

CHANGING THE CONVERSATION ABOUT ALCOHOL



Dr. George Koob will provide a transformative presentation to address alcohol consumption, including raising awareness about the scope of the problem and shedding light on the social and health consequences of alcohol misuse.

Resources from the National Institute on Alcohol Abuse and Alcoholism (NIAAA) will be shared, as well as how to encourage our communities in the fight against alcohol misuse. Together, we can drive positive change, advancing research and treatment to build a healthier future for all.



KEYNOTE SPEAKER

George F. Koob, is Director of the National Institute on Alcohol Abuse and Alcoholism (NIAAA). He is also a Senior Investigator at the Intramural Research Program of the National Institute on Drug Abuse where he directs the Neurobiology of Addiction Laboratory in the Integrative Neurosciences Research Branch.

**Tuesday,
Sept. 19**

7 p.m.

Schofield Auditorium
University of Wisconsin
Eau Claire



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