

TAKE THE PLEDGE TO DEFEND: DEFEAT FLAVORS and END NICOTINE DEPENDENCE

Your organization can help save lives by preventing a new generation of young people from smoking and vaping. Flavors (including menthol) hide the harshness of tobacco and vaping products (also known as e-cigarettes) and make them more appealing to young people. These products almost always contain nicotine, which is addictive. Nicotine can worsen a teenager’s memory and concentration, and may decrease learning ability.

To support a healthier community, pledge to implement at least three activities on this checklist.

Our organization _____ pledges to take these actions: *(Check all that apply.)*

- Display** the **Truth About E-cigarettes** poster in a clearly visible location in our organization.
- Host** a community forum or press event to start the conversation about the dangers of flavored tobacco and vaping products. *(Consider planning this event for World No Tobacco Day or another anti-tobacco day of action.)*
- Collect and share** interviews and/or personal stories about the negative effects of flavored products on our community.
- Map or survey** how many tobacco and e-cigarette retailers and advertisements exist in our community and expose industry marketing tactics.
- Share** articles or links about the harms of flavored (including menthol) tobacco and vaping products, and the tobacco industry’s aggressive marketing, on our social media platforms, newsletter or website.
- Promote** resources such as the New York State Quitline to help employees, clients and community members quit smoking. *(Anyone can visit nysmokefree.com or call 866-NY-QUITS (866-697-8487) or 311 to get a free starter kit of quit-smoking medications or talk to a quit coach. Visit nyc.gov/nycquits for more information.)*

Please see the **Community Action Kit** for activities and resources to help implement steps of this pledge.

Contact Information

Organization

Primary Contact Name

Primary Contact Title

Email

Phone Number

Secondary Contact Name

Secondary Contact Title

Email

Phone Number

Address

Website

Send this completed form to tobacco@health.nyc.gov to be listed as a **DEFEND** partner on our website.