

GEORGE LATIMER, Westchester County Executive

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FOR IMMEDIATE RELEASE

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**WESTCHESTER COUNTY RELEASES FIRST PUBLIC SERVICE ANNOUNCEMENT
FOR VAPING PREVENTION AND AWARENESS CAMPAIGN**
Westchester County Department of Health Focuses on Prevention

(White Plains, NY) – Upholding Westchester County’s commitment to public health, Westchester County Executive George Latimer, the Department of Health and several community partners have launched a Vaping Prevention and Awareness Campaign. The campaign includes a series of three public service announcements (PSAs), which were created to help inform Westchester County residents about vaping.

Released in advance of The Great American Smoke-Out on Thursday, November 21, the public service announcements are intended to help inform parents and guardians about vaping, and to serve as conversation starters for talks with their children and teenagers.

The first PSA focuses on The Health Risks of Vaping in Children. It features Amy Brown, MD, MBe and Shetal Shah, MD. Dr. Brown is an attending Pediatric Pulmonologist at Maria Fareri Children’s Hospital at Westchester Medical Center, and Assistant Professor of Pediatrics at New York Medical College. Dr. Shah is a neonatologist and researcher and a Professor of Pediatrics in the Division of Neonatology at New York Medical College.

[Watch the Public Service Announcement.](#)

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About Westchester County

Westchester County, located in the heart of the historic Hudson Valley, covers 500 square miles and has a population of just under a million. Originally home to Native Americans, who were members of the Lenape tribe, it is today a rich mix of many cultures and landscapes. The County is a blend of bustling cities, quaint villages

and picturesque towns as well as open spaces and a network of beautiful parks. Westchester is made up of 6 cities, 19 towns and 20 villages. Westchester County is known for top-notch public schools, and a high quality of life. The County is also an intellectual capital, boasting a highly educated workforce, competitive colleges and universities, Fortune 500 companies, world changing non-profits, and cutting-edge research centers. Westchester is led by County Executive George Latimer, who took office in January 2018 as the ninth County Executive. Using inclusion and openness as a foreground, Latimer is fighting to make Westchester a destination for all people to live, work and enjoy. Learn more about Westchester County by visiting www.westchestergov.com

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