



RISE News



December 2024



Greetings Rural Partners,

How has 2024 passed so fast!?!

With holidays and the end of another reporting period on the horizon, it's a whirlwind time of year! We hope your team and project are humming along and you continue to make progress towards your goals.

Recordings from our [Rural Policy Essentials Training series](#) are now available on the website! Links and pass codes are posted for your convenience.

accomplished this last period as we write our own report come January. (It's a gift we make note of often!)

In the meantime, the RISE Team wishes you and yours safety, health, ease and joy this holiday season!

Warmly,

Shelly, JoAnn, Sue & Hayley



Upcoming Events



Rural Initiatives Workgroup (RIW)

Tuesday, December 17, 2024

3:00 - 4:30 PM

Topic / Guests

Young Adult Purchase Surveys (YAPS) & the Role of Law Enforcement

Nykeia Harris, MPH, CHES, Program Consultant, CTPP

Stacy Kruse, Chief, Community Engagement and Local Programs Unit, CTPP

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

Contact Shelly Brantley



Rural Tobacco Cessation Discussion Group (Bimonthly)

Informal discussion group hosted by RISE for all things cessation in our rural communities.

February 3, 2025
2:00 PM - 3:00 PM

[Zoom Link](#)

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

Contact [JoAnn Saccato](#) for more information and with your topic ideas.

Campaign Playbook

The Pathway to Successful Tobacco Policy Campaigns

Start

Foundations of Change

Coalition Best Practices

The 5 Phases of Effective Policy Campaigns

Organizing to End Tobacco: Building and Sustaining the Movement

Introduction

Defining the Problem

The graphic features a winding path of colored blocks (orange, teal, grey) with icons representing each stage. A dashed line indicates the path's direction, and a large orange arrow points to the right at the bottom.

Remember that great resource we referenced in our Rural Policy Essentials Training? Now you can walk through this valuable tool with the Tobacco Endgame Center's team that created it!

**December 10, 2024
12:30 PM - 2:00 PM**

Register Now



PROJECT ENGAGE
Lung Cancer Screening Support | Online Course

Project ENGAGE developed this **FREE** one-hour online course to equip tobacco treatment specialists (TTS) with strategies to confidently educate clients (who are eligible) about lung cancer screening. Lung cancer screening has the potential to save 12,000 lives in the U.S. each year, however a very low proportion of people who are eligible for the procedure receive it. **Become part of the solution, by registering and taking this online course today!**

[Register Now](#)



Free Lung Cancer Screening Education Training

Self-paced 60-minute online training for Tobacco Treatment Specialists.

[Learn More & Register](#)

Rural News & Successes

Want to be highlighted in a future issue of RISE News?

RISE is always thrilled to highlight your important work! Contact [JoAnn](#) with your news and ideas.

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!



Marissa Maxey, MPH Project Director, LEAD

Starting her work in tobacco prevention as a community engagement coordinator with the American Lung Association in 2019, Marissa was a single mother and initially attracted to a stable job with benefits. Now with the California Health Collaborative as a project director, she has come to appreciate the skill set she's developed.

"Tobacco control work is truly challenging and requires professionals to not only provide health education," she recently reflected, "but to do everything from writing policies to creating evaluation tools."

Most impactful in her experience of this work is the callousness of the tobacco industry. "I find it difficult to wrap my head around how frequently the health of millions of people is impacted by a handful of executives in a meeting room trying to make a profit." But she's also moved by the dedication of tobacco control professionals who have been 'grinding out health policies for the last few decades,' because it is so challenging and requires commitment.

"Count all your victories, even small ones. Completing your objectives isn't the only way to measure success." ~ Marissa Maxey, MPH

Marissa found the learning curve steep. "People new to tobacco prevention learn early on that the most difficult part of the work is convincing people that tobacco is still an important issue."

That's why she thinks it's important for new comers to this work to acknowledge their successes along the way. "Count all your victories, even small ones. Completing your objectives isn't the only way to measure success," she remarked.

As for participating in the RISE Advisory Committee, of which she has participated on since its inception in 2019, Marissa appreciates her overarching interest in public health work is to improve the health and well being of rural communities. "I have lived most of my life in rural areas and have first-hand experience of the challenges people face there," she noted. She also appreciates the insight and knowledge of the other tobacco prevention professionals that are on the Committee. "It's an inspiring and dedicated group of people."

In her free time, Marissa nourishes herself with her plants ("I have a smallish jungle in and around my house. I love plants!") and art therapy. She loves to create things and recently picked up pleasure reading again now that her graduate program is complete.

Marissa encourages everyone to take advantage of the opportunity to gain skills and knowledge working on tobacco prevention. "It's really challenging and everything I've learned here can be applied elsewhere."

She also makes note of the benefit of working with people with historical knowledge and to remember that regardless of ideological differences with various stakeholders, "most people ultimately want the same thing—safety and wellness for their friends and family."

You can reach Marissa at mmaxey@healthcollaborative.org

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

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 [RISE_California](https://www.instagram.com/RISE_California)

 [CA RISE](https://www.facebook.com/CA.RISE)

 [RISE_California](https://twitter.com/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 [Shelly Brantley](#) and check out our [recruitment card](#) and [orientation packet](#) for more information.

Rural Resources & Info



UC Irvine Researchers Link Electronic Cigarettes and Vaping to Increased Cardiovascular Risk

Newswise — Electronic cigarette or e-cigarette ‘vaping’ has gained popularity, both among smokers as a purported aid to quit smoking tobacco-related products all together, but also especially among adolescents and teenagers. Vaping is considered ‘safer’ than smoking, but growing evidence points to its significant role in cardiovascular problems. A new study, co-led by researchers from the [Air Pollution Health Effects Laboratory](#) (APHEL) at the [UC Irvine Joe C. Wen School of Population & Public Health](#), reveals that vaping can interfere with the normal coupling between blood flow and pressure as blood flows from the heart to the arteries.

The findings, published in the [Journal of the American Heart Association](#), are an important contribution to understanding that vaping is another environmental factor that can contribute to heart disease, one of the leading causes of death worldwide.

[Read Full Article](#)

Eliminating Tobacco-Related Disease and Death: Addressing Disparities

A Report of the Surgeon General



U.S. Department of Health and Human Services

Rural Disparities Noted in New Surgeon General Report on Tobacco Disparities

In its newly released report, the Surgeon General notes the continued disparity between rural and urban use of cigarettes and smokeless tobacco. Some highlights to note:

- The gap in tobacco use between youth living in rural areas and those living in urban areas has widened since 1998. (Executive Summary)
- In 2014-16, rural youth had 54% higher odds of past-month cigarette smoking than did urban youth. (pg. 177)
- In the period of 2007-17, adult urban use of cigarettes declined more rapidly than rural use, thus increasing the urban-rural disparity. (pg. 178)
- Evidence suggests greater pregnancy-related quitting of cigarettes among urban vs. rural. (pg. 178)
- In 2011-14, youth living in rural areas had a higher prevalence of smokeless tobacco use, multiple tobacco product use, and use of any tobacco product. When adjusted for covariates, only the odds of 30-day past use of smokeless tobacco was significantly higher for rural vs. urban youth. (pg. 178-79)
- Similar to cigarette smoking, use of smokeless tobacco tends to be higher among people living in rural areas than among those living in urban areas. (pg. 179)
- According to data from 2014-15, rural residents in the United States had a higher prevalence of ever use of e-cigarettes (rural: 9.4% vs. urban: 7.0%) and current use of e-cigarettes (rural: 2.8% vs. urban: 2.1%) compared with urban residents. (pg. 179)
- Although quit ratios increased over time from 2010 to 2020, the adjusted odds of quitting across all years were lower among people who lived in rural areas than they

[Read Executive Summary](#)

[Read Full Report](#)

[CDC Report Website Page](#)

[CDC Press Release](#)



California leads in protecting workers from secondhand smoke and vape

UNDO.org — Everyone has the right to a workplace that's free of [dangerous secondhand smoke](#). While this idea seems simple now, it was revolutionary in 1995 when California became the first state to ban smoking in nearly every workplace, including in public buildings, indoor public spaces, and restaurants.¹

Three years later, that ban extended to include bars, taverns, and gaming clubs.² With the addition of this law, most indoor workplaces across the state were covered by secondhand smoke protection policies.

workplaces to include [vapes](#) and marijuana.[34](#) And in January 2024, a law was updated requiring all California hotel and motel rooms to be 100 percent smoke-free took effect, marking another huge win in protecting workers and guests alike.[5](#)

Today, [California's clean indoor air protections](#) are some of the strongest in the nation, eliminating most secondhand smoke exposure in the workplace, making it safer for employees and customers to do business.[6](#)

(Read full article [here](#).)

[Read Full Article](#)



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

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