



*November 2025*



Warm Greetings Rural Partners,

As we move further into harvest time, a natural time of gratitude and reflection, we hope you find much to be grateful for in your personal lives and your community work.

At October's Rural Initiatives Workgroup, we asked the question, "What is one thing you wished everyone understood about doing rural tobacco prevention work?" The responses were insightful reminders of the importance of slowly building lasting relationships and the creativity needed to overcome a chronic lack of resources.

This month, in collaboration with the Tobacco-Related Disease Research Program (TRDRP), RISE is engaging in some deep conversations with many statewide stakeholders around our rural realities and needs in hopes of gleaning more focused actions for our work in reducing rural disparities. We'll be sharing the results of these explorations in upcoming months. We appreciate, and will take into our conversations, your continued experiences and insights in doing this work that is mostly up hill, but always rewarding.

Shelly, JoAnn, & Sue

*P.S. Clarification: In October's Newsletter we erroneously reported that the City of Modesto adopted a TRL in July, when, in fact, they adopted a [Smoke Shop Ordinance](#), effective September 4, 2025. This ordinance focuses on retailers whose operations are "primarily" selling tobacco and tobacco paraphernalia and includes permitting, location, proximity and signage restrictions, population caps, and more. We apologize for this error.*



## Upcoming Events



### Rural Initiatives Workgroup (RIW)

*Third Tuesday of the month*

**Tuesday, November 18, 2025**

**3:00 - 4:30 PM**

**Topics / Guests**

**TBD**

Topic Ideas? Contact [jsaccato@healthcollaborative.org](mailto:jsaccato@healthcollaborative.org)

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*The Rural Initiatives Workgroup (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](#).*



**RISE Office Hours: Urban and Suburban Projects**

November 20, 2025

2:00 PM - 3:00 PM

[Zoom Link](#)

Meeting ID: 8763130 5788

Passcode: 374332

Phone in: 669-444-9171

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*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*

**December 1, 2025**

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

[Zoom Link](#)

Meeting ID: 854 6565 2523

Passcode: 265859

Phone in: 669-444-9171

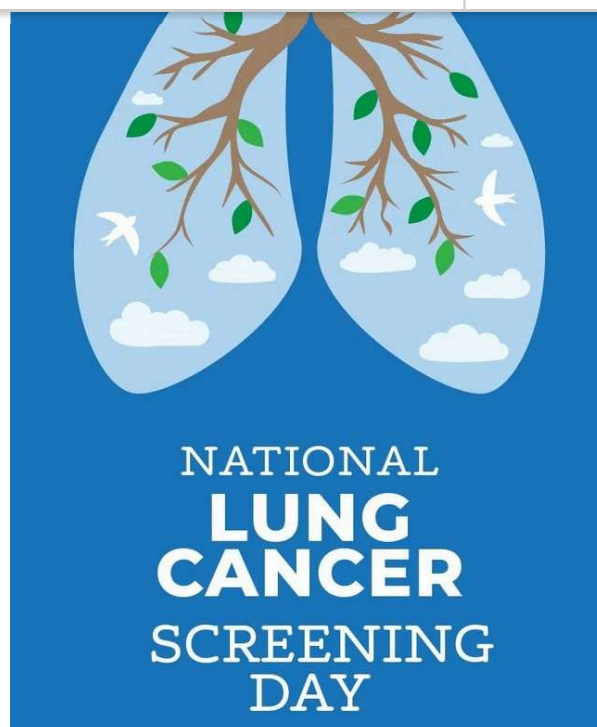
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*Informal discussion group hosted by RISE for all things cessation in our rural communities. Contact [JoAnn Saccato](#) for more information and with your topic ideas.*

**November 8,  
2025**

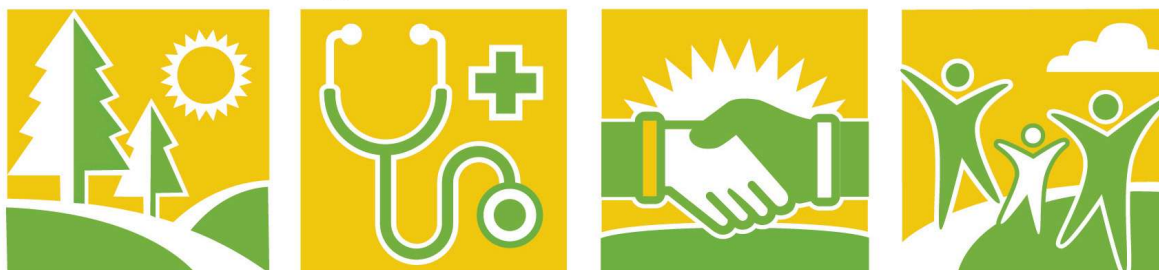
early detection. Visit their site for access to lung cancer risk eligibility screening, patient resources and more.

[Learn more](#)



# National Rural Health Day

Celebrating the **Power of Rural!**®



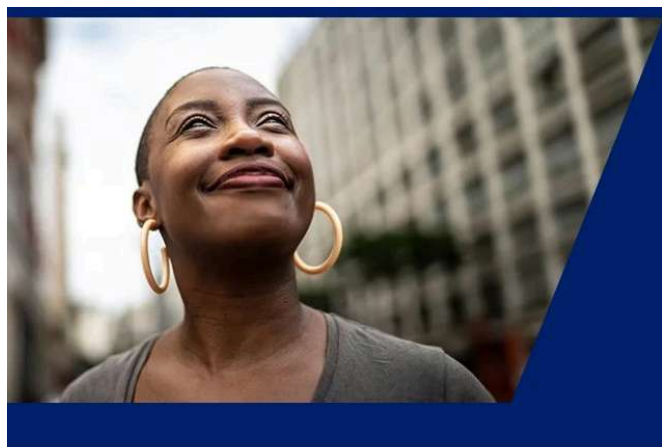
**National Rural Health Day November 20, 2025**

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

organizations, State Offices of Rural Health, and other stakeholders dedicated to addressing the unique healthcare needs of rural America.”

We at RISE want to know if you and your community are planning anything to celebrate. If so, [let us know!](#)

[Learn more](#)



**The Great American Smokeout.  
Your Smoke-free Start.**

Quitting smoking isn't easy. Join the Great American Smokeout on the third Thursday in November to start your smoke-free journey.

[Quitting starts here](#)

## The Great American Smokeout®

Quitting smoking isn't easy. It takes time. And a plan. You don't have to stop smoking in one day. Start with day one. Let the Great American Smokeout event on the third Thursday in November be your day to start your journey toward a smoke-free life!

You'll be joining thousands of people who smoke across the country in taking an important step toward a healthier life and reducing your cancer risk. Plus, the American Cancer Society can help you access the resources and support you need to quit.

## Great American Smoke Out November 20, 2025

There are vast resources for this annual event founded by the American Cancer Society, including social media posts, access to quit resources, and helping those who want to quit on their website.

We at RISE want to know if you and your community are planning anything for this event. If so, [let us know!](#)

[Learn more](#)



*City Council meeting, Redding, California.*

## Ordinance (TRL) in Redding, CA

After a sustained multi-year effort by the LLA and coalition, and much debate by current and previous council members, on August 19, 2025, the Redding City Council adopted a [Tobacco Retail License ordinance](#) in a 4-1 decision.

Reinforcing the state's ban on flavors with a \$500 penalty, sales to those under the legal age of 21 (\$1,000 penalty), and no self-service products (\$500 penalty), the TRL requires all retailers of tobacco products to be licensed (\$1,176.63 annual fee) and display their license prominently. The ordinance, which took effect in September, will be enforced by a newly created Tobacco Code Enforcement Officer position.

Debbie Burkett, who has served for nearly 7 years as Shasta County Health and Human Services Agency's Tobacco Compliance Specialist, recently provided inspection information to the Council in efforts to help them understand the severity of the problem.

"I provided data from site inspections in Redding proving that ALL retailers were violating tobacco laws," Debbie reflected, "and data from the Youth Tobacco Survey that shows that Shasta County kids' smoking rates were much higher compared to state youth use rates." That helped create a turning point, according to Burkett.

“

*I'm so glad that the City of Redding agreed to pass a TRL. It took a lot of work! There are a few loopholes and things that could be done better. However, a win is a win no matter how small!*

~Madison Bible

For three and a half years, previous Tobacco Program Coordinator, Madison Bible, provided in-person public comment to the Council regarding the public opinion polls and tobacco retailer surveys they gathered at every single tobacco retailer in the Redding area.

"Technically, we didn't need to visit every retailer, however, we felt it important to get a clear idea of what types of products were being sold, at what price point, and advertising used to attract customers," she remarked. "We did key informant interviews with elected officials, and movers and shakers in the community. And we gathered hundreds of signatures of support from the community."

Madison also worked with community champions and coalition members to get tobacco into the news whenever they could, including when kids attended Youth Quest and

She continued to offer public comment via email to each city council member for every tobacco license related meeting since this summer when she moved out of tobacco prevention and into another department at the county.

“I may have left the tobacco world,” she commented recently, “but it is still very much a part of who I am!” Madison also served on the RISE Advisory Committee for over two years.

“

*My highlight? Seeing the community from across the political spectrum come together for a common cause – the health and safety of our youth and our community as a whole.*

~Debbie Burkett

While they didn’t have a policy champion on the council itself, a lot of discussions took place with ex-city council members, who could help the current council understand restrictions regarding county staff speaking directly with sitting council members without an explicit invitation.

Debbie found the importance of patience and developing relationships with community partners and decision makers that shared her passion key when confronted with a slow and tough process for change. “Most everyone resists change for one reason or another, no matter what the change is,” she remarked. “Being willing to share the ‘WHY’ of change is important.”

Some of the strategies the team used were public surveys on smoking and smoke shops, gathering hundreds of signed postcards supporting protections for youth and the retail inspections.

“All the data we collected ‘primed the pump’ for moving forward with a TRL,” she explained. “We knew the community would be behind it—well, most of them.”

She also noted the value of responding in a calm and kind manner and sticking to the facts, particularly when folks are being misleading, whether intentional or not. “Madison and I got surrounded by retailers after one particularly intense city council meeting. We stayed professional and calm and listened to their concerns and stories, even though it seemed they were trying to intimidate us,” she recalled. “Because we listened and didn’t argue back, we built a bridge between Public Health and retailers.”

# General Plan Public Comment Toolkit



2025



**PUBLIC HEALTH  
LAW CENTER**  
at Mitchell Hamline School of Law



**SIERRA CLUB**  
MOTHER LODGE

**RISE**   
Rural Initiatives Strengthening Equity

**General Plans Public Comment Toolkit & Training Released**

Waste. The toolkit is now available on the RISE website and in the Partner's General Plan Community of Practice focus area .

The toolkit provides step-by-step guidance for contributing effective public comments during a community's general plan update cycle, helping ensure that commercial tobacco prevention priorities are represented in long-term community planning.

With a clear template, legal requirements, End Game and best practice goals and policies, and a curated selection of evidence, it equips tobacco prevention advocates to navigate and influence planning conversations with confidence.

The toolkit will eventually cover the CTPP four key topic areas—tobacco product waste (TPW), tobacco retail (TR), secondhand smoke multi-unit housing (MUH), and secondhand smoke outdoor air (OA) —across mandated general plan elements including Land Use, Environmental Justice, Conservation, and Safety and some optional elements including Health. It also includes summaries of element legal requirements and customizable excerpts for verbal and written public comment.

In addition to the [toolkit](#), a [90-minute training](#) on use of the toolkit along with a Q&A document is also available on the RISE website and the Partners General Plan Community of Practice focus area page.

Whether your community is just beginning a general plan update or actively drafting language, this toolkit can serve as a bridge between public health and planning.

**Access the Toolkit**

**Access the Training**

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

Contact [JoAnn](#).

**(New!) Endgame Advances**

## Tobacco-Free Generations



**Endgame is for Everyone!**

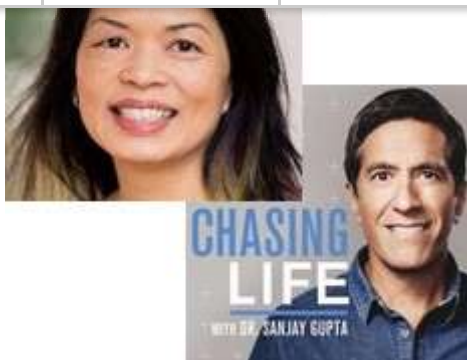
### **Rural Community Adds to Endgame Progress**

2021 - Beverly Hills, CA - Bans all tobacco product sales  
2021 - Manhattan Beach, CA - Bans all tobacco and vape products  
2025 - Ceres, CA - Bans all electronic smoking devices and paraphernalia

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

### ***Rural Resources & Info***

**Director of the Center for  
Tobacco Control Research  
Featured in CNN Podcast:  
“Why Teens Just Can’t Quit  
Nicotine”**



and Director of the Center for Tobacco Control Research and Education at UC San Francisco, was recently interviewed by Dr. Sanjay Gupta. Dr. Ling helps listeners understand how nicotine continues to “stay a moving target” with young people.

[Listen to Podcast](#)

## New Resource Clarifies Recent Legislative Updates for Online Delivery & Sales

The Public Health Law Center released a new educational fact sheet that provides a comprehensive overview of recent legislative updates to online and delivery sales related to flavored tobacco products retail law.

[Access Fact Sheet](#)



## First Study on Tobacco Ban Compliance Showed Strong Adherence

A study published in the March 2024 edition of the Nicotine and Tobacco Research Journal found compliance rates at 87.5% in Beverly Hills and Manhattan



Volume 26, Issue 9  
September 2024

## Article Contents

## Abstract

## Introduction

## Study 1: Compliance

## Study 2: Tobacco Marketing Surveillance in No-Sales Cities and Cross-Border Stores

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## Funding

## Declaration of interests

## Acknowledgments

## RESTRICTED AND CROSS-BORDER STORES

Lisa Henriksen, PhD , Elizabeth Andersen-Rodgers, MA, MSPH, David H Voelker, PhD, Trent O Johnson, MPH, Nina C Schleicher, PhD

Nicotine & Tobacco Research, Volume 26, Issue 9, September 2024, Pages 1159–1165,  
<https://doi.org/10.1093/ntr/ntae043>

Published: 02 March 2024 Article history ▼

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## Abstract

## Introduction

Beverly Hills and Manhattan Beach were the first California cities to end tobacco sales. Previous research assessed retailers' perceptions of the laws. This study is the first to evaluate compliance (Study 1), assess whether branded or unbranded tobacco cues remain, and examine cigarette prices/discounts in cross-border stores (Study 2).

## Aims and Methods

Each of the four data collectors requested Marlboro or e-cigarettes (randomly assigned) in all restricted stores (n = 33) until four attempts were exhausted or a

Additionally, not only was retail marketing nearly eliminated in the two cities, cross-boarder price gouging for Marlboro cigarettes was not evident.

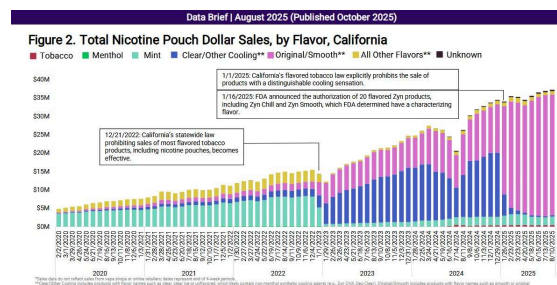
Read the Study

## Recent Data Brief Reveals Significant Increase in Nicotine Pouch Sales in California

In its October 2025 issue, the Monitoring Tobacco Product Use program, a program of the CDC Foundation, released nicotine pouch sales trends in the U.S. from February 2020 through August 2025, noting a rapid increase in sales, particularly since 2023.

Data includes national and some state level sales, including California, who saw a 140.7% increase in sales from 12/4/2022 to 8/10/2025, following the SB 793 sales ban effective date. The increase is significant, but lower than the total U.S. increase of 262.3%.

## MONITORING TOBACCO PRODUCT USE



Read the Brief

Trending Tidbits



## **Tobacco Prevention Efforts Benefit All Californians**

For every dollar California has spent  
on tobacco prevention efforts,  
healthcare costs fell by \$231.<sup>(1)</sup>

CTPP has saved taxpayers \$500,000,000,000  
in healthcare costs since the beginning of the  
program in 1989.<sup>(2)</sup>

(1) Lightwood JM, Anderson S, Glantz SA (2023) Smoking and healthcare expenditure reductions associated with the California Tobacco Control Program, 1989 to 2019: A predictive validation. PLoS ONE 18(3): e0263579. <https://doi.org/10.1371/journal.pone.0263579>



### **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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