

GEORGE LATIMER, Westchester County Executive

DATE: November 21, 2019
FOR IMMEDIATE RELEASE

Contact: Catherine Cioffi
Communications Director
Office - (914) 995-2932
Cell- (914) 954 -5579
CCioffi@westchestergov.com

Caren Halbfinger
Office – (914) 813-5013
Cell – (914) 224-7651

**WESTCHESTER COUNTY LAUNCHES VAPING PREVENTION AND AWARENESS
CAMPAIGN FOR GREAT AMERICAN SMOKE OUT**
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), released in the days leading up to the Great American Smokeout, November 21. The videos were created to help inform Westchester County residents about the dangers of vaping.

Westchester County Executive George Latimer said: “For more than 40 years, the American Cancer Society has hosted the Great American Smokeout on the third Thursday in November. Today, we are facing a new challenge with vaping becoming more prevalent with our youth. This Public Awareness Campaign is designed to help educate our parents on the dangers and health risks associated with vaping, so they can hopefully stop the problem before it starts.”

Health Commissioner Sherlita Amler, MD said: “Quitting vaping can be just as difficult as quitting smoking because nicotine in vapes and tobacco is highly addictive. Watch these videos, get the facts and if you smoke or vape, make a plan to quit.”

Help is available to you in Westchester County:

- NY Smoke Free - 1-866-697-8487
- Centers for Disease Control - 1-800-QUIT-NOW
- American Cancer Society support groups - 1-800-277-2345
- American Lung Association - find a clinic near you, call 1-800-LUNGUSA

The first Westchester County 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.

The second PSA focuses on How to Recognize Vape Devices. It features Carolyn D’Agostino, a Licensed Clinical Social Worker, Credentialed Alcoholism and Substance Abuser Counselor and Credentialed Prevention Professional who is a Student Assistance Counselor for Student Assistance Services, a not-for-profit agency whose focus is substance abuse prevention.

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 [first PSA](#) on the Health Risks of Vaping in Children.

Watch the [second PSA](#) on How to Recognize Vape Devices.

Watch the [third PSA](#) on How to Talk to Kids about Vaping.

For more information, call the New York State Vaping Hotline at 1-888-364-3046.

###

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

Follow Westchester County

www.facebook.com/wchealthdept

www.twitter.com/wchealthdept



[Facebook](#) - [Twitter](#) - [YouTube](#) - [Instagram](#)

###