



# Gridley Passes Smokefree Parks Ordinance

## INTRODUCTION



Congratulations to Si Se Puede (SSP) and the City of Gridley in Butte County on the passage of a smokefree parks ordinance! It went into effect on October 6, 2022, and also covers vaping and cannabis.

## SI SE PUEDE (SSP)

SSP is a competitive grantee project of the California Health Collaborative, focused in the North Valley Region. Through community education and advocacy, SSP addresses the disproportionate impact of tobacco on the rural Hispanic/Latino population. A big piece of their work includes assembling or tapping into active youth coalitions for the areas that they serve.

As COVID-19 restrictions lifted, Gridley youth sought out opportunities for action. SSP Youth Leaders in Gridley came together to complete four park clean-ups, collecting over 850 pieces of tobacco litter. These youth-led activities were the catalyst for policy change.

## POLICY CHAMPIONS

SSP assembled an advisory committee of community members, Gridley High School students, and Butte County Public Health Department workers. City Councilmember



(from left to right) Sabrina Flores, Karina Alejo, Gisela Cardenas, Isabella Alcantar, Yessica Villareal

Catalina Sanchez became a champion of the ordinance drafting process, inviting the police chief and city manager to the table when enforcement emerged as a key issue. SSP brought the expertise of the Public Health Law Center and RISE to discussions about drafting the ordinance utilizing enforcement language that was already approved for smokefree entryways.

## LESSONS LEARNED

- » Go to City Council meetings even if you are not presenting.
- » City Councilmember champions are GAMECHANGERS!
- » Draw from established enforcement language where possible. This can help foster leadership support by not adding more work to local enforcement agencies.