

"Talk about 'Why are you doing this?' and 'What are you missing that you think vaping is helping you with?'" said Carlson. "We are their support system."

Jennifer Faringer, who directs the Rochester chapter of the National Council on Alcohol and Drug Dependence, led the seminar on vaping.




"The problem is, simply, is clear marketing toward youth," Faringer said.

"We have been set back years" in smoking prevention efforts by the rise of e-cigarettes, she said.

Juul, the leading e-cigarette manufacturer, has consistently denied (<https://www.juul.com/youth-prevention>) that it is marketing to youths. But Faringer said she reads the proliferation of flavored vape products and some of the company's advertising materials as being aimed at kids.

"It's not safe ... Go back to schools and spread the message," she urged the school board attendees. "The more people know about this, the better, the healthier, our community is."

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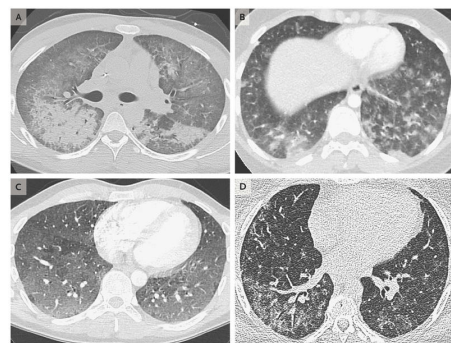
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