

Media Advisory

Contact: Gail Muñiz
(702) 385-1924
David Tonelli
(702) 383-6320

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FOR IMMEDIATE RELEASE

Renowned Tobacco Control Researcher to Speak at World No Tobacco Day Event

Joaquin Barnoya, MD, MPH, to detail his research and smoking in the movies

WHAT

The Clark County Health District Tobacco Control Program and the coalition of Latinos Against Disease (LTAD) are partnering to bring renowned tobacco control researcher Joaquin Barnoya, MD, MPH, to Las Vegas to discuss smoking in the movies. Dr. Barnoya, a postdoctoral fellow at the Center for Tobacco Control Research and Education at the University of California San Francisco, conducted a unique investigation into the techniques used by the tobacco industry to avoid secondhand smoke restrictions in Latin America. Dr. Barnoya will celebrate World No Tobacco Day (observed Saturday, May 31) with a special presentation of his research, including information about secondhand smoke and the need for and benefits of smoke-free environments. The 40-minute presentation will be followed by a question-and-answer session with audience members and the media. More than 35 area health leaders are expected at the presentation. Additionally, representatives from the Clark County Health District Tobacco Control Program will be on-hand to offer information on local tobacco prevention and smoking cessation services.

WHEN

Thursday, May 29, 2003
12:00 p.m. – 1:30 p.m.

WHERE

Clark County Health District, Clemens Room
625 Shadow Lane
Las Vegas, NV 89106

WHY

Dr. Barnoya is working to impede the spread of what he considers a tobacco epidemic among Latinos. “By educating the lay public, particularly those with limited exposure to information about the dangers of secondhand smoke, we hope to change the perspective of the tobacco epidemic from individual to collective. Ultimately, we are all affected,” said Dr. Barnoya.

For more information, contact Gail Muñiz at 385-1924 or Maria Castillo-Couch at 229-6681.

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