

News Release

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For Immediate Release

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Take Down Tobacco

Southwest Nebraska Public Health Department (SWNPHD) is partnering with Tobacco-Free Nebraska to promote the Take Down Tobacco Initiative on April 1, 2025. Sponsored by the Campaign for Tobacco-Free Kids, this event empowers individuals to take a stand against the tobacco industry. On this day, young advocates and their communities will unite to confront Big Tobacco, unveil the tactics used to entice youth into addiction, and advocate for meaningful change.

Tobacco products like flavored vapes have contributed to the youth e-cigarette epidemic, undermining years of progress made in reducing tobacco use in the U.S. The tobacco industry has a longstanding pattern of targeting young people with flavored products, including e-cigarettes and menthol tobacco.

“We are witnessing a rise in smoking rates among our youth, and it’s becoming increasingly alarming,” says Hunter York, Senior Program Manager at SWNPHD. “Raising awareness about the health risks associated with tobacco use is crucial in safeguarding our young people from its dangers.”

On April 1, 2025, during the Take Down Tobacco National Day of Action, SWNPHD invites youth activists, educators, parents, health advocates and concerned citizens to unite in their commitment to:

- Raise awareness about the issue of tobacco use in their communities.
- Encourage young people to resist the tobacco industry’s misleading marketing and remain tobacco-free.
- Advocate for strong, proven policies to reduce and prevent tobacco use.
- Stand up and speak out against the tobacco industry and its allies.

The SWNPHD and Tobacco Free Nebraska are working to help people quit tobacco, eliminate exposure to secondhand smoke, and protect youth by keeping them from using tobacco. Learn more and get involved at dhhs.ne.gov/Pages/Tobacco-Free-Nebraska.aspx. For help quitting, the Nebraska Tobacco Quitline is available at [Quitnow.ne.gov](https://quitnow.ne.gov), 1-800-QUIT-NOW (1-800-784-8669), and in Spanish at 1-855-DÉJELO-YA (1-855-335-3569). Youth cessation services offered by Tobacco Free Nebraska can be accessed by texting “START MY QUIT” to 36072.

“Although we have successfully reduced cigarette sales—a significant step towards addressing health disparities and countering the industry’s predatory marketing toward youth and Black Americans—our fight must persist,” continues York. “Big Tobacco will not relent, and we must remain vigilant.”

For more information about Tobacco call Hunter York at 308-345-4223. The Southwest Nebraska Public Health Department serves nine counties including Chase, Dundy, Frontier, Furnas, Hayes, Hitchcock, Keith, Perkins, and Red Willow counties. Our website, swhealth.ne.gov, contains many resources and additional information that are helpful to prevent disease, promote healthy habits, and protect health. Follow SWNPHD on Facebook, You Tube and Instagram.

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