



October 2025



Greetings Rural Partners!

As fall settles in and we find ourselves more indoors, we hope you are finding time to relax, reflect, and refresh from summer activities.

We'd like to thank Crystal Yang for serving on the RISE Advisory Committee this year and for all her passionate work in Del Norte County as she transitions to a new role in her community. We appreciate her thoughtful views and insights on working in rural northern coastal California and wish her the best in her new endeavor.

National Rural Health Day and The Great American Smoke are coming—both on November 20th! It's a perfect time for our rural projects to shine the light on our work

While we are seeing social norm changes in California (see Trending Tidbit), and we continue to see retail policy wins (see Ceres' TRL passage article), we know these times in public health can be challenging. We encourage you to continue to find ways to nourish yourself for the marathon before us and to lean on community partners for collaboration, support, and positive direction. We have a vision—one that includes healthy communities for all. Let's commit to being pulled by that vision vs. pushed by the dividing forces among us.

In care,

Shelly, JoAnn, & Sue



Upcoming Events



The New General Plans Public Comment Toolkit: An Introduction and Walk-Through Training

new General Plans Public Comment Toolkit. The 90-minute training will walk participants through the new toolkit developed specifically with rural projects in mind (but can be useful for suburban and urban communities as well!).

Updates to a community's general plan are more than just a planning exercise—they're a chance to shape future development. For tobacco prevention projects and coalitions, these updates are a unique opportunity to make sure health and tobacco prevention related issues are included in the public's vision and discourse, which can be key to later policy adoption.

To get the most out of the training session, we recommend taking a few simple steps before you join:

- If you're new to general plans, read [PHLC's General Plans and Tobacco Control in California](#) and visit CTPP's *General Plans* focus area in Partners. This will give you the background needed to follow along with the toolkit walk-through.
- Find out where your community is in its general plan update cycle. Is a general plan update underway? If so, which elements are being updated? What stage is your community in the process? Has a draft plan been released?

The toolkit will be released following the webinar and available on the RISE website and the General Plan Community of Practice page in Partners. For questions, contact [JoAnn](#).

Register Now



Rural Initiatives Workgroup (RIW)

Third Tuesday of the month

Tuesday, October 21, 2025

3:00 - 4:30 PM

Topics / Guests

TBD

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

Third Thursdays of the month

October 16, 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

October 6, 2025

2:00 PM - 3:00 PM

[Zoom Link](#)

Meeting ID: 854 6565 2523

Passcode: 265859

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.

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 Health Day (NRHD). According to their website, "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."

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](#)

Rural News & Successes



Celebrating the adoption of Ceres Tobacco Retail License. September 8, 2025. (L-R) David Cisnero, Program Coordinator, Compromiso Adelante; Jorge Yopez, Community Engagement Coordinator, Compromiso Adelante; Charmaine Monte, TUPE Advisor for Protecting Health And Slamming Tobacco (PHAST); Samantha Borba, Health Promotion Program Coordinator, Stanislaus County Health Services Agency; Anyasleydi Sandoval, Health Educator, Stanislaus County Health Services Agency; Ava Alvarado, PHAST Member from Ceres; Lavanya Bansal, PHAST Member from Ceres; Bellamy Wooten: CivicSpark Fellow/PHI Intern; and Katie Moose, Program Director, California Health Collaborative.

Ceres Passes Historic Tobacco Retail License Ordinance (TRL)

On September 8, 2025, by a unanimous second read decision through the consent calendar, the Ceres City Council adopted a robust TRL that includes non-transferable

With an initial license fee of \$550 and a renewal of \$450, the ordinance also includes a \$500 fine for a first violation, \$1000 fine or 30-day suspension for a second violation, and a license revocation after three or more violations in five years.

While there was no single policy champion on the council, Ceres' Police Department spearheaded the effort using its Department of Justice (DOJ) grant work to highlight the urgency of addressing youth access and illegal activities in the local smoke shops.

David Cisneros, Program Coordinator of Compromiso Adelante, and team worked with the police department as they reached out to the City of Modesto, who passed their TRL in July, for examples of their policy and work. "This cross-jurisdictional connection provided momentum and examples that helped Ceres craft a strong and comprehensive policy," he noted recently.

Behind the scenes, David's team developed a [Policy Implementation Plan](#) which deepened understanding of enforcement, zoning, and retailer permitting processes. This positioned the team to offer strong technical assistance.

“

Leverage every connection you have and make the most of the audience present during educational presentations.

~David Cisneros

When asked what was insightful for other projects to glean from their experience, David mentioned it would have been helpful to make connection with the city clerk earlier to ensure timely uploading of files and smoother agenda preparation. But in all, he thought relationship building with data driven insights was most important.

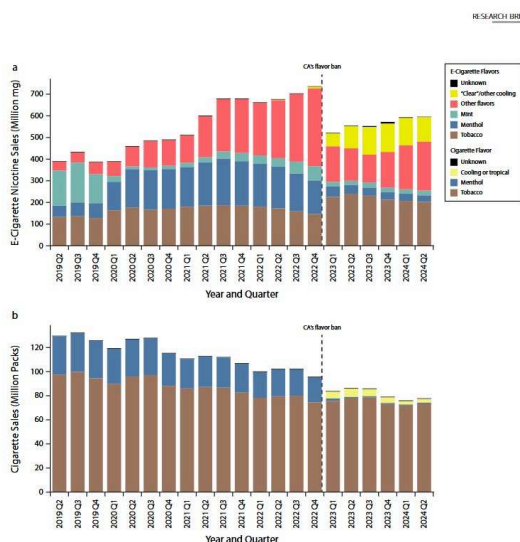
"Leverage every connection you have and make the most of the audience present during educational presentations," he reflected further. "Building relationships across sectors and using data-driven insights, like youth purchase surveys, can create the momentum needed for a win and highlight a local need for action."

Additional provisions in the TRL include minimum pack size and price; coupon and discount prohibitions, proximity restrictions to youth friendly locations and other retailers, and security requirements for smoke shops, including surveillance cameras, security plans, and limited operating hours.

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

Contact [JoAnn](#).

Rural Resources & Info



New Report on Sales Since Flavor Ban Shows Statistically Significant Declines

An article published in the Online American Journal of Public Health “(July, 2025) featured a study assessing pre- and post-policy changes in e-cigarette and cigarette sales, overall and by flavor, in California and neighboring states.

The study concludes that “California’s flavored tobacco ban successfully reduced in-state e-cigarette and cigarette sales without affecting sales in neighboring states.”

Read the Article

Blue Zones Explores How Time Spent Near Water Enhances Health

In a recent article by [Ebele Mogo, DrPH](#) on the Blue Zones website, Dr. Mogo shares research that blue spaces can improve our mental health, including fewer symptoms of depression, reducing anxiety and mental fatigue. With the additional benefit of fostering social connection, and reducing childhood obesity, access to water may give promise to reducing the drivers to reach for tobacco and nicotine products.



[Read the Article](#)



ABOUT FACTS VIDEOS

DOWN AND DIRTY IS ABOUT GROWING UP FREE AND INDEPENDENT. WHETHER WE'RE HUNTING, MUDDING, OR JUST SITTING AROUND A BONFIRE, IT'S ABOUT DOING THINGS OUR WAY.

That's why we promote living tobacco-free. Because all tobacco products are addictive, and using them when you're young means it's more likely you'll use them for the rest of your life. And there's nothing independent about an addiction to tobacco.

Rural-focused “Down & Dirty” Campaign Encourages Tobacco-Free Living

Looking for a rural-focused video or website to share in your community or on your social media page? In addition to media resources, the site offers connection to My Life, My Quit tobacco treatment resources available in many states (not California), and a toll free number to see if your state offers youth quit line services.

[Access My Life, My Quit](#)

Trending Tidbits



Social Norm Change in California!

Over 75% of Californians support a ban on the sale of all tobacco or nicotine products to anyone currently under the age of 21 and future generations.

72% of Californians believe smoking should be banned in all public spaces.

~CDPH-Gallup Online California Adult Tobacco Survey, May 28-Jun. 21, 2024 and Oct. 3-Nov. 4, 2024.

**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...

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