PRESS RELEASE: Dr. Victor DeNoble to Visit New River Valley

Dr. Victor DeNoble, who is best known as the first whistle-blower to testify before Congress about his research conducted by the tobacco industry, will visit the NRV on April 10 – 12. He will speak at student assemblies in Giles, Pulaski and Radford, as well as meeting with Drug Court judges to discuss the impact of nicotine addiction on the brain. Dr. DeNoble will also address the recent uptick in the use of electronic nicotine delivery devices (“vaping”) among youth and the addictive properties of “vape juice.” He will provide a “Grand Round” at Carilion Giles Community Hospital to share his knowledge about addiction and brain science with physicians and other medical staff.

According to his website, Dr. DeNoble’s congressional testimony “was the cornerstone for sweeping changes in public policy regarding tobacco use, the national tobacco settlement and the events leading up to President Obama’s signing into law the Family Smoking Prevention and Tobacco Control Act in 2009.  Dr. DeNoble is also the subject of the film documentary "Addiction Incorporated" released in 2011.”

Dr. DeNoble’s visit is made possible by a grant from the Virginia Foundation for Healthy Youth, and is the official kick-off of the “Escape the Vape” campaign.