



WELCOME

to Our Advisory Committee!

RISE 
Rural Initiatives Strengthening Equity

CA-RISE.ORG

TABLE OF CONTENTS

- 1** Who is RISE and what do we do?
- 2** Where does RISE work?
- 3** What is an Advisory Committee?
- 3** What will I be doing as an Advisory Committee member?
- 4** What expectations does RISE have for Advisory Committee members?
- 5** Examples of work from RISE
- 6** Connect with RISE



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

sbrantley@healthcollaborative.org | (530) 345-2483, ext. 216

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.

Amber Morris, BS, Central Valley Regional Coordinator

amorris@healthcollaborative.org | (559) 862-4365

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.

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.



*County Local Lead Agencies (LLAs) had to self-identify as "Rural" on the 2014-1017 LLA plans to be included.

** Regions were identified as "Rural" if the rural population is 25% or more of the regional population.



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



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

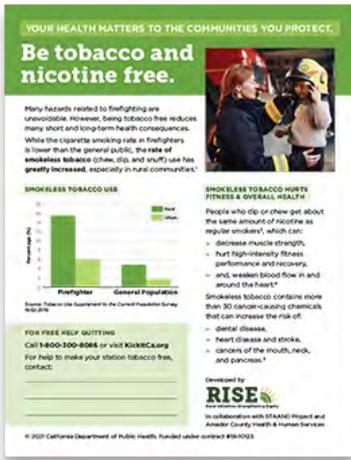
Examples of work from RISE



RISE Policy Platform

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

Educational Materials



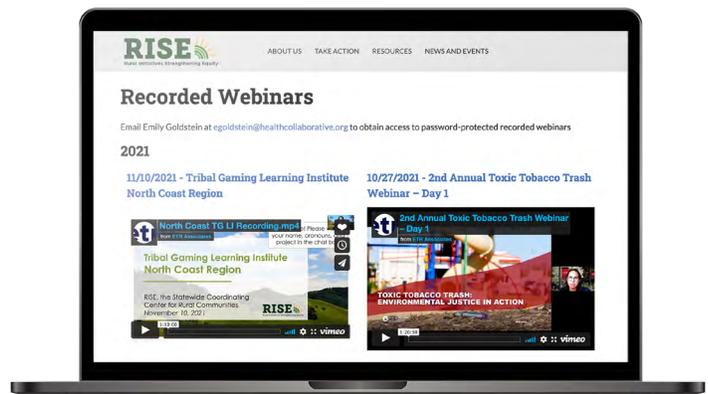
- » [Firefighters and Smokeless Tobacco Fact Sheet](#)



- » [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!

Shelly Brantley: sbrantley@healthcollaborative.org, (530) 345-2483, ext. 216

Amber Morris: amorris@healthcollaborative.org, (559) 862-4365

 [@CaliforniaRISE](https://www.facebook.com/CaliforniaRISE)

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

 [@rise_california](https://twitter.com/rise_california)

CA-RISE.ORG

