



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, December 10, 2009
3:00 - 4:30 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
Dr. Elisa Tong, Assistant Professor, University of California, Davis
Linda Early Brown, Project Director, Communities of Color Network

The webinar is free. Please distribute to colleagues who may be interested in participating.

Please register by sending your complete contact information to Kristen Tertzakian at Legacy at ktertzakian@legacyforhealth.org or 202-454-5930 by December 1st. Upon registration, you will receive call-information and other materials.