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# RISE News



August 2024

Dear Rural Partners,

If you're reading this, you're most likely finished with reports and celebrating. If you haven't celebrated, we invite you to find some way, big or small, to acknowledge and honor your team. Sharing a fun video together (Here's a few to try if you're stuck: [Carpool Karaoke](#), [The Ultimate Dog Tease](#)), a healthy treat (berries or peaches and fresh whipped cream, watermelon, or a sparkling water might do the trick), or a fun activity (miniature golf, a walk or hike, or bowling) can really help sink it in that you're done for this reporting period. You may also want to tuck away in your mind (or on a sticky note!) any hacks or processes you learned that can make reporting easier next time. And here's to starting a fresh reporting period! 🎉

**UPDATE: The Tobacco Prevention University (TPU) has opened up registration to those who have been with CTPP for more than 3 years but have yet to attend a TPU in person. See below for details and registration.**

Warmly,

The RISE Team

P.S. Want to celebrate a win with us? Little or big, we want to acknowledge and honor your work. Reach out to [JoAnn](#) or [Shelly](#) and let RISE celebrate you!



Upcoming Events

## Rural Tobacco Cessation Discussion Group

**August 5, 2024**  
**2:00 PM - 3:00 PM**

[Zoom Link](#)

Meeting ID: 854 6565 2523  
Passcode: 265859  
Phone in: 669-444-9171

*Informal discussion group for all things cessation in our rural communities. Contact [JoAnn Saccato](#) for more information or to join this dynamic conversation.*

## Rural Initiatives Workgroup (RIW)

Join us as we learn about the rural research and program design a group of CSU Eastbay students conducted last year. Robynn Battle, EdD, MPH, Project/Evaluation Specialist at [The LOOP](#), will present.

We'll also welcome Levi Ferguson, Northern California Recruitment Coordinator, from the statewide [Youth Decoy Program](#). He'll share updates and opportunities for youth to get involved in this statewide effort.

**August 20, 2024**  
**3:00 PM - 4:30 PM**

*RIW is a monthly workgroup for rural projects to learn, share information, network, celebrate wins, and brainstorm challenges. Invitation only. Contact [Shelly Brantley](#).*



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Tobacco Prevention  
**UNIVERSITY**

## REGISTRATION OPEN!

**UPDATE: The Tobacco Prevention University (TPU) has opened up registration to those who have been with CTPP for more than 3 years but have yet to attend a TPU in person.**

### Tobacco Prevention University Training

#### Northern California

**September 10-11, 2024**

Holiday Inn Sacramento Downtown Arena, 300 J St., Sacramento

#### Southern California

**November 13-14, 2024**

Marriott Long Beach Downtown Hotel, 111 E Ocean Blvd, Long Beach

Available to CTPP-funded staff (individuals who have 3 years of experience or less in a CTPP-funded position) and invited guests. Only two (2) people from the same CTPP-funded project may register for the in-person TPU Training. CTPP will maintain a registration waitlist if additional staff from the same CTPP-funded project want to be considered.

[REGISTER HERE](#)

For event information and questions please contact Alejandro Villegas at [alejandro.villegas@cdph.ca.gov](mailto:alejandro.villegas@cdph.ca.gov) or Rachel Colorafi at [rachel.colorafi@cdph.ca.gov](mailto:rachel.colorafi@cdph.ca.gov).

## RISE ADVISORY COMMITTEE

RISE is proud to have committed representation from each of our California rural area regions through our Advisory Committee. Committee members are tasked with meeting monthly to provide the RISE team with feedback on educational material development, outreach strategies, policy goals, and more. We acknowledge and appreciate the dedication and expertise each committee member brings to our RISE efforts!

### Member Highlight





### Karen Compton - Trinity County

In a peaceful setting in the hills of Trinity County, Karen Compton lays out a yoga mat. She meditates and engages with her yoga practice, something she teaches as well. She is surrounded by dogs, bunnies, cats, chickens, and ducks in what is her favorite place to be--nature.

Karen is deeply concerned about the effects of secondhand smoke from tobacco and cannabis on physical health. Equally concerned about the impacts of tobacco product waste on the environment. And genuinely passionate about the impact of all of this on our society. And, she is hopeful. Karen has been in tobacco prevention work for nine years and has seen positive outcomes. "There can be successful changes with community education and policy work," she reflected.

Karen serves as the tobacco Education Program Coordinator at the [Human Response Network](#), which is a subcontractor for the [Trinity County Public Health Tobacco Education Program](#). She joined the RISE Advisory Committee in early 2023 in hopes of learning more about policy and procedures, what works and how to overcome what doesn't work, and to share what she's learned with other colleagues. One challenge she noted in her community, which she hadn't anticipated, was the lack of knowledge of county administration staff of policy procedures. In her nine years of working in tobacco, she acknowledges that each community has its own unique set of challenges and it takes time to assess and fully understand each issue. "It sometimes takes years to implement solutions in each particular community," Karen commented.

While that can seem discouraging, she encouraged new folks working in tobacco to, "Keep educating your loved ones and the community--keep sharing your concerns. Every little bit of work you do accumulates and makes a difference."

Karen's thoughtful presence and kindness with colleagues reflects a seasoned and successful advocate. Her desire to serve her community is evident in her readiness to volunteer and offer support for her colleagues. Maybe it is the patience she gains from her practices or from watching the river, stars, and clouds--each moving in big, slow time--

that helps Karen have the steadiness and persistence that is needed for rural tobacco work.

*The RISE team is super grateful for Karen's support of RISE and for participating on the Advisory Committee!*

The success of RISE depends on guidance from rural health champions who understand the importance of reducing the presence of commercial tobacco in rural communities.

If you would like to get involved, consider becoming a member of our Advisory Committee (AC).

**AC members meet every other month (virtually or in-person) to provide feedback on:**

- » Educational material development
- » Outreach strategies
- » Program evaluation
- » Policy goals
- » Website design and content
- » The Leadership Development Program

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**Make a difference in your community!**

- » Build connections with other rural health champions
- » Advocate on behalf of your community to help shape tobacco prevention efforts

#### CONTACT

**Shelly Brantley**

California Health Collaborative  
sbrantley@healthcollaborative.org  
(530) 345-2483 Ext: 216

 [ca-rise.org](http://ca-rise.org)

 **CA RISE**

 **RISE\_California**

 **RISE\_California**

Interested in becoming a member of our Advisory Committee? We are seeking representation from those who live/work in the Central Valley (Kings, Madera, Mariposa, Merced, or Tulare counties) and Gold Country (Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Nevada, San Joaquin, Stanislaus, Sutter, or Tuolumne counties). Contact [sbrantley@healthcollaborative.org](mailto:sbrantley@healthcollaborative.org) and check out our [recruitment card](#) and [orientation packet](#) for more information.

## RURAL NEWS AND SUCCESSES

**Want to be highlighted in a future RISE News?**

RISE is always thrilled to highlight your important work! Contact [jsaccato@healthcollaborative.org](mailto:jsaccato@healthcollaborative.org) with your news and ideas.

## RURAL RESOURCES & INFO



**How to Use Social Media to Reach a Rural Audience**

"When targeting the Rural Lifestyle Audience (RLA), many marketers stop at the word 'rural,' focusing on the prospect's country addresses. While it may be true that all farmers are country folks, not all country folks are farmers. A better approach is to address the lifestyle rather than the location. And when it comes to targeting lifestyle, social media used correctly is an efficient and cost-effective tactic."

Access full blog post [HERE](#).

The CTPP Media team recommended a package of rural-specific media resources, which was sent to our RISE listserv in May, 2024. We're featuring one of those resources each month to support our projects with their media.



### **CDC's Free and Low Cost Tobacco Education Campaign Materials**

Educate audiences about the harmful effects of commercial tobacco use with the MCRC, your source for free and low-cost tobacco education campaign materials. This collection is available to the tobacco control community and partners to support your communications efforts.

Access resources [HERE](#).



## **TRIBAL COMMUNITY COORDINATING CENTER**



### **2023 Tribal Projects Showcase Highlight Documentary**

See the brief and inspiring documentary [HERE](#).



**Rural Comprehensive Cancer Care: Qualitative analysis of current challenges and opportunities**

[Sydney Evans MPH](#), [Aaron T. Seaman PhD](#), [Erin C. Johnson PhD](#), [Jacklyn M. Engelbart MD](#), [Xiang Gao MD MPH](#), [Praveen Vikas MD, MBBS](#), [Sneha Phadke MD, DO](#), [Mary C. Schroeder PhD](#), [Ingrid M. Lizarraga MBBS](#), [Mary E. Charlton PhD](#)

"While limited resources can make high-quality, comprehensive, coordinated cancer care provision challenging in rural settings, rural cancer patients often rely on local hospitals for care. To develop resources and strategies to support high-quality local cancer care, it is critical to understand the current experiences of rural cancer care physicians, including perceived strengths and challenges of providing cancer care in rural areas."

Read full article [HERE](#).



**TOBACCO-RELATED DISEASE  
RESEARCH PROGRAM**

**2025 Community-Partnered Participatory Research Awards (CPPRA)  
Call for Applications**

Submit a Letter of Intent by  
Thurs. Aug. 22 @12:00 PM NOON (Pacific Time)

Learn more [HERE](#).

[Tobacco-Related Disease Research Program](#)  
[Research Grants Program Office](#)

Email: [trdrp@ucop.edu](mailto:trdrp@ucop.edu)





## Rural North Research Briefs

The California Center for Rural Policy (CCRP) has released their newest research brief titled [California's Rural North: Health Equity Principles Guiding Data Practices](#). "Embedding health equity into data practices is empirically supported as a method of addressing the data challenges that rural regions face." The brief aims to identify the challenges that exist around data processes in the Rural North, outline an empirically supported approach to developing health equity performance measures, and give a brief snapshot of state and federal efforts to promote health equity through data quality measurements.

See all their research briefs [HERE](#).



CALIFORNIA TOBACCO  
ENDGAME CENTER FOR  
ORGANIZING AND ENGAGEMENT  
A project of the American Heart Association.

## Identifying New Stakeholders and Allies – A Facilitator's Overview

From labor unions to social justice organizations to early childhood education organizations there are dozens of stakeholder constituencies from which to pick and engage in the growing effort to defeat the Tobacco Industry. This tool is designed for the person guiding the coalition through the process of identifying and recruiting new stakeholders for the coalition or campaign. It complements the "Recruiting a New Stakeholder" tool, which is designed for all participants.

### The Meeting

To set your session up for success, start with reviewing your coalition's goals and discussing the importance of bringing in new stakeholders to support your work. For example, increasing the size and diversity of your coalition.

### Benefits of New Stakeholders

- ❖ Leveraging Expertise
- ❖ Expanding Reach, Influence, & Capacity
- ❖ Enhancing Credibility
- ❖ Strengthen Advocacy Efforts

## New Resource for Growing Coalition Membership

See the full document [HERE](#).



***Thinking about a Masters in Public Health?  
How about one with a rural emphasis from UC Berkeley?***



Learn more about the Rural Health Innovation (RHI) scholarship offered within the online program.

## **UC Berkeley Rural Health Innovation Scholarship**

General MPH overview

<https://publichealth.berkeley.edu/academics/online>

Rural Health Innovation Program Overview

<https://publichealth.berkeley.edu/admissions/online/rural-health-innovation-program>

Spring 2025 Class Start – **Application Deadline is August 8, 2024**

<https://publichealth.berkeley.edu/admissions/online>

## **UC Berkeley Public Health Upcoming Online MPH Webinars**

[University of California, Berkeley - Berkeley Public Health Online MPH Webinars](https://publichealth.berkeley.edu/admissions/online)



**Reminder: RISE is Here to Help!**

Need help building your work plan? Filling out your MASC? Navigating your CX process? RISE is here to help with these topics and more. Email [JoAnn](#) or [Shelly](#) for technical assistance or submit a request using the link below...

**TA Support**

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New to your project? Looking for a resource you remember seeing in our newsletter? Check out our archive page.

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Rise is a project of the [California Health Collaborative](#). The Collaborative is dedicated to changing lives by improving health and wellness.



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