Stanislaus County
Office of
Education

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News Release

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10th Annual PHAST (Protecting Health and Slamming Tobacco) Youth Coalition: Tobacco Slam Training

The Stanislaus County Office of Education Prevention Programs Department, in partnership with the Stanislaus County Health Services Agency, Truth Initiative, Every Monday Matters, and Tobacco-Related Disease Research Program (TRDRP), will host the 10th Annual PHAST Tobacco Slam training on Tuesday, September 22 from 9:00 a.m.– 2:00 p.m. at the Martin Petersen Event Center, 720 12th Street, Modesto.

The keynote speaker this year is Noval Hickman, a Program Officer with the Tobacco-Related Disease Research Program (TRDRP). Hickman has training in Clinical Psychology and Public Health. His publications address smoking prevalence, cessation treatments, psychosocial correlates, and tobacco industry marketing to special populations. Noval will expose the truth behind the Vapor Cloud. Attendees will learn about the latest research findings regarding the use of Vape pens and how they can affect health, and why there is a marketing push to encourage the public to embrace this new technology. They will also learn how and why the tobacco industry is manipulating the political landscape to keep the truth about vape pens hidden.

More than 250 students from 25 high schools in Stanislaus County will hear about the Tobacco Industry's Advertisement Insanity, countering pro-vape jargon, reinforcing how "You

Matter!" creating thought provoking PSA's, and embarking on a social action campaign to create change.

Participating high schools include Ceres, Central Valley, Hughson, Denair, Denair Charter, Patterson, Del Puerto, Roselawn, Turlock, Pitman, Oakdale, Riverbank, Adelante, Orestimba, Beyer, Downey, Enochs, Johansen, Modesto, Elliot, Gregori, Davis, Valley Charter, Sentinel and Waterford.

For more information, contact Charmaine Monte at (209) 238-1368 or cmonte@stancoe.org.

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