COMMUNICATION STRATEGIES TO PREVENT E-CIG/VAPE USE AMONG YOUTH

Wednesday, April 17: 12pm-1pm PST

Join Wayne Tormala, Chief of the Bureau of Tobacco & Chronic Disease at the Arizona Department of Health Services, in discussing communication strategies to prevent vaping among youth in Arizona.

Learning Objectives:

• Describe current data and trends regarding e-cig/vape use.
• Describe youth attitudes and behaviors as reported in youth focus groups.
• Discuss components of effective tobacco control communication strategies targeting youth.
• Describe ways public health programs can incorporate effective tobacco control communication strategies.
• Identify strategies to influence peer messaging around vaping.

Webinar  ●  CNE credit  ●  CHES credit