



SARAH S. ANKER
Suffolk County Legislator, Sixth District



FOR IMMEDIATE RELEASE

MEDIA PRESS RELEASE:

January 15, 2016

Contact: Theresa Santoro

Office: 631-854-1600

Email: Theresa.Santoro@suffolkcountyny.gov

Legislator Anker Reminds Parents:

E-Cigarette Ads Target Students

MOUNT SINAI, NY – E-cigarettes contain nicotine, which causes addiction, harms brain development, and can lead to continued tobacco product use among youth. According the CDC, during 2011 to 2014, e-cigarette use among high school students soared from 1.5 percent to 13.4 percent, and among middle school students from 0.6 percent to 3.9 percent. About 7 in 10 middle and high school students see e-cigarette advertising in stores, online, in newspapers and magazines, or on television and in movies.

Suffolk County Legislator Anker sponsored a resolution that was signed into law last year to require Suffolk county businesses selling liquid nicotine to display a warning about the products ill effects. After hearing from a number of concerned parents and teachers that were aware of the high use of liquid nicotine in our schools, and following the death of a one-year-old child who digested the product, Legislator Anker moved to require the warning for the product to prevent further fatalities.

“A recent study shows that cancer rates are decreasing mainly due to a reduction in smoking. However, with the increased use of liquid nicotine, the rates could easily rise again. Liquid nicotine is unregulated, addictive and toxic,” said Legislator Anker. “The use of the liquid nicotine has become rampant in our preteen and teen population, making them addicted to nicotine at an early age. Not only can it be deadly, the cancer causing chemical formaldehyde has been found in the product.”

What can a parent do to keep their children safe from the harmful effects of nicotine?

- Set a positive example by being tobacco-free. For help in Suffolk County, call 631-853-4017.
- Talk to your children about why they should not use any tobacco products, including e-cigarettes.
- Know what media your children are viewing, and decide what programs and websites are appropriate.
- Watch programs with your children and discuss the content.
- Help your children understand that the main goal of advertising is to increase sales. Discuss how marketers play on their emotions, and do encourage them to be wise consumers.

For more information about e-cigarette advertising, visit www.tobaccofreekids.org.

-###-