

MEMORANDUM

October 11, 2018

TO: The Honorable Chair and Members of The School Board of Miami-Dade County, Florida

FROM: Alberto M. Carvalho, Superintendent of Schools 

SUBJECT: E(LIMINATE)-CIGS AWARENESS CAMPAIGN KICK-OFF – OCTOBER 16, 2018

A kick-off event for the District's E(liminate)-cigs Awareness Campaign will be held on Tuesday, October 16 at 10:30 a.m. at Miami Beach Senior High School, located at 2231 Prairie Avenue, Miami Beach, Florida 33139. The campaign, which will include social media posts, radio promotion, awareness videos and posters, and the distribution of informational guides through school health clinics, is designed to educate students, employees, parents, and the broader community on the dangers of e-cigarette use. Middle and senior high schools throughout the District will participate in the awareness campaign, and students will be afforded the opportunity to take a pledge to affirm their stance against vaping and big tobacco companies.

If you have any questions or need additional information, please contact Ms. Daisy Gonzalez-Diego, Chief Communications Officer, Office of Communications, at 305 995-2060.

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cc: School Board Attorney
Superintendent's Cabinet