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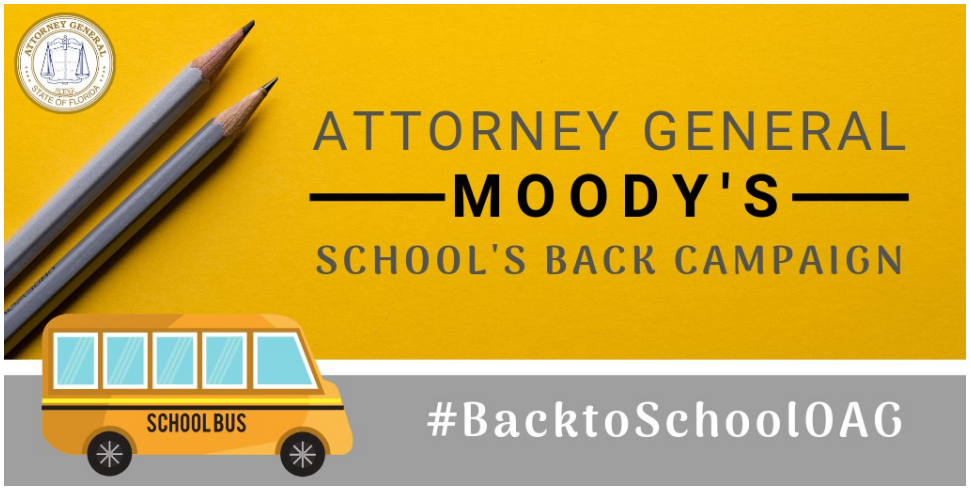
OFFICE OF THE ATTORNEY GENERAL STATE OF FLORIDA

Florida Attorney General's Office News Release

AG Moody Fights Teen Vaping as Students Return to School



TALLAHASSEE, Fla.—As the #BacktoSchoolOAG campaign continues, Attorney General Ashley Moody is taking action to stop teen vaping and asking parents to talk to their children about e-cigarettes. Attorney General Moody, along with 42 other state attorneys general, is urging leading-streaming companies to limit tobacco imagery content on their platforms. The attorneys general are encouraging leaders in this new and growing industry to adopt practices to protect young viewers from tobacco imagery in video content.

Attorney General Ashley Moody said, “As a mother, it is very important to me that our kids are not turned onto harmful habits and that is one reason why I am conducting a statewide fact-gathering mission into student vaping. I am also proud to stand with 42 of my peers in encouraging streaming services to eliminate tobacco-related imagery in content geared toward children. Parents, as your students head back to school, please talk to them about the risks associated with nicotine and e-cigarette use.”

In a letter signed by Attorney General Moody and a bipartisan coalition of attorneys general, the group urges streaming companies to eliminate tobacco imagery in all future original content rated TV-Y, TV-Y7, TV-G, TV-PG, TV-14, G, PG and PG-13. The letter also encourages the streaming companies to improve or offer parental controls so that parents and guardians can easily restrict content with tobacco imagery.

To view the letter, click here.

This summer, Attorney General Moody is on a statewide fact-gathering mission to learn more from Florida school and law enforcement officials about the dramatic increase in teen vaping. According to a Florida Department of Health Study, nearly one in four Florida high school

students now admits to vaping.

To follow Attorney General Moody's #BacktoSchoolOAG campaign, click here.