promotion have 1.6 times higher odds of having tried smoking and around 1.3 times higher odds of being susceptible to future smoking, compared to those exposed less frequently. Exposure and attention to the retail store tobacco sales wall, the area behind the cash register where tobacco advertising is concentrated and tobacco products are displayed is associated with future smoking susceptibility.

The retail environment also has a great impact on youth use of e-cigarettes. E-cigarette use has increased greatly in recent years, especially among youth and young adults who use e-cigarettes more than any other age group. 43% of underage e-cigarette users obtain it from retail establishments. While youth prevalence has fallen in the past few years according to the latest Monitoring The Future data, current use is still concerning. Exposure to e-cigarette ads in the retail environment is associated with susceptibility to use among youth, higher likelihood of current e-cigarette use, and the perception of reduced harmfulness of e-cigarettes compared to regular cigarettes. Exposure to the tobacco sales area (aka "power wall") is associated with willingness to use e-cigarettes in the future. Youth visiting convenience stores at least weekly have 1.51 times the odds of e-cigarette susceptibility and 1.79 times the odds of e-cigarette initiation, compared to youth who never visit convenience stores.

Tobacco marketing in the retail environment is also associated with youth brand preference. Youth who described frequent exposure to tobacco marketing in retail stores had a greater likelihood of attributing positive imagery to specific tobacco product brands. Other studies show that youth who view photos of stores with tobacco displays and advertising have a greater likelihood of overestimating the percentage of adolescents and adults who smoke and believe that tobacco products are easier to buy than those who view photos without retail tobacco advertising. Research also shows that youth smokers prefer tobacco brands marketed most heavily in the convenience store closest to their schools.

In 2023, the Coalition's Community Committee embarked on an effort to draft and propose a new law restricting incoming retail stores that sell tobacco and other drug paraphernalia to B2 District areas as strong and effective laws and regulations were needed to protect youth from deadly addiction by reducing access to tobacco, vaping products and other harmful substances. With the assistance of the City Attorney, Tip Henderson, that effort came to successful fruition on July 25 2023 at the City Council meeting whereby the proposed law was passed unanimously.

Keep aware, stay informed and avoid unhealthy behaviors. "Live SAFE!". The SAFE Glen Cove Coalition works diligently to protect youth and inform parents through prevention education to avoid the negative consequence of nicotine addiction.

SAFE, Inc. is the only alcohol and substance abuse prevention, intervention, and education agency in the City of Glen Cove. The Coalition is concerned with all combustible and electronic products with tobacco. The Agency employs environmental strategies to educate and update the community regarding the negative consequences of smoking and vaping. To learn more about the SAFE Glen Cove Coalition please follow [www.facebook.com/safeglencovecoalition](https://www.facebook.com/safeglencovecoalition) or to learn more about electronic products visit the Youth and Tobacco Use and Vaping Facts and Myths Pages of SAFE's website to learn more about how vaping is detrimental to your health at [www.safeglencove.org](http://www.safeglencove.org).

The Truth Initiative is the nation's largest nonprofit public health organization dedicated to preventing youth and young adult nicotine addiction and empowering quitting. Research is conducted through the Truth Initiative Schroeder Institute that produces independent research to provide evidence for policy change and leadership in cessation research. For more information, please visit [www.truthinitiative.org](http://www.truthinitiative.org).