

**GEORGE LATIMER, Westchester County Executive**

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**FOR IMMEDIATE RELEASE**

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## **WESTCHESTER COUNTY RELEASES THIRD 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 final PSA focuses on How to Talk to Kids about Vaping. It features advice from Sherlita Amler, MD, Commissioner of Health, and Daniel A. Cohen, MD, a pediatrician at WestMed in Purchase.

Dr. Amler is a Clinical Associate Professor of Pediatrics at New York Medical College School of Medicine; and a Distinguished Lecturer at the College’s School of Public Health, as well as a Senior Fellow at its Center for Disaster Medicine. Dr. Cohen is Assistant Professor of Clinical Pediatrics at Columbia University College of Physicians and Surgeons.

[Watch the Public Service Announcements HERE.](#)

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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](http://www.westchestergov.com)

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