



Legacy
and
The Center for Tobacco Control Research and Education
The University of California, San Francisco

Invite you to participate in a webinar on

PUTTING THE TOBACCO INDUSTRY'S WORDS TO WORK FOR YOU

Thursday, February 23, 2012
1:00 - 2:30 pm (Eastern Time)

Have you ever wanted to be a fly on the wall in a meeting of tobacco industry advertising executives? Or wondered how you could use their powerful words to give teens and adults reasons why not to smoke? Well now here is your chance. The purpose of the webinar is to provide a basic overview of the tobacco industry documents, how to access them, and how to incorporate the documents into your work. Our speakers will provide examples of ways in which they have used the documents for research and advocacy purposes to promote tobacco-free communities.

Featured speakers:

Kim Klausner, Industry Documents Digital Libraries Manager, University of California, San Francisco Library
Ruth E. Malone, RN, PhD, FAAN, Professor and Chair, Department of Social and Behavioral Sciences, School of Nursing - University of California, San Francisco

The webinar is free. Those who plan on participating will need both phone and computer/Web access.

Please distribute to colleagues who may be interested in participating. The deadline for registration is February 15. Please register by sending your complete contact information to Rebecca Carle, Manager of Collaboration and Outreach at Legacy, at rcarle@legacyforhealth.org or 202-454-5748.

