



**BOOK US!** 



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## What is #iCANendthetrend?

**#iCANendthetrend is an evidence informed, peer-led prevention and empowerment program developed by University of Kentucky researchers and college students to help build awareness on the dangers of tobacco use, including e-cigarette use, and the costs associate with nicotine dependence.**

## How #iCANendthetrend Supports Tobacco Prevention Efforts

### School Presentations

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**Current trends and research**



**Youth empowerment**



**Student grade & health standards**



**Updated by student feedback**



**Peer-led, college students**

### Professional Development

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**We assist...**



**Public health professionals**



**School personnel**



**Community stakeholders**



**Parents**

**by sharing up-to-date information, resources, & youth perspective**

### Community Outreach

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**Youth Advisory Board**

- State-wide high school empowerment program



**PEERS**

- Undergraduate advocate training program



**Social Media Reach**



**@icanendthetrend**

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