

# K.N.O.W. <sup>2</sup> PREVENT

KNOWLEDGE NETWORK OF WESTCHESTER

You can't PREVENT what you don't know!

A WESTCHESTER VIRTUAL SPEAKER SERIES

WEDNESDAY, APRIL 22 7-8:30 PM

**Brenna VanFrank MD, MSPH**



*Public Health Physician, board certified in pediatrics and preventive medicine.*

Brenna VanFrank, MD, MSPH is a public health physician board certified in pediatrics and preventive medicine. She has a particular interest in the integration of healthcare and public health and the use of epidemiologic data for public health action. Dr. VanFrank has worked in public health at the national level for more than 10 years, the majority of which has been focused on commercial tobacco prevention and control. She is currently a senior medical consultant for CDC Foundation.

## Nicotine: New Package, New Health Claims, Same Risks for Youth Health and Wellness

Alert to parents and caregivers! A new tobacco product is on the market and sales are increasing rapidly. Nicotine pouches are discreet, come in multiple flavors, and can contain large amounts of nicotine. New marketing strategies aimed at young people claim these products have health benefits. Come learn about these products, the marketing claims surrounding them, and what the science actually says about nicotine, addiction, and the risks for youth health and wellness.



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