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A WESTCHESTER VIRTUAL SPEAKER SERIES

WED. APRIL 14

7-8:30 PM



Dr. David Jernigan
 Professor
 Boston University School of Public Health
 Department of Health Law, Policy & Management

Dr. Jernigan is best known for his action-research approach to the issue of alcohol advertising, marketing, and promotion, and its influence on young people. His work has led to better advertising regulations and a clearer understanding of the evolving structure of the alcohol industry. Dr. Jernigan has been very active in translating research findings into policy and practice, training advocates worldwide. He testifies regularly at city, state, and national levels about alcohol advertising and youth, alcohol availability, and taxation.

Alcohol Marketing, Youth Drinking, and the Pandemic: Who is minding the stores?

Join Dr. David Jernigan for an informative presentation that will highlight two key developments: alcohol marketing, which has transformed in the digital age, and what he refers to as two kinds of “stores.” The first are the “stores” of data that alcohol marketers and social media platforms collect, and how they target young people. The second are the physical “stores” where people actually purchase alcohol. Since the pandemic, there have been many changes to where and how people get alcohol, including home delivery and carry-out cocktails. These changes in marketing, access, and availability put youth and other vulnerable populations at risk. This presentation explores options for minding the “stores” and protecting our youth.



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