



National Crime Prevention Council *Note to the Field*

October 19, 2020

Crime Prevention Month Week 4: *Promoting Public Health and Safety in Communities*

NCPC is dedicating our Week 4 of Crime Prevention Month to working with law enforcement and community leaders to promote public health and safety.

Illicit, black-market vapor products have negative public-health consequences and are infiltrating local communities. These illegal products undermine efforts to combat youth vaping and present additional health and safety risks for adult consumers. Help us in our joint effort with the National Intellectual Property Rights Coordination Center (IPR Center) and Juul Labs, Inc. to protect adult consumers from the additional risks of hazardous vapor products and keep all vapor products—authentic ones and fakes—out of the reach of our country's youth.



This unique initiative will educate critical stakeholders on the consequences of counterfeit and other black-market vapor products and provide tools and resources to report illegal sales to law enforcement. The campaign will include an [announcement video](#), social media, digital resources, and an online toolkit to help inform adult consumers about the risks associated with dodgy vaping products.

We hope you use the resources we offer this week to educate yourself and help raise awareness in your community about the dangers of illegally sold goods. Working together, we can combat the dangers of illicit vapor products through awareness and education.

Visit www.ncpc.org/PublicHealthandSafety to learn more and access the campaign resources.