

FREE WEBINAR

Hosted by WAPCo and Prevention WINS Coalition

Open to all Washington State community prevention coalitions and prevention partners

# BEYOND *Brownies* and JOINTS

*Product Development  
and Advertising in  
the Legal Era*

Monday, October 23rd, 2017 • 1:30–3:00pm



REGISTER



#### Washington Association of Prevention Coalitions

(WAPCo) and Beatriz Carlini, PhD, MPH, will share information about the fast transformation of marijuana products since legalization and how marketing strategies have been used to normalize marijuana use.

#### Also to be discussed:

The importance of adjusting prevention and education messages to best address the new reality of our state.



**Dr. Beatriz (Bia) Carlini (PhD, MPH)** is a Senior Research Scientist at the University of Washington's Alcohol & Drug Abuse Institute (ADAI) and Affiliate Associate Professor at the School of Public Health. Her research career has been dedicated to understanding the public health impact of legal psychoactive substances such as alcohol, tobacco, and inhalants and more recently, marijuana. In 2016, Dr. Carlini was appointed to coordinate the ADAI's marijuana research activity, collaborate with other marijuana researchers at the UW, and liaison with policy makers in Washington State and re-searchers at other universities.