



CONTACT:

BONNIE LEKO-SHAPIRO
COMMUNITY RELATIONS SPECIALIST
PIMA COUNTY HEALTH DEPARTMENT;
BONNIE.LEKO-SHAPIRO@PIMA.GOV

MEDIA ADVISORY FOR

MARCH 27, 2019

PIMA COUNTY TAKES ON TEEN VAPING EPIDEMIC

The Pima County Health Department and Pima County School Superintendent's Office to announce joint campaign at a press conference on March 27, 2019

Students in Pima County will join officials from the Pima County Health Department and Pima County School Superintendent Dustin Williams to launch a new awareness campaign about the dangers of vaping for youth on March 27, 2019.

Background: The 2018 Arizona Youth Survey shows nearly 47% of Pima County high school seniors have tried an e-cigarette or vaping device at least once in their lives. The Centers for Disease Control and Prevention (CDC) issued a report in February 2019 finding that teens are consuming nicotine at nearly the same rate as they were 30 years ago. Decades of research show that nicotine harms brain development and we know that the brain can develop through age 26.

PCHD and the Superintendent's Office are coming together to inform the public about the dangers of youth vaping. The awareness campaign will have a strong social media component aimed at reaching teens in addition to comprehensive toolkits for adults who live or work with teens on recognizing vapes, and how to talk with their child about the importance of remaining tobacco and nicotine free. Parents, teachers, school administration, nurses, pediatricians, mentors, and coaches can all play a significant role in curbing this epidemic.

Press Conference:

WHO: Dr. Marcy Flanagan, Pima County Health Department Director & Dustin Williams, Pima County School Superintendent

WHAT: Press conference launching the new "REAL DEAL on Vaping" awareness campaign

WHEN: Wednesday, March 27, 2019 at 11:00 a.m.

WHERE: 200 N. Stone Avenue, Tucson, AZ, 85701

Dr. Flanagan and Superintendent Williams will be available for interviews after making their statements. They will be joined by two local high school students and a School Resource Officer.

###