



RISE News



September 2024

Dear Rural Partners,

We at RISE have been busy reaching out to our rural projects to complete our needs assessment survey. Thank you all for your thoughtful feedback!

Important reminder: The Rural Cessation Forum: Opportunities for Increasing Services will replace this month's Rural Initiatives Workgroup. See Upcoming Events section for more details.

In grateful service,

The RISE Team



Upcoming Events



Rural Initiatives Workgroup (RIW)

~Special Session~

Tuesday, September 17, 2024

3:00 PM - 5 PM

Rural Cessation Forum: *Opportunities for Increasing Services*

- Welcome

Shelly Brantley, MPH
Project Director, RISE

- CTPP's Commitment to Cessation: LLA Extension Opportunities & New Competitive Grant RFA

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

- Opportunities for Rural Pharmacy Engagement

- Pharmacist-linked Smoking Cessation
- UCSF Fontana Tobacco Treatment Center
- RX for Change

Lisa Kroon, PharmD, CDCES, FAPhA
Professor of Clinical Pharmacy
T.A. Oliver Chair in Clinical Pharmacy
Department of Clinical Pharmacy | School of Pharmacy | University of California, San Francisco
Assistant Chief Pharmacy Officer, Clinical Innovation, Education and Research | UCSF Health

- Panel Discussion: Rural Cessation Efforts

Lauren Kemmeter, Community Health Program Coordinator, Mono County HHS
Sarah Kotko, Project Director, First 5 Yuba County
Stephanie Rubio, Project Director, Inyo County Health & Human Services
Jessica Budesilich, Project Director, Tuolumne County Public Health

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)**

**October 7, 2024
2:00PM - 3:00 PM**

[Zoom Link](#)

Meeting ID: 854 6565 2523

Passcode: 265859

Phone in: 669-444-9171

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



**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 - Southern California

November 13-14, 2024

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

position) and invited guests. Only two (2) people from the same CTPP-funded project may register. CTPP will maintain a registration wait list if additional staff from the same CTPP-funded project want to be considered.

For event information and questions please contact **Alejandro Villegas** at alejandro.villegas@cdph.ca.gov or **Rachel Colorafi** at rachel.colorafi@cdph.ca.gov.

[Register](#)



The National Conference on Tobacco or Health (NCTOH)

Save the Date!

August 26-28, 2025

Sheraton Grand Riverwalk in Chicago, Illinois

(This is a fantastic opportunity to tell your story to a national tobacco prevention audience! Successes, challenges, anything about your project or program—spotlight it here!)

Abstract Submission Deadline: Friday, October 25, 2024, at 5:00 pm ET.

Learn more [HERE](#).

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- **Local Lead Agencies:** Now is the time for you to put out-of-state travel in your new work plan budget.
 - **Competitive Grantees:** If you're applying for a new RFA, include out-of-state travel in your proposed budget.
 - **Everyone:** Conditions for out-of-state travel include it relating directly to your work plan and CTPP wants to see that you're engaged, whether as a presenter, panelist, or poster provider.
 - **Everyone:** RISE may be reaching out to you with an invitation to join in their rural-specific submissions, such as being part of a panel or highlighting your work.
 - **Everyone:** RISE and your PCs are here to help with abstract ideas, brainstorming, and your budgets. Reach out!

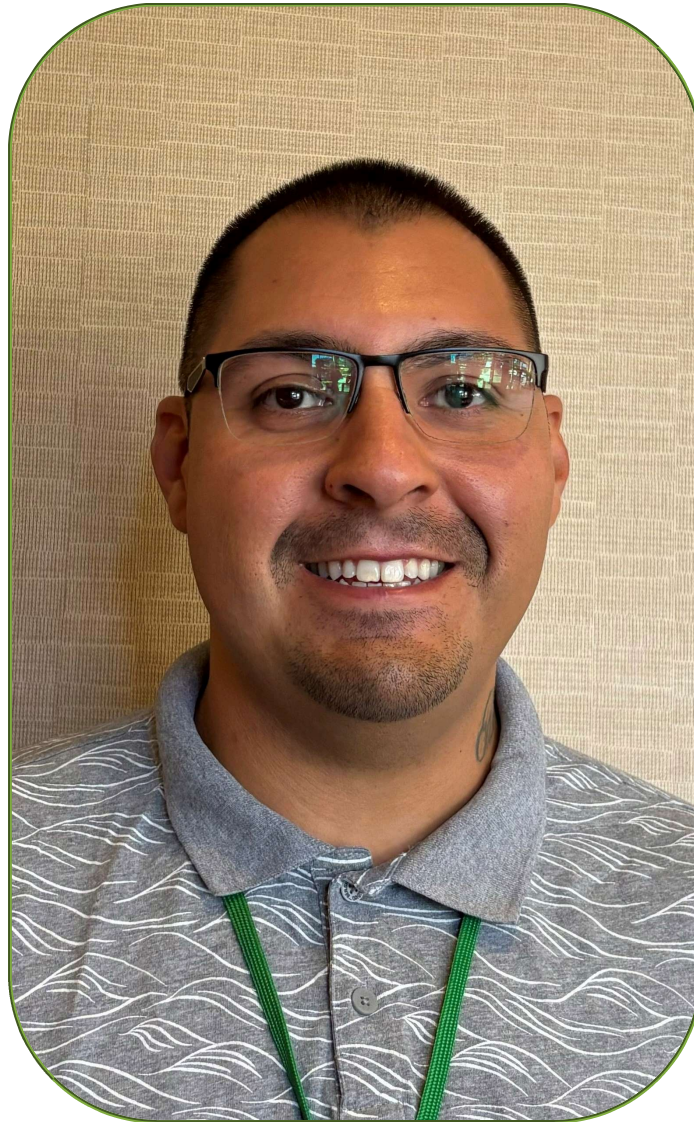
****We encourage our rural partners to attend, submit and expand rural presence and representation at this event!****

Learn more

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



Alejandro "Alex" Ruvalcaba - Lake County Tribal Health Consortium (LCTHC) Tobacco Education Program

Alex is happy that he decided to explore the tobacco coordinator position that opened up at Lake County Tribal Health Consortium in 2021. "It just kind of happened," he reflected recently. "I was looking at applying for another position and someone mentioned it, so I gave it a try."

Like most that work in the tobacco prevention field, Alex has found a welcoming home. "There's a whole village of people doing the same or similar work and they are your resources." He hopes that those coming into this work will build those connections and networks.


Alex has learned a lot about building connections both within the LCTHC clinic and in the community

misinformation surrounding commercial tobacco is one of the most impactful things he's learned and something he shares with others.

Alex joined the RISE Advisory Committee in the summer of 2023 as he wanted to contribute to the value that RISE brings to his and other projects. He notes how political commercial tobacco can be at times, but he is specifically interested in learning more about how it impacts rural communities.

Recently, LCTHC was awarded the Advancing Tobacco Cessation in Community Clinics Projects grant through the California Tobacco Prevention Program. This grant will partially focus on the implementation of quality improvement methods to advance tobacco cessation efforts and update and implement a tobacco-free clinic policy for LCTHC. When asked what he would want folks working in rural tobacco spaces to know, he beamed, "Reach out to your fellow tobacco partners. They are a huge resource and support system!"

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

<p>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.</p> <p>If you would like to get involved, consider becoming a member of our Advisory Committee (AC).</p>	 <p>Make a difference in your community!</p> <ul style="list-style-type: none"> » Build connections with other rural health champions » Advocate on behalf of your community to help shape tobacco prevention efforts
<p>AC members meet every other month (virtually or in-person) to provide feedback on:</p> <ul style="list-style-type: none"> » Educational material development » Outreach strategies » Program evaluation » Policy goals » Website design and content » The Leadership Development Program <p>© 2020 California Department of Public Health. Funded under contract #18-10123.</p>	<p>CONTACT</p> <p>Shelly Brantley California Health Collaborative sbrantley@healthcollaborative.org (530) 345-2483 Ext: 216</p> <hr/> <p>  ca-rise.org  RISE_California  CA RISE  RISE_California </p>

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

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 Saccato](#) with your news and ideas.

Rural Resources & Info

Congratulations Shasta County and Coach Sanchez for being featured in the statewide launch of CTPP's new media campaign! Thank you for being a positive rural representative!

CTPP Exhale Media Campaign Launches

Launched August 19, 2024, the California Tobacco Prevention Program's (CTPP) new media campaign, [Exhale](#), is a poignant and powerful collection of stories aimed at inspiring Californians to believe a future without Big Tobacco isn't just possible – it's already happening. As evidenced through California's leadership on the issue over the past 30+ years, Exhale uses a tapestry of real Californians' stories about policy change, tobacco's impact on neighborhoods, and overcoming generational addiction woven together to represent the fabric of California.

Stories represent populations most impacted by Big Tobacco's deadly legacy, including rural Californians. This story is one of hope, hard work, and strength in

“

We tackled vaping head-on. It's the only way we know.

When Coach Sanchez of Redding, CA learned his players were vaping, he raised the team's standards on and off the field.



... who is protecting the next generation from Big Tobacco with the help of players and parents.

[Read Coach Sanchez' Story](#)



TOMÁS J. ARAGÓN, MD, DrPH
Director and State Public Health Officer

State of California—Health and Human Services Agency
California Department of Public Health



GAVIN NEWSOM
Governor

FUNDING OPPORTUNITY ALERT

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH (CDPH)
CALIFORNIA TOBACCO PREVENTION PROGRAM (CTPP)

REQUEST FOR APPLICATION (RFA) 24-10095 "Ending California's Tobacco Epidemic in Every Community"

Purpose:

The purpose of this Request for Application (RFA) is to fund up to 43 local projects with three or more years of demonstrated agency experience and capabilities in tobacco prevention for a period of 36 months to accelerate momentum toward ending California's tobacco epidemic through policy, system, and environmental change strategies by increasing community engagement within populations that have been disproportionately targeted by the tobacco industry. "Priority populations" include the following population groups: African American/Black; Asian/Native Hawaiian/Pacific Islander; Latino; and Lesbian, Gay, Bisexual, Transgender, Queer or Questioning (LGBTQ+); and rural residents.

Rural Funding Opportunity

Application period opens September 12, 2024

Learn more in [TCFOR](#)

[Learn more](#)



equity
dei
disparities
value inherent **dignity**
everyone

Framing Messages in Rural Communities - Resources

The Frameworks Institute recently provided a webinar training, Reframing Health Disparities: New recommendations and resources, that is designed for local voices developing communications for rural audiences. Given the polarization and rebuttal of certain terms, this resource can be helpful in crafting public comments, conversations, and educational material development.

[Webinar recording](#)

[Talking About Health Disparities in Rural Contexts - Report](#)

[Explain the Frame - Videos](#)

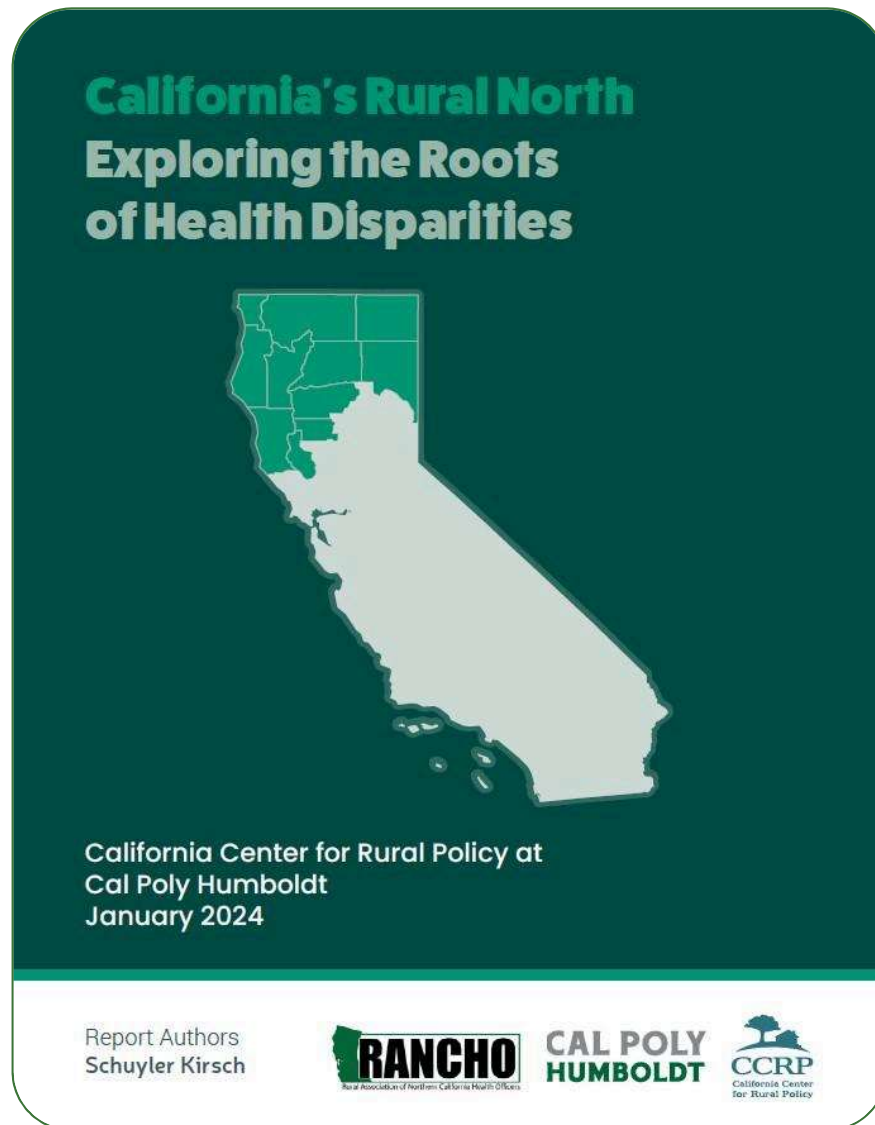
[Toolkit](#)



Tobacco Compliance Check Outcomes Database

(from the FDA Tobacco Products Compliance, Enforcement, and Training Division)

Access Resource



California's Rural North: Exploring the Roots of Health Disparities

This report identifies the many challenges the Rural North faces, including striking health disparities compared to the whole of California. The report aims to identify high-impact health determinants contributing to health disparities between the region and the state and to provide targeted policy recommendations for closing these gaps.

The Guardian

World-first lung cancer vaccine trials launched across seven countries

"Doctors have begun trialing the world's first mRNA lung cancer vaccine in patients, as experts hailed its "groundbreaking" potential to save thousands of lives. Lung cancer is the world's leading cause of cancer death, accounting for about 1.8m deaths every year. Survival rates in those with advanced forms of the disease, where tumours have spread, are particularly poor."

[Read Full Article](#)



Confronting Misinformation: Opportunities for Law and Policy Innovation

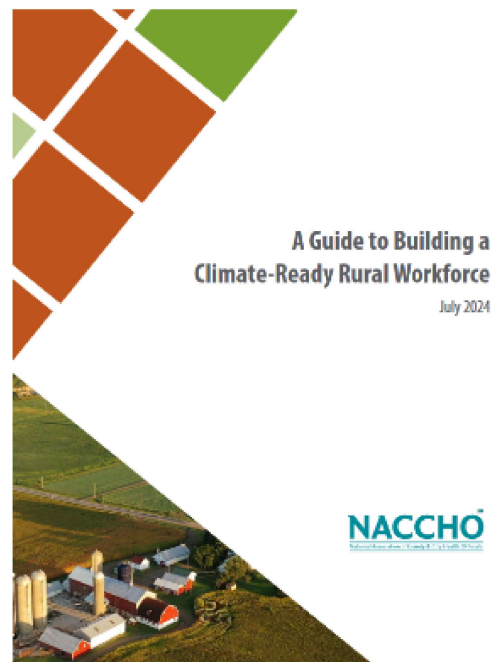
This guide provides an in-depth look at mis- and disinformation for officials and staff at all

science-based strategies for countering misinformation and its effects through the use of law, policy, community engagement, and other measures. In addition, this resource offers considerations for health practitioners who wish to partner with community members, journalists, school staff and education officials, and other decision makers to address mis- and disinformation.

[Access Resource](#)

A Guide to Building a Climate-Ready Rural Workforce

"Local health departments (LHD) are on the front lines of climate change. A resilient and climate-ready rural workforce can help curb potential risks to public health, including risks to food and water safety, air quality, and mental health disorders caused by a changing climate and extreme weather. However, rural LHDs may face unique challenges when developing or scaling up their climate activities, including less baseline capacity for applying to funding and grant opportunities, hiring and retaining specialized staff, and dedicating resources to climate activities due to political constraints."



[Read Full Report](#)



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...

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