



WELCOME
to Our Advisory Committee!

RISE 
Rural Initiatives Strengthening Equity

CA-RISE.ORG

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Who is RISE and what do we do?

RISE (Rural Initiatives Strengthening Equity), the Statewide Rural Coordinating Center, focuses on supporting rural tobacco control partners in their work plans. RISE helps to strengthen tobacco prevention networks by providing skills training to support emerging rural health leaders and developing policy goals to counteract the tobacco industry's targeting of rural communities.

RISE Team:

Shelly Brantley, MPA, Project Director

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Shelly Brantley (she/her) is Project Director of RISE (Rural Initiatives Strengthening Equity), the Statewide Rural Coordinating Center, a program of the California Health Collaborative. Shelly has worked in tobacco control programs throughout rural Northern California since 1990. Shelly has been an active member of numerous coalitions, which saw some of the earliest secondhand smoke protections passed in local communities prior to state laws being passed. Shelly received Bachelor's and Master of Public Administration degrees from California State University, Chico.

Samaurrii Coleman, MSHS, CHES, Project Coordinator

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Samaurrii completed her Bachelor of Arts degree in Human Services at California Baptist University and her Masters of Science in Health Sciences at Touro University. She currently sits on the Cal State East Bay Advisory Council for the Transformative Leadership Program. Samaurrii is also a licensed fiduciary and a certified health education specialist (CHES). She has spent the past several years working in public health and healthcare in the roles of case management, executive affairs and administration. Working very closely with managers, directors and chief executives has given her the necessary skills in organizational logistics, event planning, fiscal duties, and staff engagement. As a Project Coordinator for ETR, Samaurrii assists in the development of the RISE program, specifically working in implementing the Learning Institutes and capacity-building assistance in partnership with the California Health Collaborative.

Amber Morris, BS, Central Valley Regional Coordinator

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Amber Morris (she/her) completed her Bachelor of Science degree in Nutrition at UC Davis where she was involved in several research labs providing coordination and data analysis support. As a result of her research at Davis, Amber became very passionate about preventing and treating commercial tobacco usage in California through qualitative and quantitative approaches that involved community members. As the Central Valley Regional Coordinator, Amber focuses on providing technical assistance and other support to rural tobacco control partners while working on her Master of Public Health degree in Epidemiology and Biostatistics at UC Berkeley.

Emily Goldstein, MSW, North Coast Regional Coordinator

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Emily Goldstein (She/They), MSW completed her Bachelor of Art degree in Critical Race, Gender and Sexuality Studies at Cal Poly Humboldt where they also worked in campus health and wellness. To continue learning how to best support her community, Emily furthered their education by obtaining a Master of Social Work degree from the University of Washington. Emily currently serves as the North Coast Regional Coordinator for RISE, where they provide technical assistance and support to rural communities. Emily is passionate about creating change through community engagement and policy efforts.

Where does RISE work?

RISE is the Priority Population Coordinating Center focused on serving and supporting the tobacco work in rural communities and while our primary geographic focus includes the North Coast, North Valley, Gold Country and Central Valley regions, we provide support and technical assistance to any project who reaches out to us.



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What is an Advisory Committee (AC)?

Advisory Committees guide activities and materials development to ensure the content is inclusive and actionable for communities. Guidance from local health champions and policy advocates who understand the importance of reducing the impact of commercial tobacco in rural communities will help RISE provide useful, relevant support to tobacco control partners.

What do Advisory Committee (AC) members do?

Working with RISE staff, AC members will **brainstorm ideas to shape their project's activities and objectives**. AC members provide feedback on educational material development, outreach strategies, program evaluation, policy goals, website design and content, learning institute and leadership program development, and more at monthly meetings.

Each Advisory Committee member will:



Review RISE social media postings



Become Familiar with RISE's priority focus areas, activities, and material development



Attend at least 10 of the 12 monthly meetings each year (communicate absences ahead of time)



Share honest feedback, insights, or ideas



Respond to emails from RISE staff within a week of the date sent (if feedback is warranted)



Participate in evaluation activities with external ETR Evaluator (Carly)



Assist with Advisory Committee recruitment



Check-in with Project Director (Shelly) if priorities are changing in terms of work plans

These expectations are subject to modification in the future

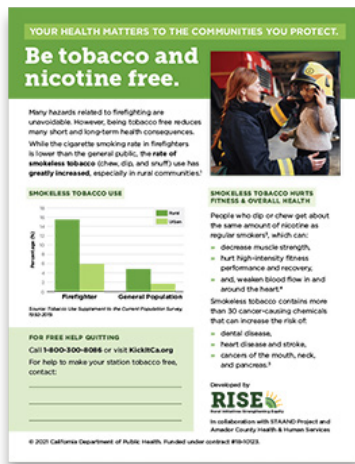
Examples of work from RISE



RISE Policy Platform

- » [View the Full Policy Platform](#)
- » [View the Executive Summary](#)

Educational Materials



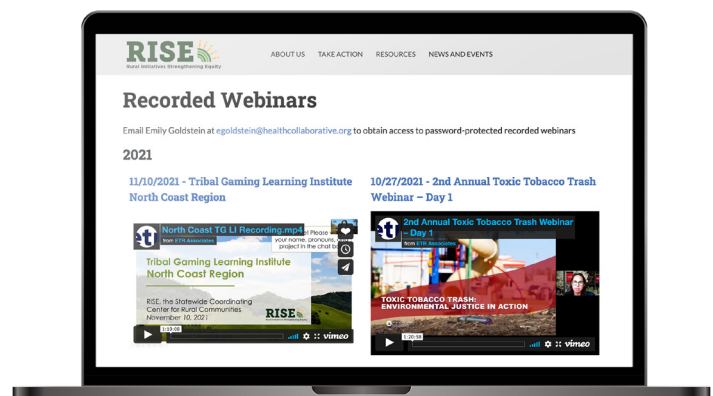
» Firefighters and Smokeless Tobacco Fact Sheet



» Tobacco 101 Fact Card: Available in [English](#) and [Spanish](#)

Webinars

- » [Recorded webinars available on ca-rise.org.](#)
- Contact Emily Goldstein at egoldstein@healthcollaborative.org for access to password-protected webinars.





Connect with RISE!


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