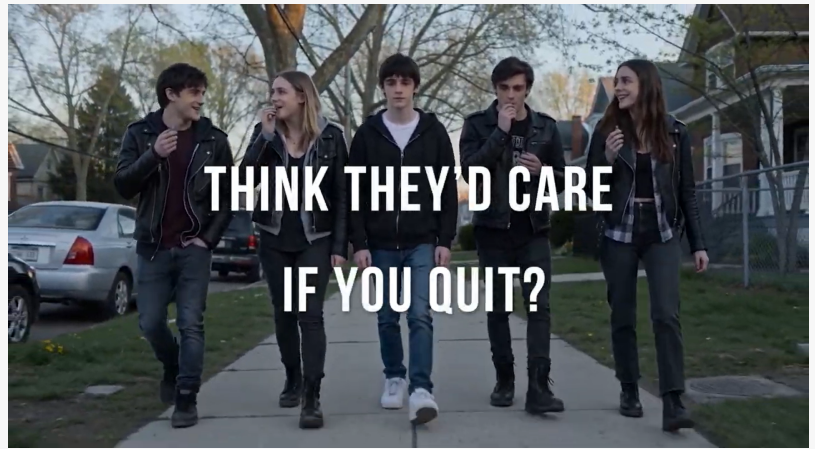


Washington County, New York Introduces Vaping Awareness & Education PSA Campaign

Multimedia campaign addresses the dangers of vaping use, nicotine addiction issues, and features the health risks associated with youth vaping.

FORT EDWARD, NY, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- [Washington County](#), New York has launched an Vaping Awareness & Education PSA Campaign in partnership with [Trellis Marketing](#), Inc. and New York State Association of Counties ([NYSAC](#)).



Think they'd care if you quit - Anti-Vaping PSA Campaign

Recognizing the adverse impact vaping has had on area residents, the organization sought to take advantage of a multi-media PSA campaign that delivers compelling creative to educate residents on the dangers of vaping use and provide resources on how to seek help.

“

Education is one of our strongest tools in preventing nicotine addiction. This campaign helps residents understand the risks of vaping and where to find support.”

Tina McDougall, Director of Public Health, Washington County

"Vaping continues to pose significant health risks, particularly for our youth, and we recognize the importance of providing residents with accurate information and access to resources," said Tina McDougall, Director of Public Health, Washington County, New York. "Through this campaign, we hope to raise awareness about the dangers of nicotine addiction, encourage informed decision-making, and connect individuals and families with support services available in our community."

The Vaping Awareness & Education Program developed out of the Opioid Awareness & Education Program which had its beginnings in 2018 when members of the New York State Coroners Association were distraught at the volume of deaths resulting from opioid overdoses and felt compelled to “do something.” They reached out to the New York State Association of Counties (NYSAC) and Trellis Marketing, who was engaged early in

the conversation and crafted award-winning creative and a cost-effective media plan that delivered this vital messaging throughout New York State.

Today the challenge remains not only with opioids but also now with vaping. While the total number of young vapers has declined from its 2019 peak, those who do vape are more heavily addicted, using products daily, and struggling to quit. The landscape is now dominated by high-nicotine, flavored disposable devices that are often illegal, easily concealed, and frequently used to cope with mental health issues like anxiety and depression.

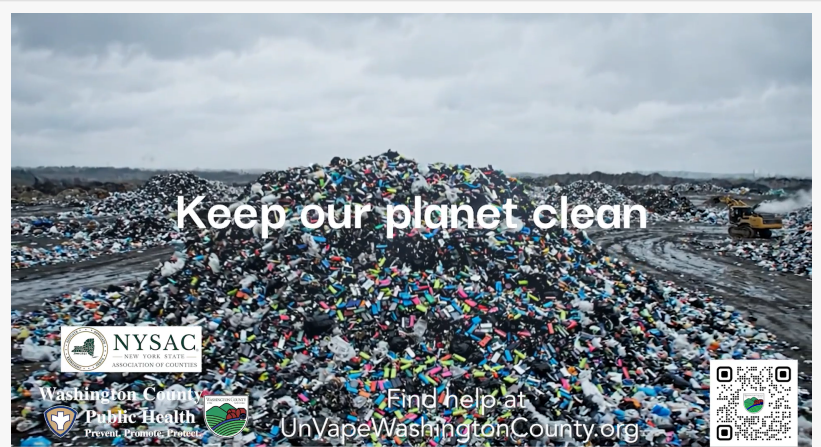
“Our research shows an 18.7% youth vaping rate in New York State—nearly double the 10% national average and a serious public health concern,” said Steve Acquario, Executive Director of NYSAC. “We commend Washington County’s leadership in confronting this crisis and are proud to endorse this PSA campaign, which highlights the dangers of vaping, its associated health risks, and how it is a gateway to nicotine addiction.”

For more information on Washington County’s Vaping Awareness & Education PSA Campaign please visit <https://unvapewashingtoncounty.org>. Counties across the United States interested in participating in this important initiative can visit www.trellismarketing.com/compellingPSA/

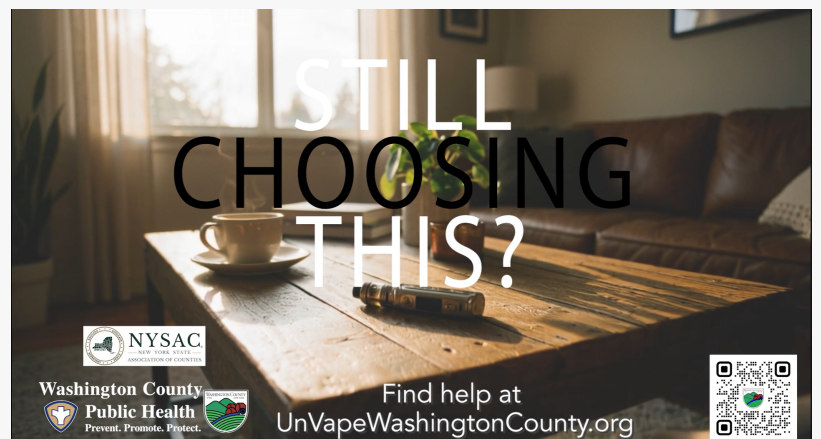
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About Washington County, New York:

Washington County, New York, is a largely rural and agricultural region nestled between the Hudson River, Lake George, and the Vermont border. Covering about 830 square miles with no cities, its economy relies on agriculture, manufacturing, and tourism. Fort Edward serves as the county seat. The Washington County Public Health Department has an active tobacco cessation program called "Commit 2 Quit" which is a dedicated, free public health resource designed to help residents.



Keep our planet clean - Washington County Anti-Vaping PSA Campaign



Still choosing this? - Washington County Anti-Vaping PSA

About Trellis Marketing:

Trellis Marketing, Inc., established in 2006, is a women-owned MWBE award-winning advertising agency and video production company specializing in advertising campaigns, media placement, digital and online presence, creative content, visuals, and graphic design. Trellis' leadership on the See the Signs, Save a Life campaign was celebrated at the 2018 Capital Region MARCOM Awards, highlighting its significance and success in community health initiatives. The recognition not only honored the creative and impactful work of the Trellis Marketing team but also underscored the continuous effort needed to educate the public on this critical issue. Trellis is known for its ability to quickly and affordably create customized Public Service Announcements and related collateral.

About NYSAC:

The New York State Association of Counties (NYSAC) represents New York's 62 counties, including the City of New York, before Federal, State and Local officials on matters germane to county governments. We educate, train and provide research on public policy to Federal, State and Local officials and to the membership on issues important to counties. As the voice of county leaders throughout New York State, NYSAC communicates the needs and recommendations of our county officials to State lawmakers. Local government is at the heart of New York State, and NYSAC is proud to represent the counties and their elected and appointed officials throughout New York. NYSAC's success comes from our ability to unify all counties, regardless of size, region, or political ideology, around the shared interests of a diverse state. Our collaborative approach empowers county officials to advocate for their needs, network, and learn from each other.

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