

[View this email in your browser](#)



RISE News



July 2024

Dear Rural Partners,

We know you are busy with reporting and hope that as you pull your resources together to upload you can consciously reflect on and celebrate all the activities you've completed this period. We know our work is not always filled with big wins and big celebrations. We know it's the little steps we take that eventually lead to passing policies, or getting language adopted into a General Plan, or a successful coalition effort. But, really, it's important to celebrate the little wins along the way--what new relationships were built? How were collaborations with other CTPP projects? What community engagement efforts paid off? These are the activities that lead to long lasting success in shifting social norms in our communities and they are worthy of celebration.

Reporting time is also a good opportunity to think about what support you need moving your activities and objectives forward. What's missing for your project to be successful? What tools and resources would help you? What trainings? Is there a hot topic that could be served by a community forum? RISE will engage in a needs assessment in the near future and will use your needs to create supportive activities and resources. Stay tuned and remember, we're here specifically to support you!

Caring regards,

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 Initiatives Workgroup (RIW)

Join us as we learn more about the [Tobacco-Related Disease Research Program \(TRDRP\)](#), the research arm of tobacco prevention efforts funded by Prop 99 and Prop 56 tax dollars. Aligned with the California Endgame Initiative, TRDRP is committed to supporting critical research needed to inform the state's tobacco control activities and to improve the care for Californians stricken with tobacco-related diseases. Among other things, TRDRP supports communities most vulnerable to tobacco-related health disparities by providing real time, relevant, and actionable research findings to promote health equity and reduce negative impacts of tobacco in all California communities. Interested to learn more? [Subscribe to TRDRPs newsletter.](#)

Tashelle Wright, Ph.D., Associate Program Officer, [TRDRP](#)

- Upcoming [TRDRP funding opportunities](#)

Tamar Antin, DRPH, MAA, Director, [Center for Critical Public Health](#)

- Study: [An Exploration of Rural Housing Insecurity as a Public Health Problem in California's Rural Northern Counties](#)
- Project: [NorCal is Home - Housing is a Rural Issue Too](#)

July 16, 2024
3:00 PM - 4:30 PM

wins, and brainstorm challenges. Invitation only. Contact [Shelly Brantley](#).

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.



CALIFORNIA
TOBACCO
PREVENTION
PROGRAM

UNDO.[®]

Seeking Farmer Tobacco Quit Story

The Media Unit at the California Tobacco Prevention Program is searching for tobacco success stories to feature in their upcoming state-wide advertising campaign. They are looking for a California farmer that has quit tobacco (cigarettes, chew, vape) and is open to share their quit journey and reasons they quit. They are also interested in farmer stories around: helping staff/family quit tobacco or involvement in tobacco prevention work in any form. Stories selected will be compensated.

Please reach out to Jennifer Garcia at Jennifer.garcia@cdph.ca.gov for more



University of California
San Francisco



UMass Chan
MEDICAL SCHOOL



Tobacco Treatment Specialist Training (Virtual)

September 17, 18, 19, 2024

Application Deadline EXTENDED to July 17, 2024

The California Center for Tobacco Cessation (CaCTC) and the University of Massachusetts Chan Medical School have collaborated again to offer free (for those assisting underserved populations in CA) Tobacco Treatment Specialist Trainings, a \$1,300 value, to qualified applicants in California. The statewide training is open to individuals representing organizations that provide or aim to provide cessation services to underserved populations.

Note: In response to popular request, there will be breakout groups focusing on the provision of services within the rural population.

[Application](#)

[FAQ](#)

To learn more contact Jessica.Safier@ucsf.edu



CALIFORNIA
TOBACCO
PREVENTION
PROGRAM

UNDO.[®]



Tobacco Prevention
UNIVERSITY

REGISTRATION NOW OPEN!

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 or Rachel Colorafi at rachel.colorafi@cdph.ca.gov.

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



Madison Bible - Shasta County

Madison started her career in tobacco prevention work about three years ago after moving out of Shasta County's Environmental Health Department. An unlikely path for her, she questioned whether taking the position as the Tobacco Program Coordinator for would be a good fit. Fearing she didn't have passion for the work (like her supervisor hoped she would), she did her duties.

And then one day she noticed her passion. "I'm not even sure when it happened,"

and when she finds one being exposed to the harmful effects of tobacco and nicotine, it just breaks my heart."

Madison is the mother of two young children and loves spending time with her family outdoors, traveling and adventuring. When she worked at Environmental Health, she learned how cigarette butt waste was the number one littered objects in environmental clean ups. Little did she know this helped foster her passion for tobacco product waste and bridging the gap between safe disposal and the realities of rural community resources. "I was dismayed to learn that despite these special disposal requirements, many communities are unequipped to dispose of them as required by the State," she reflected, "and thus end up in landfills and as litter."

With a Bachelor of Science in Business Management and Entrepreneurship, Madison resides in her hometown of Redding. The most impactful thing she's learned about this work is that being passionate is key. "When you're passionate, your community members can see and hear that in you. When you go to elected officials, they see that, too." She believes that with passion, you're likely to get buy in from others when they see how much you care. "They know when you're disingenuous about what you're talking about. If they can see that you don't care, then they ask themselves 'why should I!'"

Madison wasn't prepared for her passion's impact. "It can be frustrating that not everyone feels and thinks the same way," she noted. "To enact change isn't for the faint of heart. It takes years to see real change in your community and sometimes that can be discouraging when one is so passionate."

Madison finds her work in tobacco consequential. "I know many children don't have anyone to advocate on their behalf, or they don't know how to advocate. My work is important because I can be a voice for the voiceless."

What would she want a new person in tobacco to know? The same thing her supervisor told her, "I hope you take everything in, absorb it, and become passionate about it."

Madison joined the RISE Advisory Committee in 2023 and sees it as a great opportunity to stay connected and learn from neighboring rural communities on how they handle issues she's facing.

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

© 2020 California Department of Public Health. Funded under contract #18-10123.



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

 **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 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 with your news and ideas.

RURAL RESOURCES & INFO

THOUGHT LEADERSHIP

HOW TO CREATE A MEDIA PLAN FOR THE RURAL LIFESTYLE AUDIENCE

Targeting the Rural Lifestyle Audience (RLA) is like staring up at a snowstorm. All the individual elements look similar, but they're all very different. And if you're not careful, it's easy to get buried. Fortunately, a few simple steps will improve your chance of reaching and persuading one of the fastest-growing segments of the agricultural market.

GET YOUR WEBSITE IN ORDER.

This is the golden rule for any marketer, especially those catering to the RLA, which can be loosely defined as an acreage owner who derives the bulk of their income from non-farming sources. They will research online before contacting suppliers to save time and save from embarrassment in a store or service that sells to full-time farmers. It's imperative that your website clearly explains what your product or service is, what it does and how it can help the RLA, as well as your store's location, hours, and any supplemental information.

Marketing to Rural Communities

"The Rural Lifestyle Audience can be sliced and diced in a million different ways. Many are family oriented. Some of them enjoy gardening and hobby farming. Many raise some livestock for fun or additional profit. Focusing on your target's affinities and hobbies will serve you better than addressing them as a rural landowner."

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.



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

HOW TO GIVE PUBLIC COMMENTS AT CITY COUNCIL OR COUNTY SUPERVISORS MEETING

Speaking up in a public comment period during your local City Council or Board of Supervisors meeting is an impactful way to get your campaign's message out. These meetings provide your coalition with the opportunity to showcase their passion for the issue, share personal stories, and deliver the campaign's message to important decision makers in your city and county.



**WHAT HAPPENS AT A CITY
COUNCIL OR BOARD OF
SUPERVISORS MEETING?**

HOW TO GIVE PUBLIC COMMENTS

Members of the public can give comments, usually referred to as "testimony," during local City Council and Board of Supervisors meetings.

NEW RESOURCE!

CTEC has released this valuable resource on giving public comments at a local city council or board of supervisors meeting. Access [HERE](#).

SMOKELESS TOBACCO PRICING STRATEGIES

Minimum Pricing Policies

Comprehensive tobacco pricing policies are an effective way to combat the commercial tobacco epidemic.

The availability of cheap tobacco products significantly contributes to commercial tobacco initiation, sustains nicotine addiction, and hampers cessation. Increasing the cost of tobacco products can thus reduce use. Research on price sensitivity shows that "for every 10% increase in the price of cigarettes, adult smoking decreases by 3–5% and youth smoking decreases by 6–7%; and some studies find even greater reductions."²

Tobacco Industry Marketing and Price Manipulation

According to the Federal Trade Commission, U.S. cigarette manufacturers spent a total of \$8.01



NEW RESOURCE!

RISE collaborated with the Public Health Law Center to develop this important fact sheet highlighting the opportunity to raise the price of smokeless tobacco products. Access

[HERE.](#)

ZYN & THE RISE IN POPULARITY OF NICOTINE POUCHES

Frequently Asked Questions

/// Nicotine pouches have grown in popularity in California and across the U.S. This fact sheet addresses frequently asked questions about nicotine pouches, including their use among youth, the way they have been marketed, and how they are regulated.

/// **Q: What are nicotine pouches?**

A: Nicotine pouches contain nicotine and/or commercial tobacco.¹ The user places the pouch between the upper lip and gums and absorbs nicotine through the gums into the bloodstream. Typically, each pouch contains a comparable amount of nicotine as a cigarette (much of the nicotine in a cigarette is not ingested), although some pouches contain more or less than this.²



www.publichealthlawcenter.org/california

NEW RESOURCE!

Since pouches impact our rural communities disproportionately, you may appreciate this from PHLC. Access [HERE](#).



TOBACCO.
IT'S ABOUT A
BILLION LIVES
WORLDWIDE.

UCSF's annual tobacco symposium

Friday, April 26, 2024, | 8:00 am – 12:30pm PT

Ending the Tobacco Epidemic



Jaanna Cohen, PhD



Ruth Malone, RN, PhD



Charlene Le Favre, PhD



Allison Chausser Hoffman, PhD, MA



Catherine O. Egan, PhD

Presentations by Faculty and Postdoctoral Scholars



Dian Gu, PhD

UCSF Center for Tobacco
Control Research
and Education



Lisa Kroon, PharmD

Smoking Cessation
Leadership Center



Morgan Pflizen, PhD, MS

UCSF Helen Diller Family
Comprehensive Cancer
Center



Eileen Han, PhD

Multicultural Health Equity
Research Center



Harold Colford, MD, MS

UCSF
University of California
San Francisco

2024 It's About a Billion Lives Annual Symposium

Recording Now Available

UCSF's Annual symposium recording is available for viewing [HERE](#). The event is co-presented by the [UCSF Smoking Cessation Leadership Center \(SCLC\)](#), and the [UCSF Multiethnic Health Equity Research Center](#).



TAKE A DIFFERENCE

BECOME AN UNDERCOVER DECOY

PARTICIPATE IN TOBACCO ENFORCEMENT CHECKS

YOUR REWARD

- Get paid **\$10** per store visited
- Receive letters of recommendation
- Gain law enforcement experience and build up your resume
- Learn from enforcement officers
- Receive a **FREE** \$50 Gift Card

YOUR MISSION

Participate in undercover tobacco enforcement checks. You will be working with state law enforcement officers from the Food & Drug Branch.

HOW TO APPLY

- Complete the application
- You must be 15-20 years old
- You will need a CA ID or Drivers License to participate
- Schedule an appointment with the DMV

HELP YOUR COMMUNITY

www.decoyca.org
1.855.DECOY

California Decoy Program

The California Decoy Program is specifically seeking applicants in rural communities that can help with undercover operations. Learn more at www.decoyca.org or contact Levi Ferguson, Recruitment Coordinator, lferguson@decoyca.org or 404-392-5984.

(NOTE: Levi will be our guest at the August Rural Initiatives Workgroup!)

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



UC Berkeley Rural Health Innovation Scholarship

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

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](#)



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...

Support

Don't miss out! Subscribe to the RISE newsletter

Subscribe

Catch up on past RISE Newsletters

New to your project? Looking for a resource you remember seeing in our newsletter? Find our past newsletters on our archive page.

Archives



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



Copyright © 2024 RISE, All rights reserved.

Want to change how you receive these emails?

[Subscribe](#)

[Past Issues](#)

[Translate ▼](#)
