

Feb 26, 2020

GENERAL PTA MEETING

Ms. Hanna invited NYC Smoke Free to speak to parents about their anti-smoking campaign.

There is a Youth Program called Reality Check that has been in all 5 boroughs of NYC. It is a leadership program that focuses on developing skills to stop smoking or prevent kids from starting.

90% of people start smoking before the age of 18. After decades of smoking being cool and marketing efforts to get people to smoke.

Currently there is vaping epidemic (e cigarettes). Smoking rates were on the decline until vaping & e cigs.

Marketing of cigarettes made to look like candy and placed in stores strategic places which normalized these products. Currently companies are NOT allowed to advertise. But they are marketed in different ways, ads showing people with smoke & vapes. Slogans used, such as "take back your freedom".

There are 15,000 flavors of vapes, which smell nice not like a cigarette. The industry is not regulated.

There are a lot of toxins, but companies do not need to disclose what is in the products. People that vape develop lung issues and many students have been hospitalized.

Vapes are sleek and easy to put in pockets. Juul vape pens look like a USB. Juul currently has 85% of the market. There is a mouthpiece and vaping chamber. Pods sell for \$20. You keep the pen and replace pod. Amount you are vaping is undetectable, so people are taking in more. It is harder to gauge than the amount of cigarettes you smoke.

Liquid Nicotine: get a certain degree of euphoria and is addictive.

In reference to advertising, the law covers cigarettes not vaping products. Trying to get this changed.

Marketing of vaping products shows kids smiling, products not as harsh going into your lungs.

Each state has a public service website using flavors to hook kids. NYC has a ban on any vape flavors.

But you can buy the pods online. Legally you must be 21 to buy but this is not enforced in NYC and elsewhere.

These products are easier to smoke, harder to spot. There is lead and nickel in products.

Tobacco is the #1 preventable cause of death. Social media is used to promote products- sell pods on snap chats. Companies will pay influencers to promote their brands.

Marlboro has a \$13 Billion stake in JUUL.

The Reality Check program meets twice a month after school. They go community boards and middle schools where students speak to try to prevent kids from starting. Having students speak is more powerful and puts them in position to be role models.