



# RISE News



November 2024

Greetings Rural Partners,

We hope this finds you well and enjoying the changing weather.

We'd like to again extend our special thanks to our panelists in our recent *Rural Policy Essentials* training series:

- **Policy Champions: Recruitment & Role** - Dolores Vasquez, Si Se Puede & Jose Montoya, STAAND
- **Pitfalls & Pivots: Things Went Sideways, Now What!?!?** - Amanda Berryhill, Smoke Free High Country & Karen Compton, Trinity Human Response Network

Each were generous with their time, stories and insights, which we know attendees found helpful. If you missed our training series, stay tuned—you'll soon be able to find the recordings on our website.

Wishing you all so much to be thankful for this harvest season!

Warmly,

*The RISE Team*





## **Rural Initiatives Workgroup (RIW)**

Tuesday, November 19, 2024

3:00 - 4:30 PM

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*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)**

Informal discussion group hosted by RISE for all things cessation in our rural communities.

**December 2, 2024**

**2:00PM - 3:00 PM**

[Zoom Link](#)

Meeting ID: 854 6565 2523

Passcode: 265859

Phone in: 669-444-9171

Contact [JoAnn Saccato](#) for more information and with your topic ideas.

# National Rural Health Day

Celebrating the **Power of Rural!**®



**THURSDAY, NOVEMBER 21, 2024**

Since 2011, the National Organization of State Offices of Rural Health (NOSORH) has set aside the third Thursday of November to celebrate the "Power of Rural" on National Rural Health Day (NRHD). This day is an opportunity to bring attention to and honor the incredible efforts of rural healthcare providers, communities, organizations, State Offices of Rural Health, and other stakeholders dedicated to addressing the unique healthcare needs of rural America.

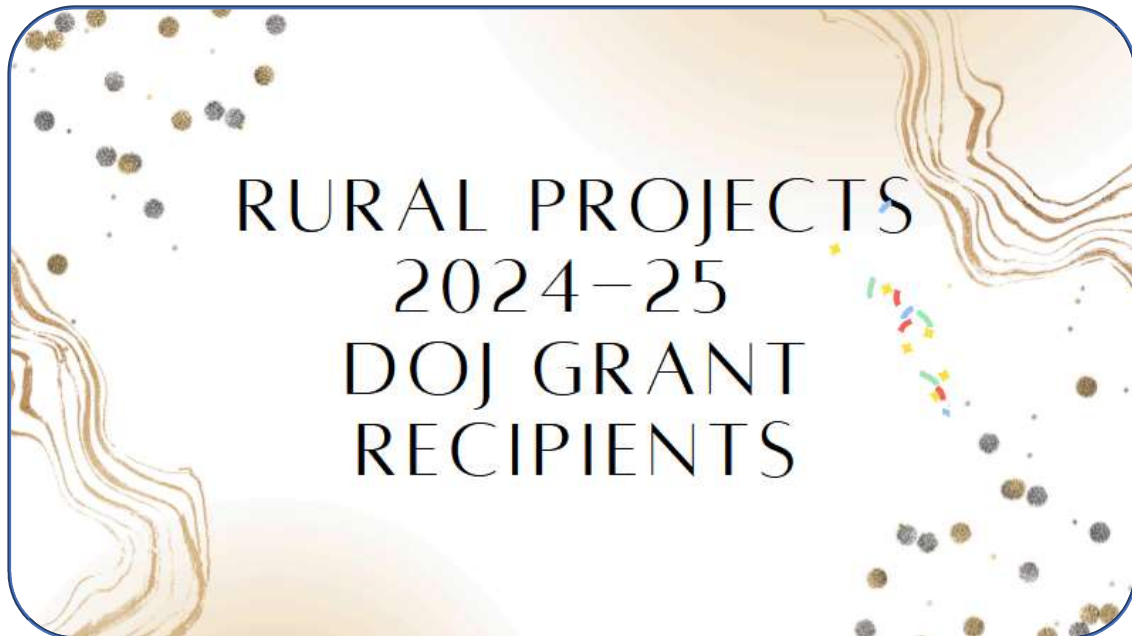
[Learn more](#)



**November 21, 2024**

For almost 50 years, the American Cancer Society has hosted the Great American Smokeout on the third Thursday of November. The Great American Smokeout is an opportunity for people who smoke to commit to healthy, smoke-free lives – not just for a day, but year round.

[Learn more](#)



Watch Presentation

## Humboldt County Re-brands Tobacco Program



Connie Beck, Director  
Social Services | Public Health | Behavioral Health

news release

Oct. 1, 2024

### Nicotine and Tobacco Prevention Program: A Fresh Take on Commercial Tobacco Use Prevention

Humboldt County Department of Health & Human Services Public Health's Tobacco-Free Humboldt program recently changed its name to the Nicotine and Tobacco Prevention program (NTP).

members, policymakers and other partners to reduce and prevent nicotine addiction in Humboldt County. Notable projects include distributing no smoking and no vaping signs in many local towns and cities and working alongside the Humboldt County Board of Supervisors and DHHS's Division of Environmental Health to pass a comprehensive Tobacco Retail Licensing (TRL) ordinance for unincorporated areas. Some may even remember seeing the tobacco control icon "Ciggy Butts" at community events.

Commercial tobacco use prevention has come a long way from dancing in the streets with Ciggy Butts, and "Tobacco-Free" no longer felt like the best fit for the program.

Most importantly, the NTP program's name highlights the distinction between commercial tobacco use and traditional and ceremonial tobacco use by local tribal communities. For more information about traditional and ceremonial tobacco use, visit [Keep It Sacred | National Native Network \(itcni.org\)](https://www.itcni.org).

The team also recognizes that tobacco use is rapidly evolving from cigarettes to emerging uses like e-cigarettes, vapes and smokeless nicotine products such as Zyn pouches. It felt critical for the community's health and wellness to expand prevention and cessation work to include all commercial nicotine and tobacco products. The NTP program staff understands that these emerging products are being marketed to attract young people and historically excluded communities.

More information about the Nicotine and Tobacco Prevention program's activities and the countywide TRL is available here: [humboldt.gov/NTP](https://humboldt.gov/NTP).

For general information about the NTP, call 707-268-2132 or email [tobaccofreehumboldt@co.humboldt.ca.us](mailto:tobaccofreehumboldt@co.humboldt.ca.us). Please note, community members will no longer be able to reach the program at 707-441-5569.

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***Want to be highlighted in a future issue of RISE News?***

RISE is always thrilled to highlight your important work! Contact [JoAnn](#) with your news and ideas.

***RISE Advisory Committee***

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!

<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><b>Make a difference in your community!</b></p> <ul style="list-style-type: none"> <li>» Build connections with other rural health champions</li> <li>» Advocate on behalf of your community to help shape tobacco prevention efforts</li> </ul> <hr/> <p><b>CONTACT</b></p> <p><b>Shelly Brantley</b>          California Health Collaborative          sbrantley@healthcollaborative.org          (530) 345-2483 Ext: 216</p> <hr/> <p>  <a href="http://ca-rise.org">ca-rise.org</a>  <a href="https://www.instagram.com/RISE_California">RISE_California</a>   <a href="https://www.facebook.com/CA.RISE">CA RISE</a>  <a href="https://www.twitter.com/RISE_California">RISE_California</a> </p>
<p><b>AC members meet every other month (virtually or in-person) to provide feedback on:</b></p> <ul style="list-style-type: none"> <li>» Educational material development</li> <li>» Outreach strategies</li> <li>» Program evaluation</li> <li>» Policy goals</li> <li>» Website design and content</li> <li>» The Leadership Development Program</li> </ul> <p><small>© 2020 California Department of Public Health. Funded under contract #18-10123.</small></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 Joaquin, Stanislaus, Sutter, or Tuolumne counties). Contact [Shelly Brantley](#) and check out our [recruitment card](#) and [orientation packet](#) for more information.

## Rural Resources & Info



# Smoking and Tobacco Use

EXPLORE TOPICS ▼

## Nicotine Pouches

### WHAT TO KNOW

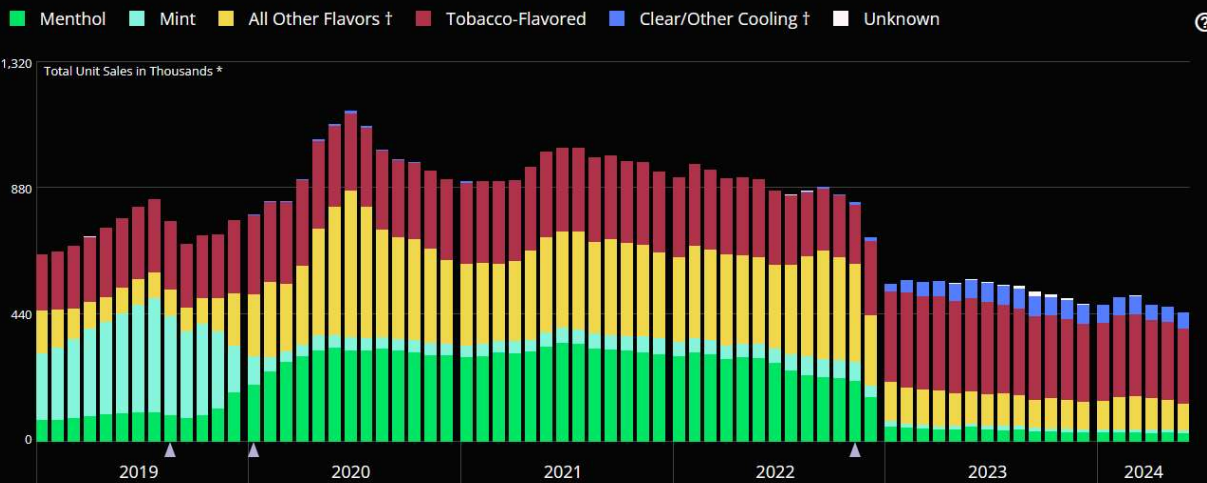
Nicotine pouches contain a powder made of nicotine, flavorings, and other ingredients. Nicotine is absorbed through the gums and lining of the mouth. Nicotine use is a concern for youth, young adults, and pregnant people. Get the facts about nicotine pouches.

## CDC Nicotine Pouch Update

The CDC has updated their information on nicotine pouches. Find valuable information and data for your education and policy work.

[Read the Update](#)

## California E-Cigarette Unit Sales by Flavor



\* Sales data do not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; e-cigarette accessories and devices sold without e-liquids were excluded (9.5% of total dollar sales in 2022). Unit sales were standardized to reflect the most common package size for each product type. A standardized unit was equal to five prefilled cartridges, one disposable device, or one e-liquid bottle.

† All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; Clear/Other Cooling include products with flavor names such as clear, clear ice, or unflavored, which likely contain non-menthol synthetic cooling agents (e.g., Flum Pebble Clear, EB Design BC5000 Clear)



## Product Use

[Visit the Website](#)

Find everything from national e-cig sales data to California's unit sales by flavor on this helpful website.



Institute for  
Health Metrics  
and Evaluation

### **Forecasting the effects of smoking prevalence scenarios on years of life lost and life expectancy from 2022 to 2050**

The pace of decline in smoking prevalence has slowed in recent years for many countries, and although strategies have recently been proposed to achieve tobacco-free generations, none have been implemented to date. This research article, funded by the Bloomberg Philanthropies and the Bill & Melinda Gates Foundation, assesses what could happen if current trends in smoking prevalence persist, and what could happen if additional smoking prevalence reductions occur, is important for communicating the effect of potential smoking policies.

[Read Article](#)





Happy Fall Y'All!



**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...

[Request Technical Assistance](#)

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