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Press Release

**American Lung Association Announces Robust Plan to End Youth Vaping for Kentucky Students, Parents, Schools**

***Comprehensive plan to address youth vaping includes national awareness campaign, Vape-Free Schools Initiative, advocacy***

LOUISVILLE (September 2, 2020) – In Kentucky, 26% of high school students used e-cigarettes in 2019, according to the Centers for Disease Control and Prevention (CDC)’s 2019 Youth Risk Behavior Survey. Vaping harms developing lungs and overall health and may place people at an increased risk for severe illness from COVID-19. Now, when protecting lung health is more important than ever, the American Lung Association today announced a broad plan to end youth vaping.

“As the school year resumes, more students may experience social pressure to vape, while others may begin to vape in response to stress, including stress related to COVID-19,” said Shannon Baker, Advocacy Director of the American Lung Association. “We’re already facing what the Surgeon General refers to as a ‘youth vaping epidemic.’ Our communities need support, and as the nation’s trusted champion of lung health, the American Lung Association is proud to offer Kentucky schools, parents and students proven approaches to end youth vaping in our communities and state.”

The American Lung Association’s comprehensive plan to end youth vaping encompasses education, advocacy and research, and has four components:

* **“Get Your Head Out of the Cloud” public awareness campaign with the Ad Council** equips parents with the facts about e-cigarettes and supports conversations before kids start to vape. The campaign includes free educational resources and guides, conversation starters and facts about vaping at TalkAboutVaping.org. [**Video on YouTube**](https://youtu.be/B6NZL3t5cM8).
* **Vape-Free SchoolsInitiative** to help school administrators and educators address the surge of youth vaping through guidance in implementing a comprehensive tobacco use policy, an alternative to suspension program for students found non-compliant with existing tobacco use policies, as well as offering a voluntary youth-centered tobacco cessation program, including vaping cessation assistance, for youth wanting to quit tobacco use for good. Participating schools will be recognized as part of the American Lung Association Vape-Free Schools Initiative in their communities and with parents and staff.
* **Targeted advocacy plan** to advance proven e-cigarette policies, including restoring funding for the state tobacco prevention and cessation program to its fiscal 2020 level of $3.3 million. Sustained investment allows local tobacco coordinators to go into schools to do prevention education, hold cessation classes, and provide information to decision-makers about smoke-free environments and cessation advertising. This work will help save a whole new generation from tobacco-related illnesses and diseases.
* **$2 million research investment** to understand the effects of vaping on developing lungs. The organization is also partnering with Northwestern Medicine in a $25 million National Institutes of Health (NIH)-funded grant to study the longitudinal lung health of millennials, including the long-term impact of vaping.

For more information about the Lung Association’s work to end youth vaping, visit TalkAboutVaping.org

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**About the American Lung Association**

The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease through education, advocacy and research. The work of the American Lung Association is focused on four strategic imperatives: to defeat lung cancer; to champion clean air for all; to improve the quality of life for those with lung disease and their families; and to create a tobacco-free future. For more information about the American Lung Association, a holder of the coveted 4-star rating from Charity Navigator and a Gold-Level GuideStar Member, or to support the work it does, call 1-800-LUNGUSA (1-800-586-4872) or visit: [Lung.org.](http://lung.org./)

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**About the Ad Council**

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