



December 2025



Warm Greetings Rural Partners,

As we mentioned last month, on November 6th & 7th RISE co-facilitated a gathering of tobacco prevention and treatment professionals to look specifically at how we can support our rural communities in their efforts toward endgame. The event was a powerful collection of passionate and dedicated presenters and participants resulting in meaningful conversations, insights, and budding strategies to benefit our rural community efforts toward prevention and treatment. RISE and TRDRP are exceptionally grateful for all who participated and presented at the event!

As we wrap up our busy year of trainings, NCTOH presentations, and educational materials development, we are excited to end 2025 with the release our policy platform

We'd like to acknowledge and thank our 2025 [RISE Advisory Committee](#) members for their devotion and expertise of working in rural California: Madison Bible, Karen Compton, Shannon Essig, Angelica Garcia, Shannon Glaz, Rexanne Greenstreet, Holly Laird, Marissa Maxey, William Mervau, Tina Tyler-O'Shea, Alex Ruvalcaba, Tashelle Wright, and Crystal Yang.

As well, we'd like to appreciate our 2025 interns, Hayley Shafer (San Jose State University), Audrey Howes (California State University, Chico), and Rexanne Greenstreet (UC Berkeley Rural Health Innovation Scholar), and our 2025 CEA recipients, Rexanne Greenstreet and Amanda Simpson.

As we all move deeper into winter, we hope you and your loved ones find some 'slow' time and 'fun' time to appreciate the season and each other.

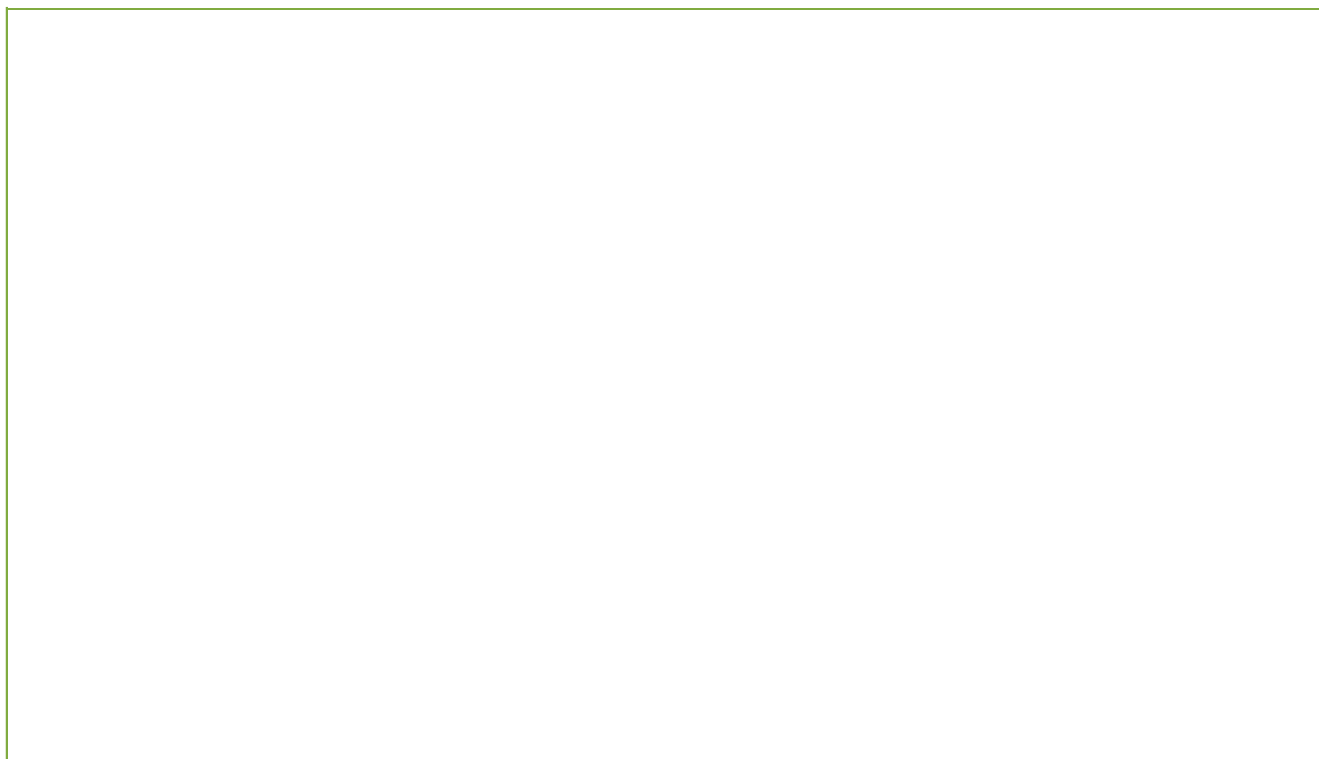
In care and gratitude,

Shelly, JoAnn, & Sue

P.S. RISE offices will be closed December 22, 2025 - January 2, 2026.



Upcoming Events





RISE 2025 Policy Platform Update: Leading with Tobacco Treatment

**Wednesday, December 10, 2025
10:00 AM – 11:00 AM**

[Register](#)



Collaborative, on **Wednesday, December 10, 2025, 10:00 AM – 11:00 AM**, for a training on their policy platform update, **RISE 2025 Policy Platform Update: Leading with Tobacco Treatment**. Attendees will learn about the recent updates and how to incorporate recommendations into current and future work plans.

The RISE policy platform, **Reducing the Impact of Tobacco on Rural California Communities: A Policy Platform**, is a tool rural projects can use to strengthen tobacco treatment capacity and advance policy efforts across rural communities. This training will offer clear guidance and examples from rural settings and is for all rural tobacco prevention staff at any stage of project and policy campaign development.

The training session will walk participants through what was updated since RISE's first policy platform (2021) and why and highlight the increased importance of centering tobacco treatment in policy planning. It will include information on the four rural priorities for policy and systems change and practical strategies to integrate into project work plans that reflect rural contexts, resource realities, and local partnership structures.

Register



Rural Initiatives Workgroup (RIW)

Third Tuesday of the month

Tuesday, December 16, 2025

3:00 - 4:30 PM

Topics / Guests

Introduction and Coalition Support Opportunity

Liz Hendrix

Government Relations Director

Northern California American Cancer Society

Topic Ideas? Contact jsaccato@healthcollaborative.org

information, network, celebrate wins, and brainstorm challenges. Invitation only. Contact [Shelly Brantley](#).



RISE Office Hours: Urban and Suburban Projects

Third Thursday of the month
Thursday, December 18, 2025
2:00 PM - 3:00 PM

[Zoom Link](#)

Meeting ID: 8763130 5788

Passcode: 374332

Phone in: 669-444-9171

*Drop in office hours for urban and suburban projects working in rural jurisdictions.
Contact [JoAnn Saccato](#) to receive an Outlook calendar invite.*



Rural Tobacco Cessation Discussion Group (Bimonthly)

First Monday of the month every other month
February 2, 2026
2:00 PM - 3:00 PM

[Zoom Link](#)

Meeting ID: 854 6565 2523

Passcode: 265859

Phone in: 669-444-9171



December 11, 2025
9:30 AM

**Register for Virtual
Session**

Health & Well-being in Rural Northern California: Reducing the Impacts of Tobacco Use

The California Center for Rural Policy (CCRP) is launching the first in a series of virtual informational sessions on health disparities in Rural Northern California. In this series, they ask a critical question: Why are people in Rural Northern California dying too early?

Drawing on CCRP's late 2024 analysis, they identified three major risk factors driving disproportionate negative health outcomes in the region:

- Tobacco use
- Substance use
- Mental health challenges

The first session will focus on tobacco use as a key contributor to premature death and poor health outcomes. They will explore local data, share evidence-based practices, and discuss actionable strategies communities can use to protect and reduce the impacts of these health disparities for Northern California residents.

Rural News & Successes

Want your project or community's work featured in a future issue of RISE News?

Contact [JoAnn](#).

!Action Alert!



Public Hearing Slated & Comment Period Open

The California Department of Justice has published a **Notice of Proposed Rulemaking concerning Unflavored Tobacco List regulations**. The Notice and other documents related to the action are available at <https://oag.ca.gov/tobacco/flavorban/regulations>.

The Department will hold a public hearing with an opportunity to present statements or comments, either orally or written:

Tuesday, December 23, 2025, 10:00 a.m. – 2:00 p.m.

1300 I Street

Room 730, 7th Floor

Sacramento, CA 95814-2919

Remote participation: <https://doj-ca.zoomgov.com/j/1618468955>

Phone participation: (669) 254 5252, access code 161 846 8955

Public comments will be accepted until 5:00 PM on December 23, 2025 and may be submitted by mail or email to:

Department of Justice

Taylor Ann Whittemore

1515 Clay Street, P.O. Box 70550

Oakland, CA 94612

E-mail: UTLregulations@doj.ca.gov

(New!) *Endgame Advances*



Statewide Retail Endgame Progress

- Nov 2025 - Ross - Bans the sale of all tobacco products (Eff. Dec 2025)
- Nov 2025 - Tiburon - Bans the sale of all tobacco and vape products (Eff. Dec 2025)
- Sep 2025 - Ceres, CA - Bans all electronic smoking devices and paraphernalia
- Sep 2025 - Capitola - Bans all filtered cigarette sales (Eff. Jul 2027)
- Jun 2025 - Santa Cruz - Bans all filtered cigarette sales (Eff. Jan 2027)
- Oct 2024 - Santa Cruz County - Bans all filtered cigarette sales (Eff. Jan 2027)
- Feb 2020 - Manhattan Beach - Bans all tobacco and vape products (Eff. Jan 2021)
- Jun 2019 - Beverly Hills - Bans all tobacco product sales* (Eff. Jan 2021)

*Hotel and cigar lounge exceptions

Has your rural community passed endgame policies? Let us know!

Rural Resources & Info



Advancing Rural Tobacco Prevention: A Thought Leaders' Summit

UPDATE - Held near Mount Shasta on November 6-7, 2025, RISE and TRDRP hosted a convening of tobacco prevention and treatment leaders for the express purpose of learning the current landscape of rural tobacco and nicotine prevention and treatment and brainstorming best cross-sector approaches and steps to continue to reduce the disparity of rural tobacco use and treatment.

A summit brief, under development by the California Center for Rural Policy (CCRP), will be released in January along with more details of the gathering.

TOBACCO CESSATION UNDER SIEGE: INDUSTRY REINVENTION, FEDERAL SETBACKS, AND CALIFORNIA'S LESSONS IN RESILIENCE



**Pamela M. Ling, MD,
MPH**

Professor of Medicine and
Director of the Center for Tobacco
Control Research and Education

University of California San
Francisco



**Timothy McAfee, MD,
MPH**

Professor in the Department
of Behavior & Social
Sciences

University of California San
Francisco



**April Roeseler, BSN,
MSPH**

Former Branch Chief of the
California Tobacco Control
Program

California Department of
Public Health

Coalition Watch Party Opportunity!

in Webinar Recording Available - Tobacco Cessation Under Siege: Industry Reinvention, Federal Setbacks, and California's Lessons in Resilience

The UCSF Smoking Cessation Leadership Center recently hosted an engaging webinar with Timothy McAfee, MD, MPH, Professor in the Department of Behavior & Social Sciences at the University of California San Francisco; April Roeseler, BSN, MSPH, Former Branch Chief of the California Tobacco Control Program, in the California Department of Public Health Control; and Pamela M. Ling, MD, MPH, Professor of Medicine and Director of the Center for Tobacco Control Research and Education at the University of California San Francisco.

Hosted by Catherine Bonnoit, Executive Director of the Smoking Cessation Leadership Center, this webinar explores the risks of losing the national tobacco control program, the importance of sticking to our core values and objectives, evolving tobacco products, and cessation for young people. This webinar is a great opportunity to gather your coalition and learn about tobacco prevention history and where we may be headed within the current federal landscape.



New Policy Brief Series on Aging in Rural California Released

The SCAN Foundation, a national philanthropic organization working across sectors to address structural barriers and build more equitable systems for aging, released three new policy briefs to “provide legislators and advocates with clear, actionable recommendations to address the needs of rural older adults, a population that is growing rapidly and already straining under workforce shortages, housing insecurity, and health disparities.”

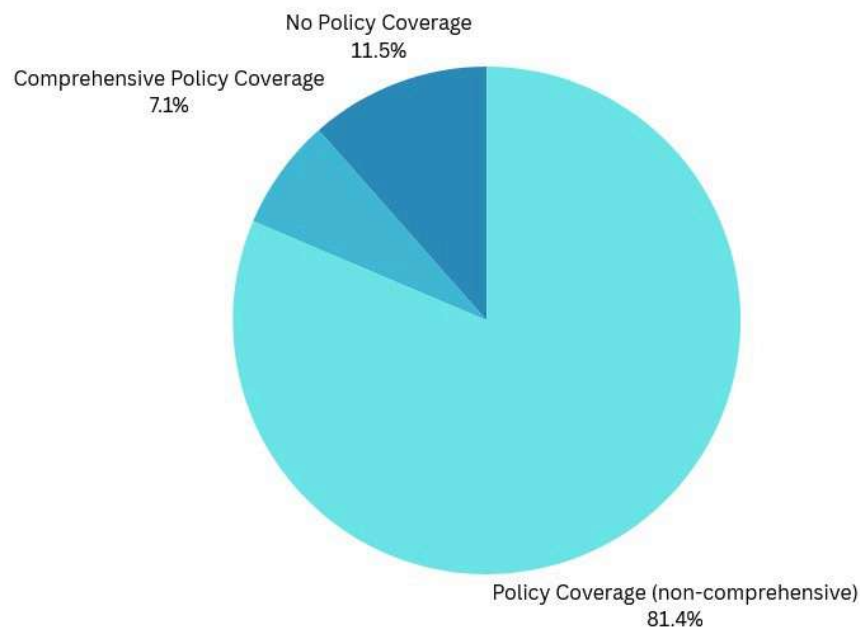
While not specific to tobacco, the complexities of aging in rural California do impact access to treatment services.

[Access the Briefs](#)

Trending Tidbits

Percentage of California Population Covered with Local Outdoor Secondhand Smoke Policies

Outdoor SHS Policy Coverage

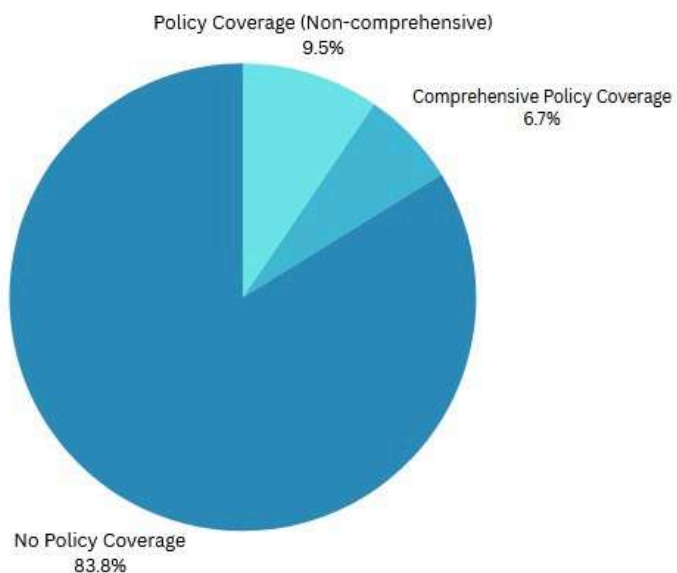


SOURCE: American Nonsmokers' Rights Foundation. Matrix of Smokefree Outdoor Air Policies in California. Policy Evaluation Tracking System. Updated October 2024. Accessed December 2, 2025.

<https://pets.tcspartners.org/files/Matrix%20of%20Outdoor%20SHS%20Policies%20October%202024.pdf>

Percentage of California Population Covered with Smokefree Multi-Unit Housing Policies

MUH Policy Coverage



SOURCE: American Nonsmokers' Rights Foundation. Matrix of Smokefree Multi-Unit Housing Policies in California. Policy Evaluation Tracking System. Updated October 2024. Accessed December 2, 2025.

https://pets.tcspartners.org/files/Matrix%20of%20SFMUH%20Policies_October%202024.pdf





Reminder: RISE is Here to Help!

Need help building your work plan? Reporting? Learning how to engage with community? 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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