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INLAND EMPIRE HEALTH PLAN



To: PCPs
From: IEHP – Provider Relations
Date: October 13, 2015
Subject: FREE WEBINAR - New and Emerging Tobacco Products: An Ever-Changing Market

The California Smokers' Helpline and its training and technical assistance arm, the Center for Tobacco Cessation, are pleased to host this free webinar on **Thursday, October 22nd from 12pm to 1pm**, **NEW AND EMERGING TOBACCO PRODUCTS: AN EVER-CHANGING MARKET**, presented by Kimberlee Homer Vagadori, Project Director for the California Youth Advocacy Network (CYAN).

Webinar Overview

New tobacco and nicotine products are regularly introduced in the U.S. market. Additionally, products that have been around for centuries are increasing in popularity and use. The presenter, the Project Director for CYAN, will share information on who uses new & emerging products, how they each compare to cigarettes, and implications for cessation. The following products will be discussed:

- Hookah
- Cigars, Little Cigars, and Cigarillos
- Menthol
- Smokeless Tobacco Products

To register for the event, visit <https://ww3.iehp.org/en/providers/>. If you have any questions, please do not hesitate to contact the IEHP Provider Relations Team at (909) 890-2054.

As a reminder, all communications sent by IEHP can also be found on the Provider portal at the following address:
<https://ww3.iehp.org/en/providers/correspondence/>