

Tobacco Marketing: Marketing strategies used to target vulnerable populations

A Free Webinar Training for Prevention Coalition Members

Throughout the years, tobacco companies have used savvy techniques to keep current and gain new smokers. Some of these strategies target vulnerable populations who have difficulty quitting and finding resources to address their tobacco addiction. In 2012, tobacco companies spent over \$9.6 Billion dollars in marketing efforts, successfully increasing their exposure in the retailer environment. In this webinar, participants will be introduced to the historical, marketing trajectory tobacco companies have followed. We will discuss the tobacco companies' tactics of heavily advertising in retailers located in low income communities and other subtle tactics used to reach diverse individuals.

Date: *June 9, 2015*

Time: *1:00 PM to 2:30 PM*

To register: Please send an email with the information below to cruzi3@rwjms.rutgers.edu. Link to view webinar will be available at scheduled time.

If you would like to receive public health credits, please create a profile in njlmn.rutgers.edu.

Rutgers University, Division of Addiction Psychiatry, has been approved by the New Jersey Department of Health as a provider of New Jersey Public Health Continuing Education Contact Hours (CEs). Participants who successfully complete this educational program will be awarded (1) One NJ Public Health Continuing Education Contact Hours (CEs).

- **Registrant's Name**
- **Registrant's Phone Extension**
- **Registrant's Email**
- **Facility/Program**
- **Webinar**

(Computer must have sound function to hear webinar; no telephone dial in number is used)

Facilitators-Robert Wood Johnson Medical School, Rutgers University:

- Jill Williams, MD (jill.williams@rutgers.edu; 732-235-4341)
Professor of Psychiatry
Director, Addiction Psychiatry Division
- Jose A. Cruz, MBA, LCSW, CTTS (cruzi3@rwjms.rutgers.edu; 732-235-4341)
Addictions Consultant, Mental Health Clinician