

# Big Tobacco has targeted rural communities for decades.



As a result, people who live in rural areas are more likely to:

- » **smoke and chew** tobacco
- » start using tobacco at a **younger age**
- » breathe **secondhand smoke at work and at home**

This has led to **higher rates of death and disease** in rural areas.

Rural regions have a lot to offer such as scenic landscapes and close-knit communities. However, they also face challenges when it comes to decreasing tobacco use.

For example, rural areas have fewer:

- » **local quitting resources**
- » **laws** to prevent youth access to tobacco
- » **protections** from breathing secondhand smoke

## USE OF ANY TOBACCO PRODUCT\*

### ADULTS (18 OR OLDER)

Rural Communities

25.6%

California

14.6%

### YOUTH

Rural Communities

13.3%

California

12.7%

\*Includes cigarettes, electronic smoking devices, chewing tobacco, and little cigars or cigarillos



# Help make rural communities tobacco free!

- » Visit the **RISE website** for more information:  
[ca-rise.org](https://ca-rise.org)
- » For **free help quitting tobacco**, call **1-800-NO-BUTTS** or **1-800-844-CHEW** or visit [nobutts.org](https://nobutts.org)
- » Share **trusted resources** on social media:

 CA RISE     RISE\_California

 RISE\_California

**For ways to get involved in your community, contact:**

Developed by

**RISE**   
Rural Initiatives Strengthening Equity

## References:

1. Centers for Disease Control and Prevention. Smoking & Tobacco Use. 2019. <https://www.cdc.gov/tobacco/disparities/geographic/index.htm>. [Accessed 3/2020].
2. Tobacco Free CA. Story of Inequity: Rural Communities. 2018. <https://tobaccofreeca.com/story-of-inequity/rural/>. [Accessed 3/2020].
3. American Lung Association. Cutting Tobacco's Rural Roots: Tobacco Use in Rural Communities. 2012.

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