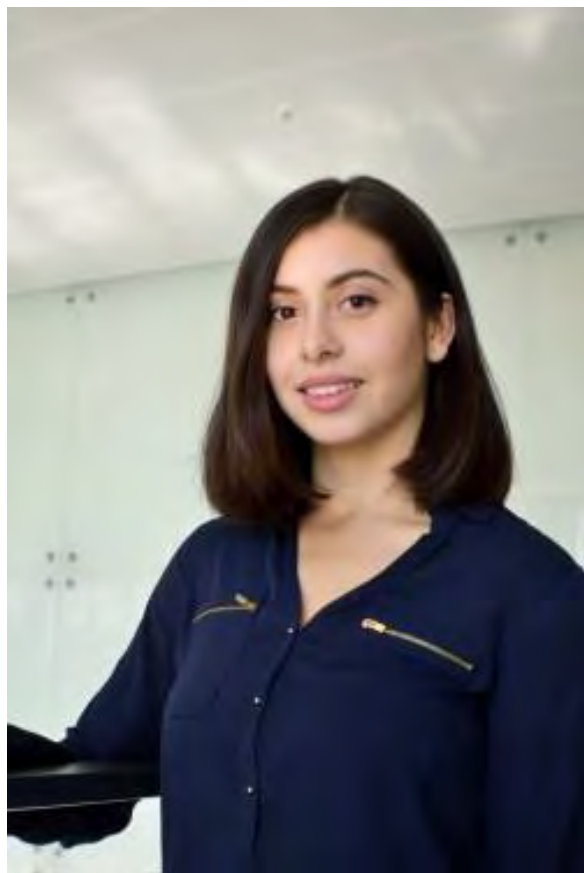


# Adolescent Tobacco-Use Prevention and Cessation: What SBHC Providers, Educators, and Adult Allies Should Know





# Elizabeth Peña (she/her)

Youth Engagement Project  
Coordinator, California School-  
Based Health Alliance

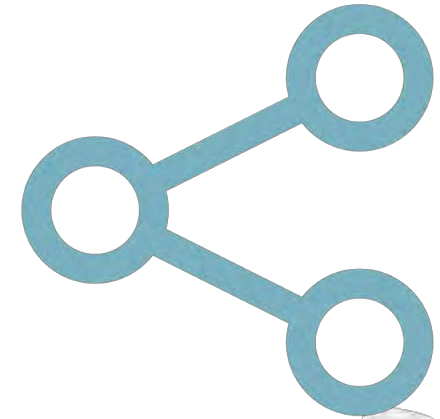


### **For audio, dial**

For higher quality, dial a number based on your current location from your webinar invitation link



**The webinar is  
being recorded**



**Supporting  
materials will be  
shared**

# Putting Health Care in Schools

The California School-Based Health Alliance is the statewide non-profit organization dedicated to **improving the health & academic success** of children & youth by **advancing health services in schools**.

Learn more:  
[schoolhealthcenters.org](http://schoolhealthcenters.org)





# Bonnie Halpern-Felsher, PhD, FSAHM (she/her)

Professor of Pediatrics

Director of Fellow's Scholar, Department  
of Pediatrics

Director of Research, Division of  
Adolescent Medicine

Founder and Executive Director,  
[Tobacco Prevention Toolkit](#) and the  
[Cannabis Awareness and Prevention  
Toolkit](#)

*Division of Adolescent Medicine*

*Department of Pediatrics*

*Stanford University*



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# **Adolescent Tobacco and Marijuana Use Prevention: What SBHC Providers, Educators and Adult Allies Should Know**

**Bonnie Halpern-Felsher, PhD, FSAHM**  
**Professor, Adolescent Med/Peds**  
**Founder & Executive Director, TPT, CAPT, & VISIT**



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# Special Thanks to Our Funders



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**CASA – Los Gatos**



# Disclosures

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- Expert scientist in some e-cigarette litigation
- Expert for some city, state, and federal-level policies



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# E-cigarette Products



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# Tobacco Products



# E-cigarette Products



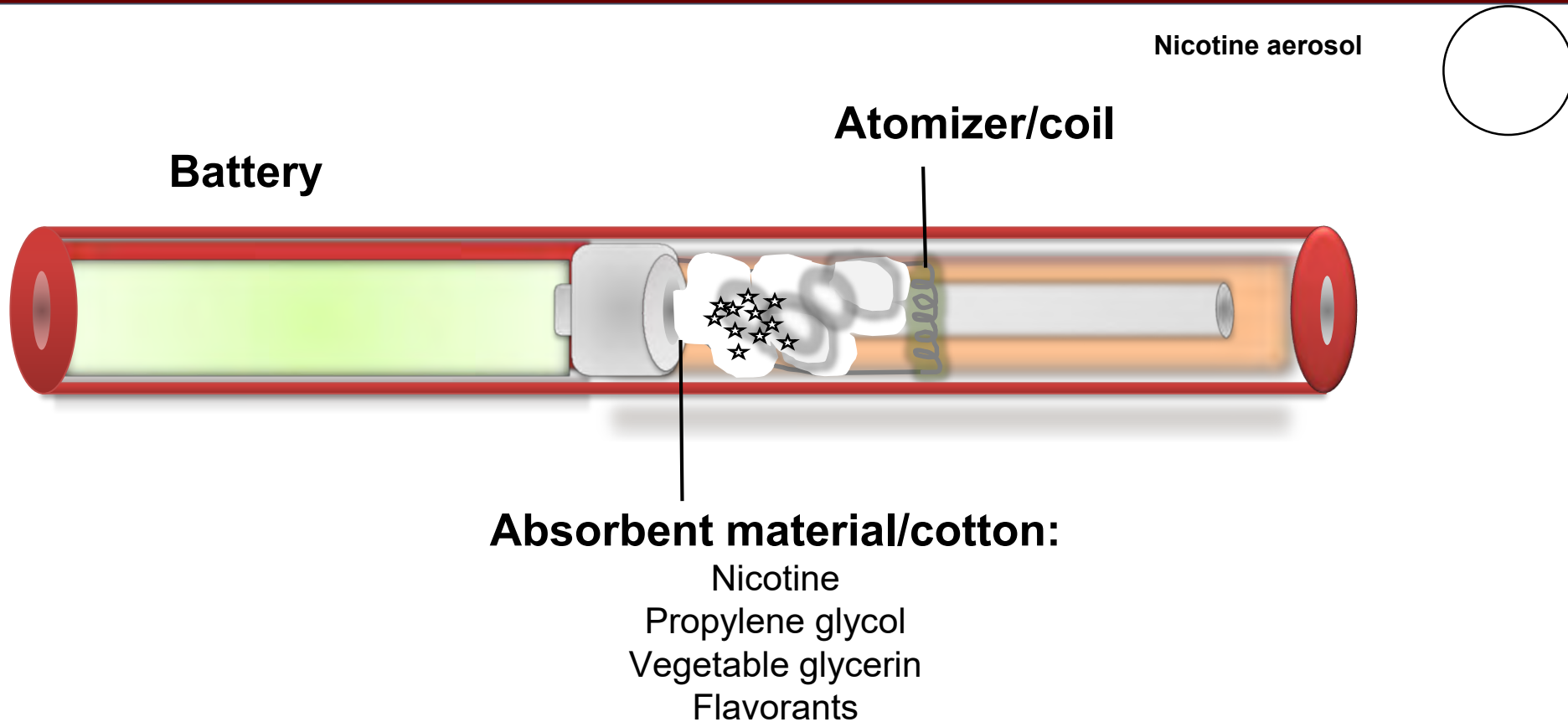
**WARNING: THIS PRODUCT CONTAINS NICOTINE.  
NICOTINE IS AN ADDICTIVE CHEMICAL.**



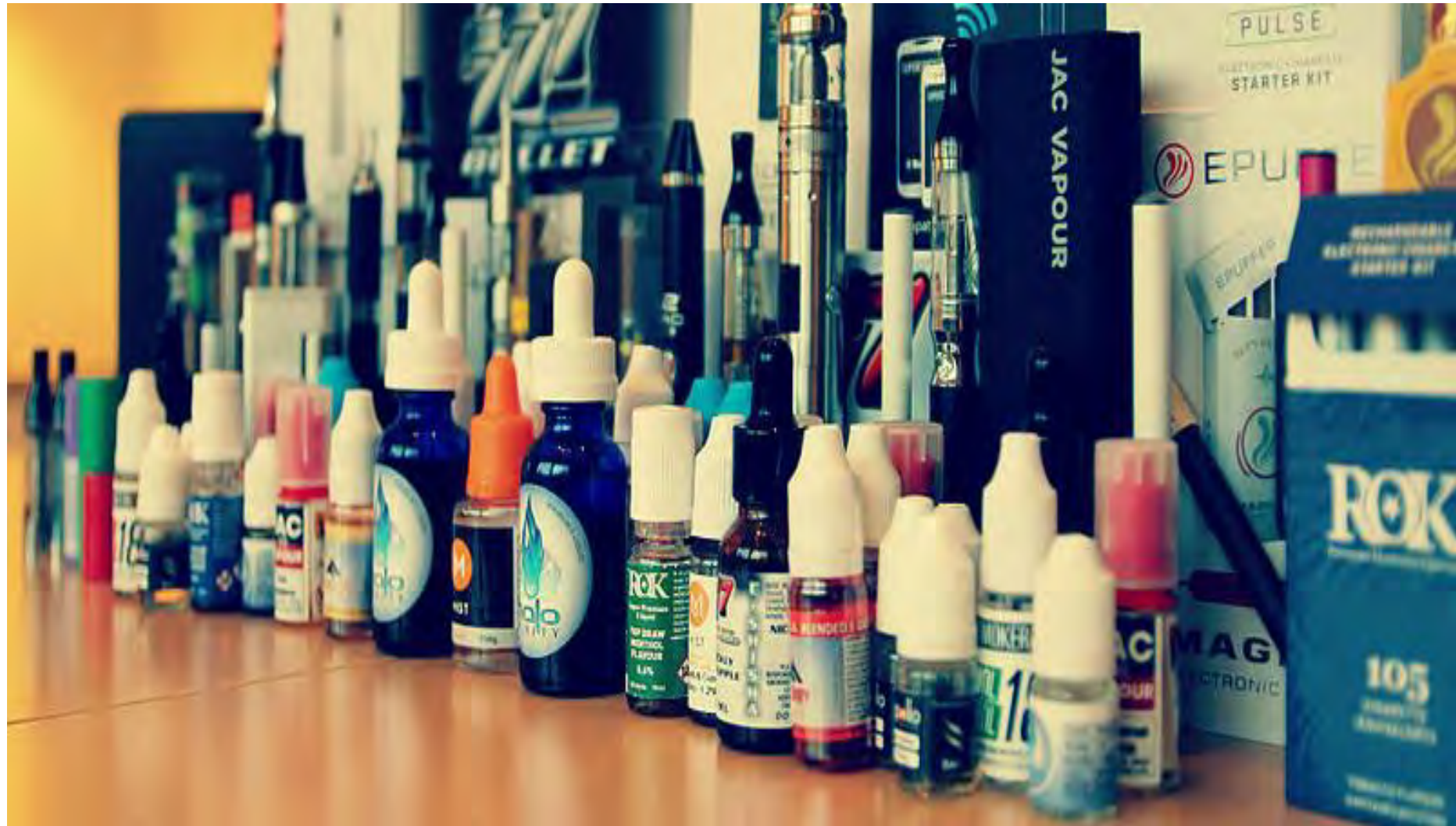
JUUL



# Anatomy of an E-Cigarette

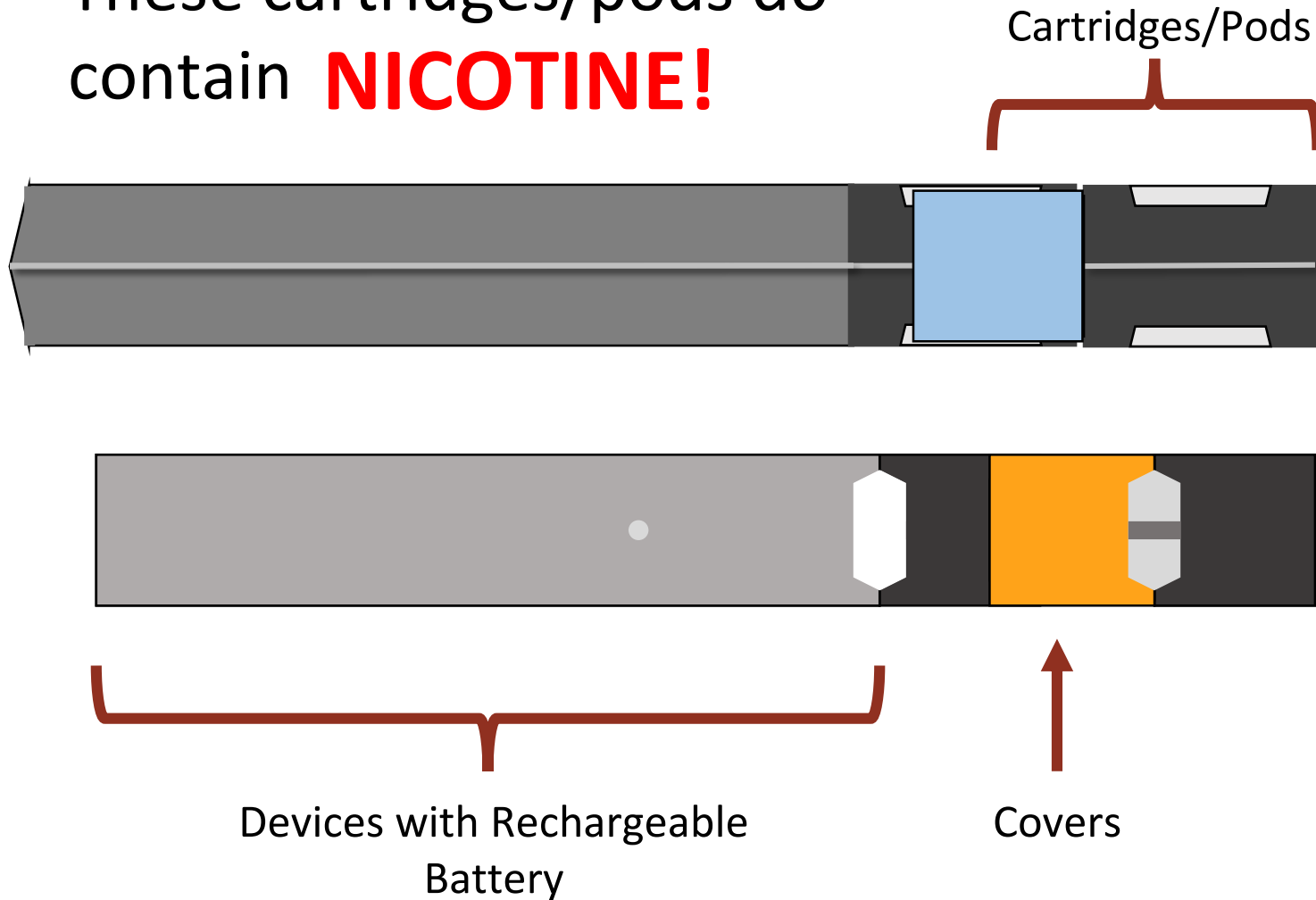


# E-Juice/E-Liquid



# Anatomy of a Pod-Based System

These cartridges/pods do contain **NICOTINE!**





# Marijuana Products



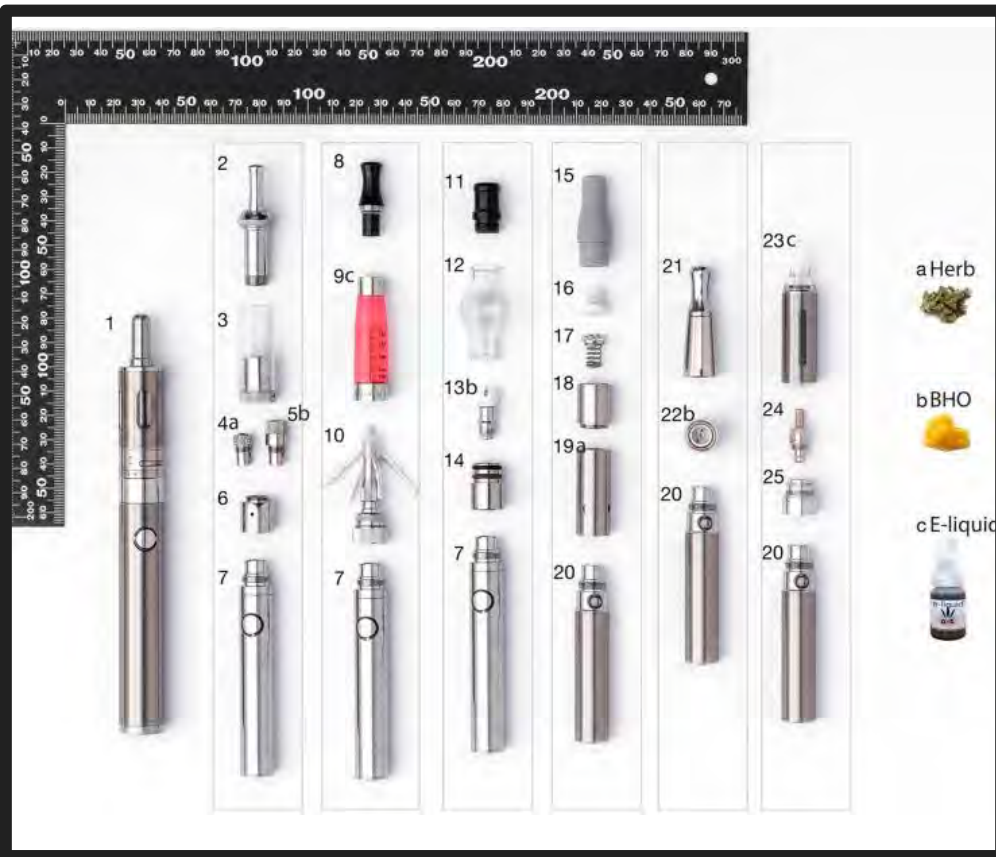
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# Marijuana/Cannabis Products

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# Aerosolizing or “Vaping”



- THC concentrate is aerosolized
- 5-10 seconds to feel the effect
- High lasts 30 minutes to several hours
- THC concentration depends on liquid; often mislabeled
- Not harmless

# Dabbing



- Concentrated THC wax is heated, the aerosol is then inhaled
- 5-10 seconds to feel the effect
- High lasts 30 minutes to several hours
- ~80% THC concentration
- One of the methods most associated with **emergency room visits**

# Edibles



- Cannabis infused foods and drinks
- 20 min – 2 hours to feel the effects
- High typically lasts for hours
- THC concentration varies greatly and is difficult to measure accurately
- Very easy to over consume



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# Other Products



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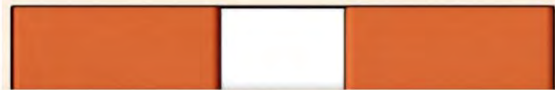
# Nicotine Toothpicks



# Nicotine Gum



# Ripple Vape: Focus



ripple<sup>+</sup>

**FOCUS**

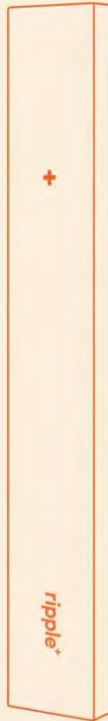
+

**mango aroma**

bacopa+guarana  
single use diffuser

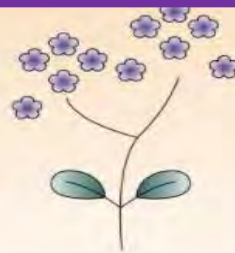
0%  
nicotine

400  
puffs



**mango aroma**

Uplifts mood



**+ bacopa**

Boosts mental clarity



**+ guarana**

Supports energy levels



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# Use Rates

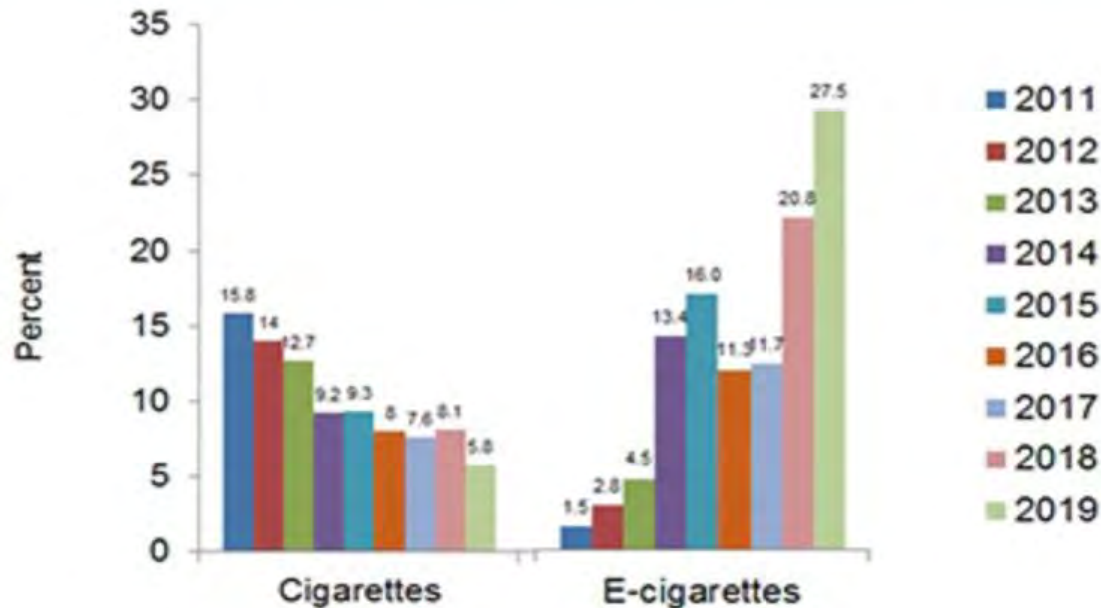


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# National 2019 Data

## NATIONAL YOUTH TOBACCO SURVEY\*: HIGH SCHOOL STUDENT USE OF E-CIGARETTES CONTINUES TO CLIMB



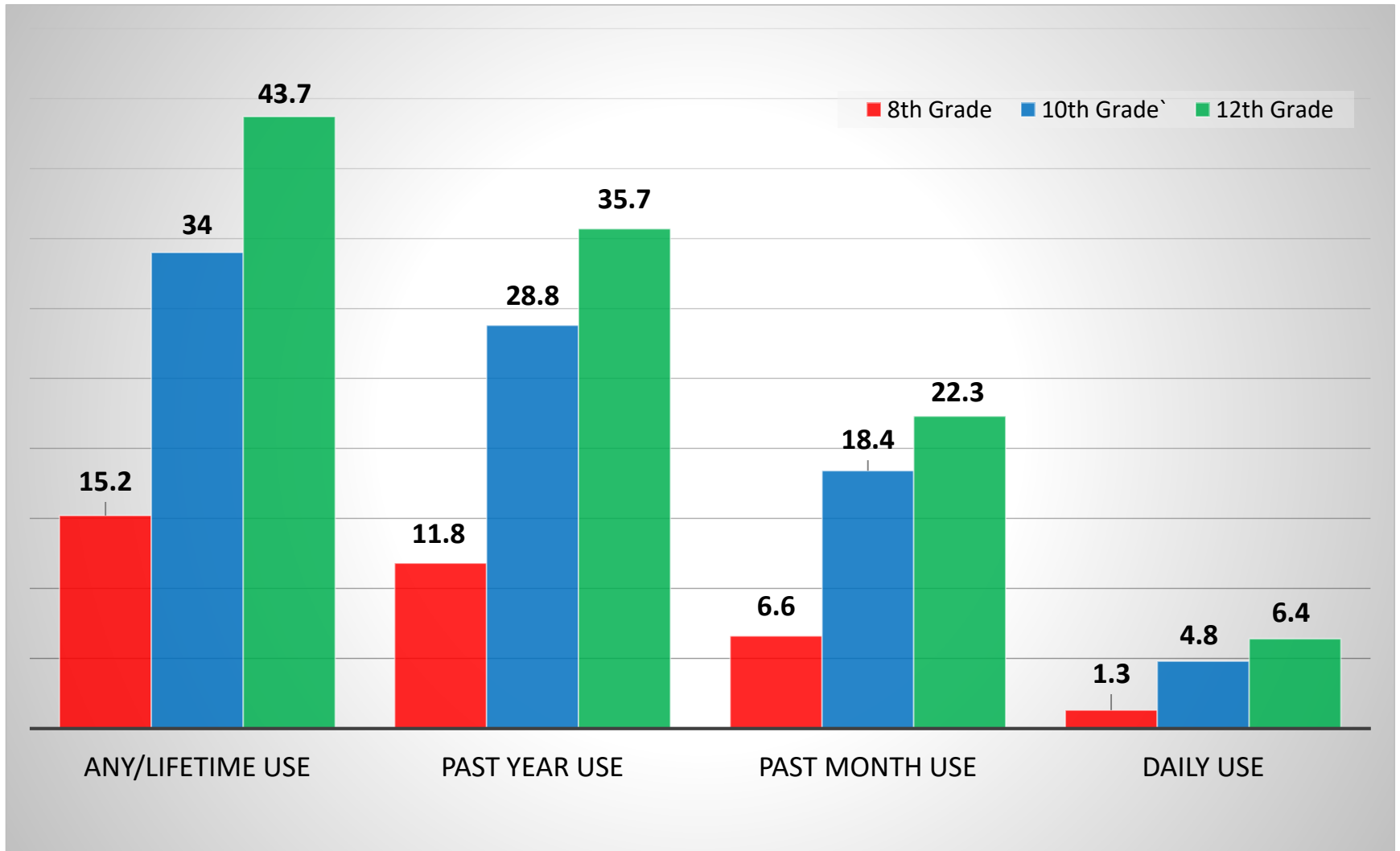
\* Preliminary data  
\* Reported use within 30 days preceding administration of survey.



# New National Data on Tobacco Use

- YRBS 2019 Data on Past 30-day Tobacco Use:
  - 32.7% - E-cigs
  - 6.0% - Cigarettes
  - 5.7% - Cigars
  - 3.8% - Smokeless tobacco (higher in more rural areas!)
- NYTS 2020 Data
  - *Current e-cigarette users*
    - 19.6% HS students (3.02 million)
    - 4.7% MS students (550,000)
  - *Among current –e-cigarette users*
    - HS youth
      - Past 30 days: 38.9%
      - Daily use: 22.5%
    - MS youth
      - Past 30 days: 20%
      - Daily use: 9.4%

# 2019 National Youth Cannabis Use (Monitoring the Future)

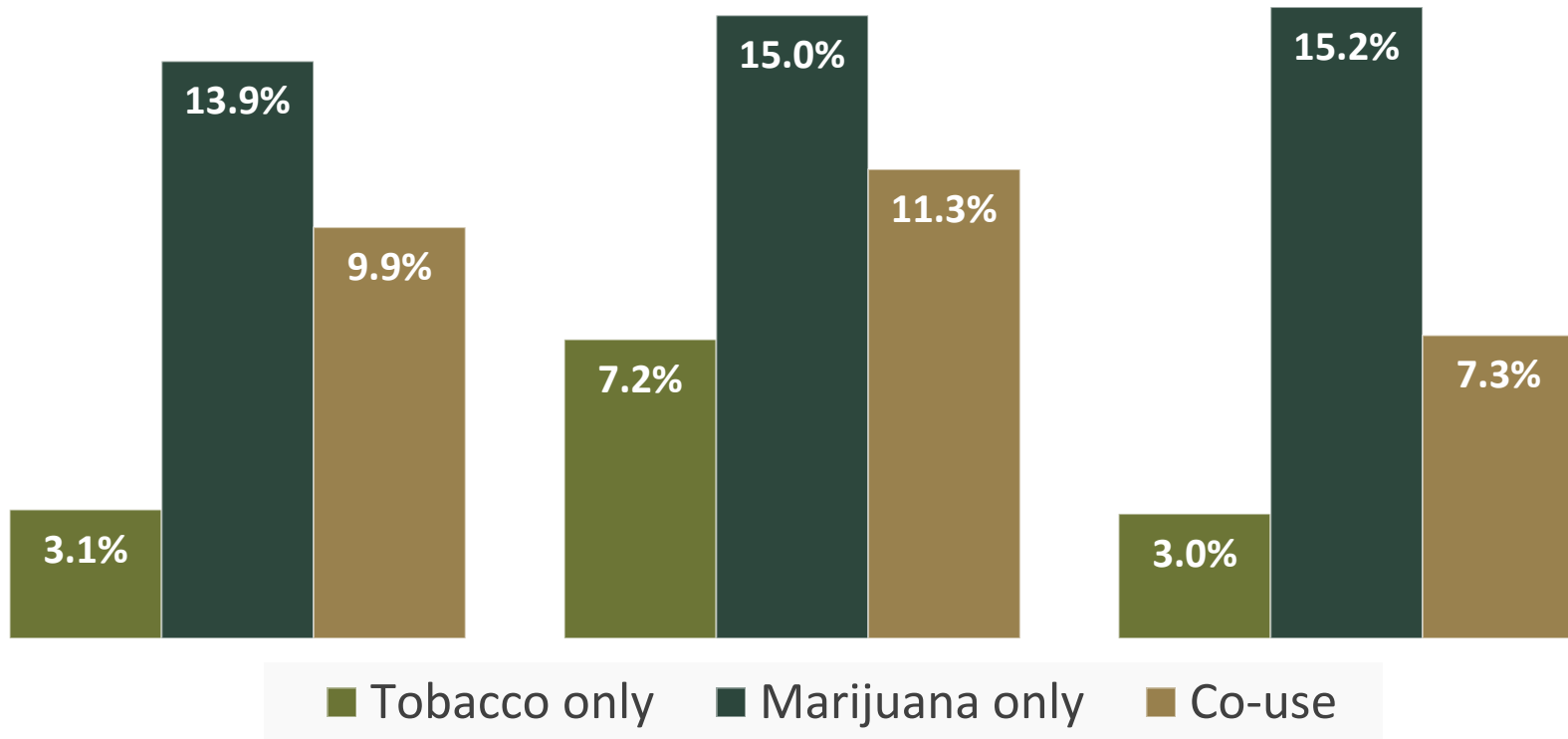


# Past 30-Day Co-Use of Tobacco and Marijuana Use

12<sup>th</sup> grade students in Los Angeles

11<sup>th</sup> or 12<sup>th</sup> grade students 12 Southern California communities

High School students in Northern and Southern California



# Youth Vaping and Cannabis



- 33% of high school students who ever used e-cigs reported using cannabis in their e-cigs.
- 23% of middle school students who ever used e-cigs reported using cannabis in their e-cigs.
- Youth who vape are **3.5 times more likely to use cannabis** than vape-free youth.

Trivers KF, et al. Prevalence of Cannabis Use in Electronic Cigarettes Among US Youth. JAMA Pediatr. Published online Sep 17, 2018.

Chadi N, et al. Association Between Electronic Cigarette Use and Marijuana Use Among Adolescents and Young Adults A Systematic Review and Meta-analysis. JAMA Pediatr. published online August 12, 2019.









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# What's in E-Cigs?



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# Which Chemicals Are Found in E-Cig/Pod-Based Aerosol?

<ul style="list-style-type: none"><li>• Propylene glycol</li><li>• Glycerin</li><li>• Flavorings (many)</li><li>• Nicotine</li><li>• NNN</li><li>• NNK</li><li>• NAB</li><li>• NAT</li><li>• Ethylbenzene</li><li>• Benzene</li><li>• Xylene</li><li>• Toluene</li><li>• Acetaldehyde</li><li>• Formaldehyde</li><li>• Naphthalene</li><li>• Styrene</li><li>• Benzo(b)fluoranthene</li></ul>	<ul style="list-style-type: none"><li>• Chlorobenzene</li><li>• Crotonaldehyde</li><li>• Propionaldehyde</li><li>• Benzaldehyde</li><li>• Valeric acid</li><li>• Hexanal</li><li>• Fluorine</li><li>• Anthracene</li><li>• Pyrene</li><li>• Acenaphthylene</li><li>• Acenaphthene</li><li>• Fluoranthene</li><li>• Benz(a)anthracene</li><li>• Chrysene</li><li>• Retene</li><li>• Benzo(a)pyrene</li><li>• Indeno(1,2,3-cd)pyrene</li></ul>	<ul style="list-style-type: none"><li>• Benzo(ghi)perylene</li><li>• Acetone</li><li>• Acrolein</li><li>• Silver</li><li>• Nickel</li><li>• Tin</li><li>• Sodium</li><li>• Strontium</li><li>• Barium</li><li>• Aluminum</li><li>• Chromium</li><li>• Boron</li><li>• Copper</li><li>• Selenium</li><li>• Arsenic</li><li>• Nitrosamines</li><li>• Polycyclic aromatic hydrocarbons</li></ul>	<ul style="list-style-type: none"><li>• Cadmium</li><li>• Silicon</li><li>• Lithium</li><li>• Lead</li><li>• Magnesium</li><li>• Manganese</li><li>• Potassium</li><li>• Titanium</li><li>• Zinc</li><li>• Zirconium</li><li>• Calcium</li><li>• Iron</li><li>• Sulfur</li><li>• Vanadium</li><li>• Cobalt</li><li>• Rubidium</li></ul>
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# E-Cigs = Tobacco

**E-cigs/JUULs=Nicotine  
Nicotine comes from Tobacco  
E-cigs/JUULs=Tobacco Products**



**Nicotine=Nicotine Dependence  
E-cigs are addictive!**

For more information, visit: [www.tobacco prevention toolkit.stanford.edu](http://www.tobacco prevention toolkit.stanford.edu)



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# Cigs in a Pod

[tobaccopreventiontoolkit.stanford.edu](http://tobaccopreventiontoolkit.stanford.edu)

1 Pack of Cigarettes  
≈ 20 mg of nicotine

1 JUUL pod  
≈ 41.3 mg of nicotine

1 Puff bar  
≈ 50 mg of nicotine

1 Suorin pod  
≈ 90 mg of nicotine

NEWER PRODUCTS CONTAIN  
SALT-BASED NICOTINE

=20  
CIGARETTES

≈41  
CIGARETTES

≈50  
CIGARETTES

≈90  
CIGARETTES

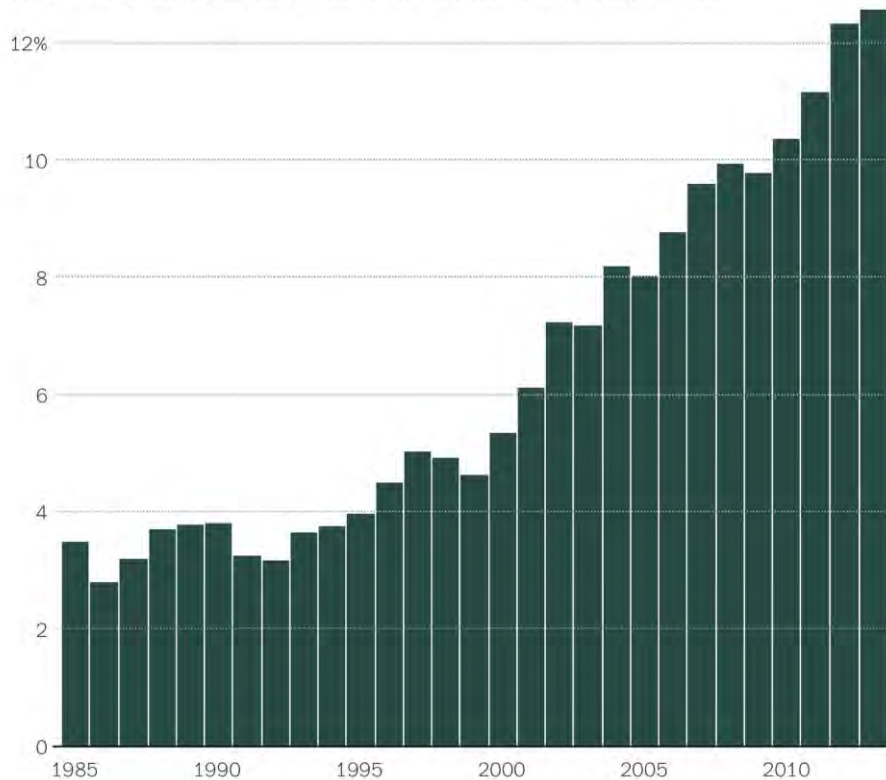


# THC Concerns

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## Weed is getting stronger

Average THC percentage in federal seizures of imported marijuana, 1985 – 2013



- Different methods, different risks
- Difficult to determine the amount of THC being consumed



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# Why Are We Concerned?

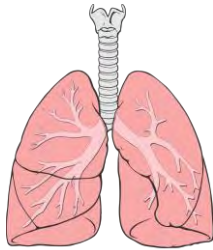


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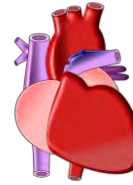
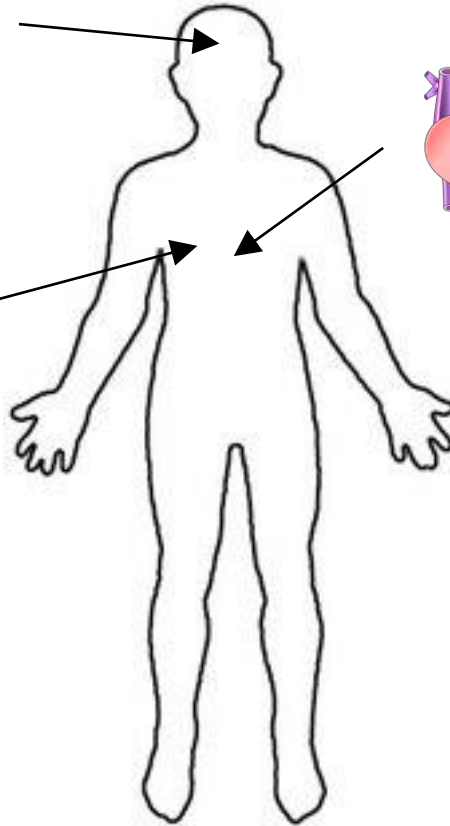
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# The Body When Vaping

Rewires and  
changes the  
brain

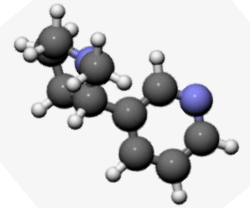


Trouble  
breathing &  
damage to  
lungs



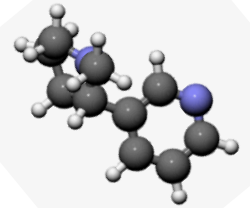
Heart beats faster  
due to “fight or  
flight” response

# Nicotine Effects



- **Highly addictive** substance
- Causes changes in brain chemistry – stimulates pleasure centers, alters normal brain function
- As nicotine levels in the brain drop, the brain craves nicotine to feel pleasure and relieve feelings of anxiety and stress (withdrawal)

# Nicotine Effects



- ❖ Slows development of learning, memory, attention and behavior
- ❖ Mood disorders like anxiety and depression
- ❖ Permanent lowering of impulse control
- ❖ Increased risk of other addictions

# The Adolescent Brain

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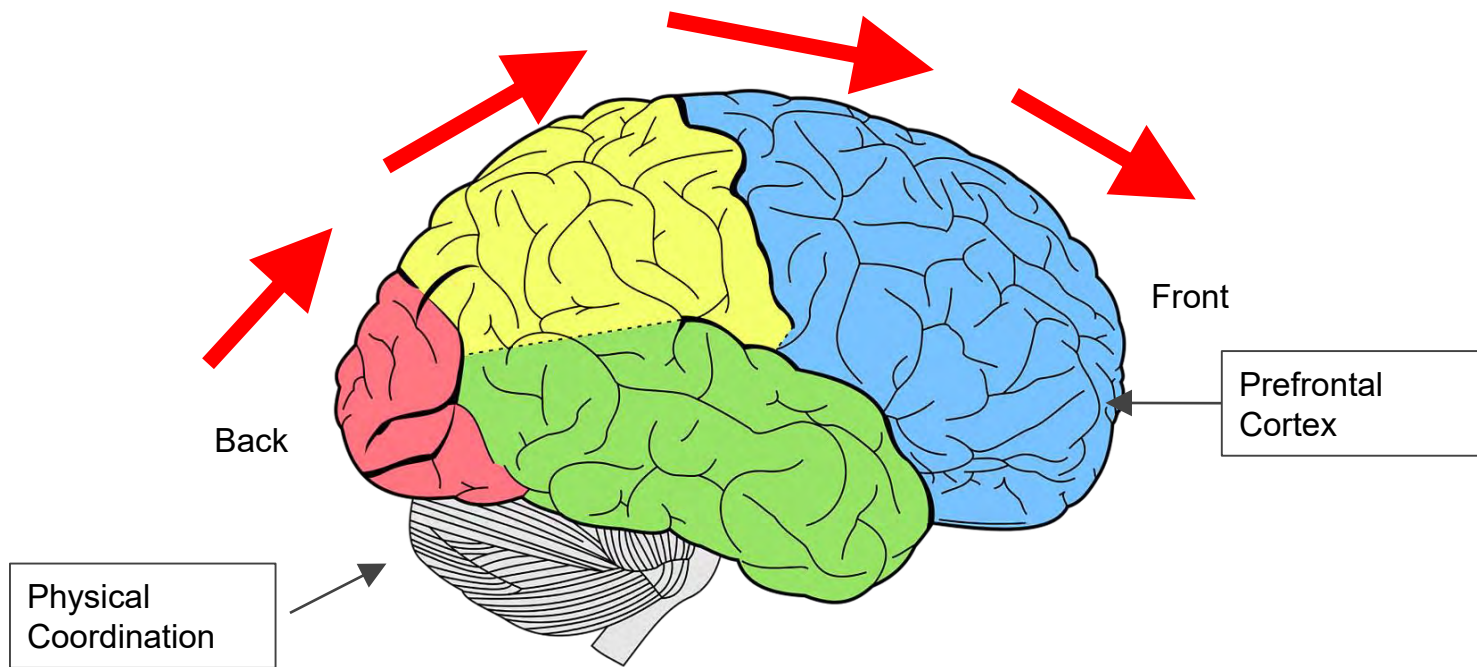


Image Credit: Pixabay.com

# Addiction



90%

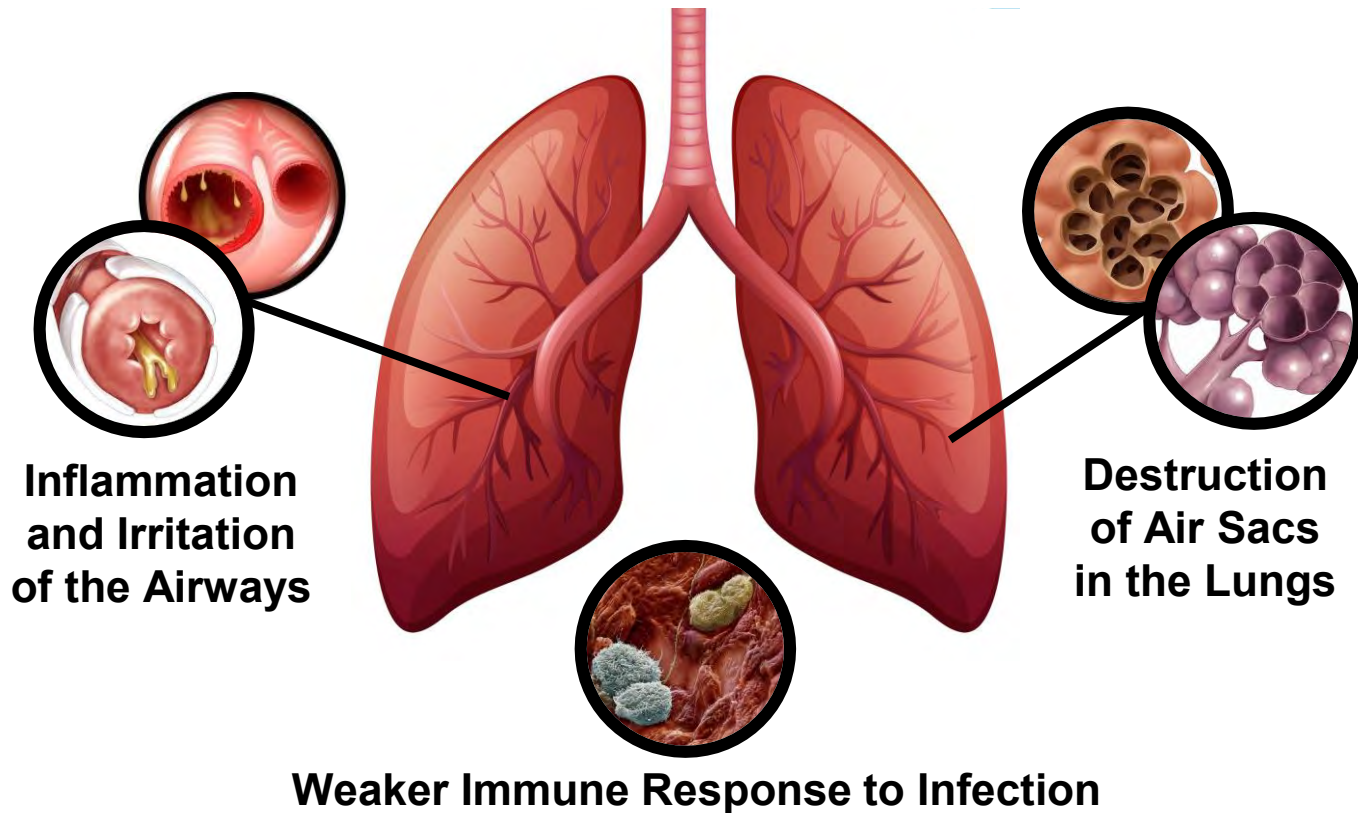
The infographic features a large '90%' in the center. Behind it is a faint outline of a house. To the right of the percentage is a vertical bar chart with a teal segment at the bottom and a dark grey segment at the top, representing the 90% figure.

of those who struggle  
with addiction, started  
before the age of 21

# Understanding Addiction as a Disease (Wait21)

[tobaccopreventiontoolkit.stanford.edu](http://tobaccopreventiontoolkit.stanford.edu)

# Tobacco and the Lungs



# Pulmonary Effects

- Inhaled flavorings associated with (animal and human models):
  - Respiratory illness/bronchitis
  - Life-threatening respiratory failure
- Largely due to diacetyl, a buttery flavoring agent used in microwaveable popcorn
  - Generally Recognized as Safe (GRAS) – for oral but not inhalation

# Smoking/Vaping & COVID-19



- Lungs weakened from breathing in smoke or aerosol
- Novel coronavirus attacks the lungs
- Weakened lungs at greater risk for attack and more severe infection
- Also, bringing hand to mouth or sharing



Original article

Association Between Youth Smoking, Electronic Cigarette Use, and COVID-19

Shivani Mathur Gaiha, Ph.D.<sup>a</sup>, Jing Cheng, Ph.D.<sup>b</sup>, and Bonnie Halpern-Felsher, Ph.D.<sup>a,\*</sup>

JOURNAL OF  
ADOLESCENT  
HEALTH  
[www.jahonline.org](http://www.jahonline.org)



# The Body on Cannabis

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Altered brain development, anxiety, paranoia, slowed reactions, poor memory

Lung inflammation, cell damage, chronic cough, slowed breathing, respiratory infections

Increased appetite, nausea, vomiting

Increased heart rate by 20-50 beats per minute

Poor muscle coordination, imbalance, falling

Slide Created in  
Collaboration with:



# Cannabis & The Brain



- Addiction!
- Impaired learning, memory, attention, impulse control, decision-making
- Lower academic performance
- Loss of IQ Points with repeated use
- Sleep issues
- The higher the dose and more regular the use, the greater the impairment
- Brain impairment in youth does not resolve with abstinence

- Cough
  - Phlegm
  - Lung illness
  - Lung infection
  - Cannabis use impairs function of immune cells in lungs
  - ?? Lung cancer??
- 
- More human research needed to know the impact of marijuana use on respiratory health of youth, but studies show: NOT good

# Inhalation

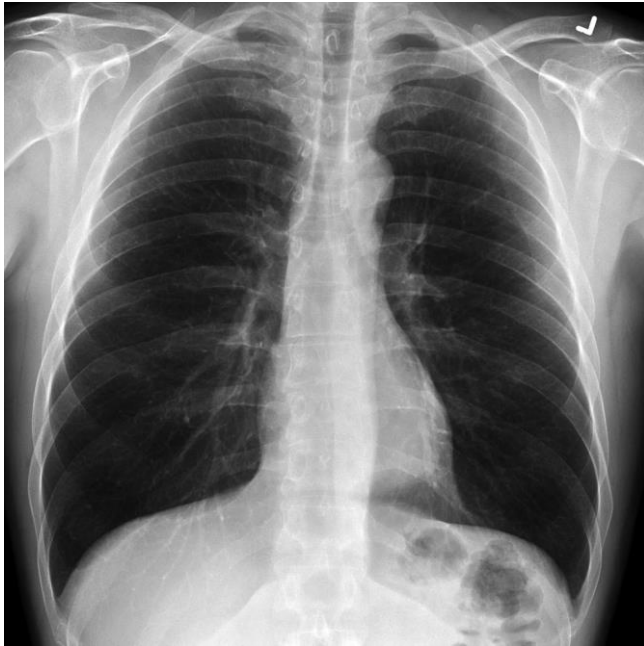


- Marijuana smoke is from biomass combustion, has 1000s of chemicals including fine particles
- Smoke is inhaled deep into the lungs
- Damages the respiratory system
- Blunts introduce nicotine, which is extremely addictive
- “Vaping” marijuana is not a safe alternative

# Marijuana & Respiratory Illness

E-cigarette, or Vaping, product use **Associated Lung Injury**  
(EVALI)

Healthy lungs



Vape-injured lungs



17yo victim



Tryston Zohfeld, TX

- ◆ 18 days in hospital
- ◆ 10 days medically-induced coma

# Vaping-related Lung Illness



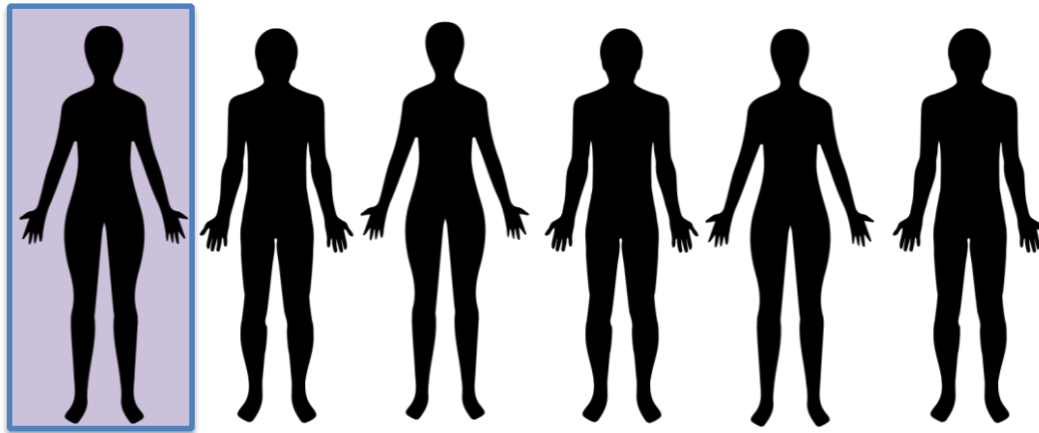
As of **February 18, 2020**:

- 2,807 cases of e-cigarette, or vaping, product use associated lung injury (EVALI)
- 68 deaths in 29 states and the District of Columbia
- THC in most devices, but not all
- Vitamin E acetate is of concern

# Fact or Opinion: **Cannabis can be addictive.**

---

## Fact



**1 out of 6 youth users become addicted**

In youth (<18) and young adults (18-24), cannabis use associated with:

- 50% increased risk of suicidal ideation
- 3.5% increased risk of suicide attempt



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# Secondhand and Thirdhand Aerosol/Smoke



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# SECONDHAND SMOKE

## 41,000

Secondhand smoke causes the premature death of 41,000 adults and more than 400 infants each year.

Secondhand smoke contains more than 7,000 chemical compounds.



Secondhand smoke is known to cause **cancer** in humans and animals.



Dogs and cats are twice as likely to **develop nasal cancer** if their owner smokes, as compared to animals in households without cigarette smoking.



Some known carcinogens found in secondhand smoke:

**arsenic**  
(used in pesticides)  
**lead**  
(formerly found in paint)

**polonium-210**  
(a radioactive element)  
**formaldehyde**  
(used to embalm the dead)

**benzene**  
(a gasoline additive)

## 42%

of Americans are not protected by smoke-free laws. Only 28 states and territories have enacted comprehensive smoke-free laws.

## 98.3%

of youth who live with a smoker have been exposed to secondhand smoke.



Clean indoor air laws reduce nonsmokers' secondhand smoke exposure by 28%.



Lower-income communities are less likely to be protected by smoke-free laws.



Blue-collar workers are more likely to be exposed to secondhand smoke at work.

# Secondhand Aerosol

[tobaccopreventiontoolkit.stanford.edu](http://tobaccopreventiontoolkit.stanford.edu)



Nicotine

Heavy  
Metals

Ultrafine  
Particles

Cancerous  
Chemicals

VOCs

# Thirdhand Smoke

[tobaccopreventiontoolkit.stanford.edu](http://tobaccopreventiontoolkit.stanford.edu)



# Marijuana & Secondhand Smoke

- Contains cadmium, chromium, benzene
- 33+ on Prop 65 list of toxins
- Harmful effects on cardiovascular system
- Exposed children have detectable levels of THC
- Exposure also associated with headaches, dry mouth, coughing breathing issues, ear infections, asthma and eczema...

Wilson et al., Pediatrics, 2018



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# Why Youth Use Tobacco?



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# Why Youth Use E-cigarettes

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- Flavors
- Easy to hide
- Marketing
- Access
- Misperceptions

# Why Youth Use E-cigarettes

---

- **Flavors**
- Easy to hide
- Marketing
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# NYTS 2020

- High School Youth
  - 87.4% (2.53 million) used flavored e-cigarettes
    - Fruit: 73.1% (1.82 million)
    - Mint: 55.8% (1.39 million)
    - Menthol: 37% (920,000)
    - Candy, desserts, other sweets: 36.4% (910,000)
- Middle School Youth
  - 73.9% (400,000) used flavored e-cigarettes
    - Fruit: 75.6% (290,000)
    - Candy, desserts, other sweets: 47.2% (180,000)
    - Mint: 46.5% (180,000)
    - Menthol: 23.5% (90,000)

- Flavors mask the harsh taste of the tobacco
- Flavors mask the smell of tobacco and make them easier to hide
- Flavors mask the risks of the tobacco product
- Youth are more likely to report interest in trying tobacco if flavored

- Youth report they would quit if flavors weren't available
- Ads and packaging of flavored tobacco products are appealing to youth
- Youth are looking for flavors, in any product, and will switch products to get flavors.

# Flavors of Vapes



15,500

tobacco flavors  
and counting



NS, BOOGER SUGAR, BANANA BUTT, HONEY DOO DOO, BARNEY PEBBLES, DRAGON'S BLOOD, D

What's Your Taste?

# Why Youth Use E-cigarettes

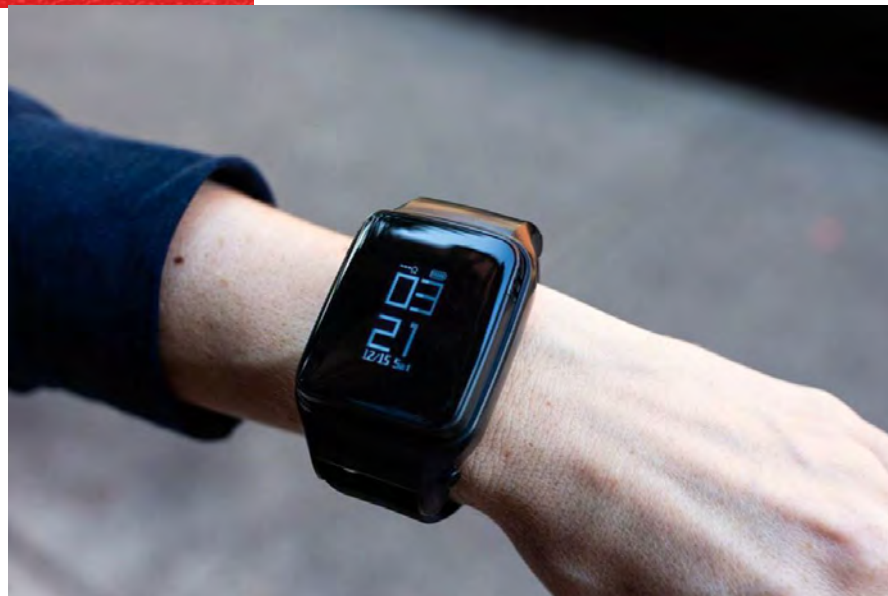
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- Flavors
- **Easy to hide**
- Marketing
- Access
- Misperceptions



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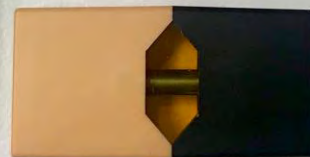
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# Hidden in Plain Sight







# Why Youth Use E-cigarettes

---

- Flavors
- Easy to hide
- **Marketing**
- Access
- Misperceptions



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# How Much is That?



5% strength  
of what?

How much is  
5%?





E-liquid

Food product

# Social Media Targeting

[tobaccopreventiontoolkit.stanford.edu](http://tobaccopreventiontoolkit.stanford.edu)

- Problematic memes and cartoons are also distributed via Twitter or Instagram, which give youth the impression that using is okay



# Youth-Focused Ads



**2 FREE MASKS  
with each order!**

SuorinUSA.com has donated more than 5,000 masks to first responders.

What's more is that we are including **2 FREE MASKS** with each qualifying order.

We are a 21 years and older website. Be prepared for the age verification process after order is placed.

**MAY**  
THE FOURTH BE WITH  
**YOU**

The force is strong with these flavors.  
May the 4th be with you,  
and Puff Bar with you, throughout our puff-  
tacular universe.

[SHOP NOW](#)

**LIGHT** —  
**OR DARK**  
— **SIDE**

# Why Youth Use E-cigarettes

---

- Flavors
- Easy to hide
- Marketing
- **Access**
- Misperceptions



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# Access





Puff bar  
\$1-2.50







# Why Youth Use E-cigarettes

---

- Flavors
- Easy to hide
- Marketing
- Access
- **Misperceptions**



Contents lists available at ScienceDirect

Preventive Medicine

journal homepage: [www.elsevier.com/locate/ypmed](http://www.elsevier.com/locate/ypmed)



# Adolescents perceive e-cigarettes to be less risky and less addictive compared to all other tobacco products.

and Benefits Differ Across Tobacco Products

Maria Roditis, Ph.D.<sup>a</sup>, Kevin Delucchi, Ph.D.<sup>b</sup>, David Cash<sup>a</sup>, and Bonnie Halpern-Felsher, Ph.D.<sup>a,\*</sup>

<sup>a</sup> Division of Adolescent Medicine, School of Medicine, Stanford University, Palo Alto, California

<sup>b</sup> Department of Psychiatry, University of California San Francisco, San Francisco, California

Article history: Received August 31, 2015; Accepted January 27, 2016

Keywords: Tobacco use; Risk perceptions; Decision making



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# Summary



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# Summary: Perfect Storm to Addict Youth

- Stealth/youth-focused products
- Very high nicotine levels
- Salt-based → less throat hit, easier to use
- Misperceptions of nicotine and harms
- Flavors
- Packaging, ads
- Cheap!
- **HARMFUL**

# In short:

- We must protect the lungs and brains of our youth!



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# What You Can Do / Resources



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# Overall Recommendations



- Talk about tobacco
- Never smoke or use e-cigarettes in the house, car, or places where children and adolescents spend time
- Talk with a healthcare provider about ways to help you quit tobacco products
- If you are an e-cigarette user, always keep e-cigarettes and liquid nicotine locked and out of reach of children and adolescents

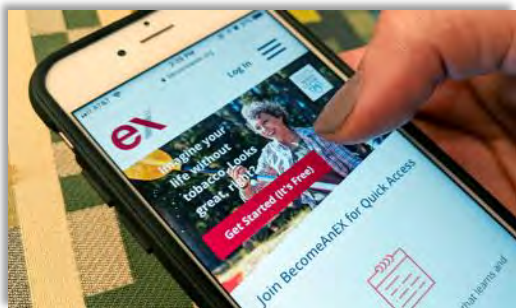
# Starting the Conversation



- Goal: to have a conversation, not a lecture
  - Find the “right time”
  - Be patient and ready to listen
  - Avoid criticism and encourage open dialogue
- Avoid “we need to talk,” instead “What do you think about...”
- Avoid “you don’t vape, right...”
- Use the right words! (vaping, Juuling)
- Continue the conversation
  - In-person, or via text/email, etc.
    - Sharing articles is a great way to stay engaged

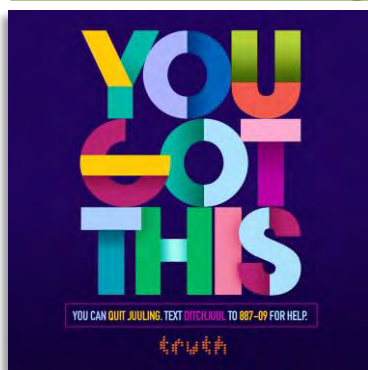
# E-Cigarette Resources

## Become An Ex



Tobacco and vaping cessation support for parents and teens from Truth Initiative

## This is Quitting



Includes a texting service for vaping cessation support from Truth Initiative

## The Vape Talk



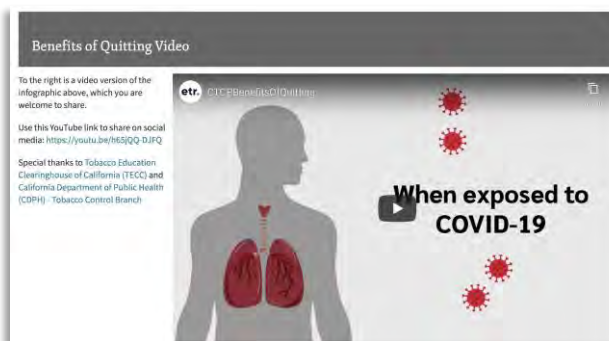
Includes a conversation guide for parents and teens from American Lung Association

## Surgeon General



Includes a conversation guide and video for parents and teens from FDA; resources in Spanish

## Tobacco Prevention Toolkit



Includes a number of resources to help talk to youth, to recognize and help with addiction, and more



# **Tobacco Prevention Toolkit**

**[Tobaccopreventiontoolkit.Stanford.edu](http://Tobaccopreventiontoolkit.Stanford.edu)**





# Cannabis Remote-Learning Curriculum

A free curriculum for teaching students remotely about the harms of using cannabis



**Teach Topic 1: What We Know About Cannabis**

**Teach Topic 2: Health Outcomes of Cannabis Use**

**Teach Topic 3: High On Life/Cannabis-Free**



# Vaping Prevention Online Course

A free course for teaching students remotely about the harms of vaping



**Teach Module 1: A Real Intro to E-Cigarettes**



**Teach Module 2: All of the Chemicals**



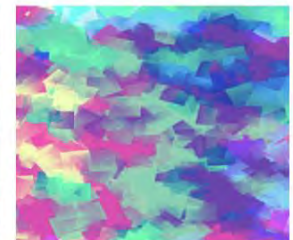
**Teach Module 3: What's the Damage**



**Teach Module 4: Central Problem of E-Cig Usage**



**Teach Module 5: What Are They Selling**



**Alternative Module: Cannabis Curriculum**



# Healthy Futures



About

Tobacco: The Basics

E-Cigs/Vapes & Pod-Based

Hookah

Smokeless

Nicotine Addiction

Positive Youth Development

Resource Directory



## Healthy Futures Overview

→ [1-Hour Healthy Futures Curriculum](#)

INTRODUCTION FOR EDUCATORS



### Comparison of Healthy Futures Curriculums

		1 Hour	2 Hour	4 Hour
Check-in	Pre-Assessment	✓	✓	✓
	Where Are You At?	✓	✓	✓
Content	Informational Slides	✓	✓	✓
	Warm Up Questions		✓	✓

1-Hour Healthy Futures Curriculum



2-Hour Healthy Futures Curriculum



4-Hour Healthy Futures Curriculum





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**Thank you!**

**Bonnie.halpernfelsher@Stanford.edu**



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Gracias

謝謝

Thank you

Cảm ơn

Salamat

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