



 April 2025 

Greetings Rural Partners!

We're excited to announce that a few of our rural projects had abstracts accepted for the upcoming NCTOH conference in Chicago! (Go rural!!)

- ***Engaging Rural Residents in Tobacco Prevention Policy Advocacy.*** Speakers: Nicole Morgan and Caitlyn Zepeda of Communities Energized for Health.
- ***Implementing Healthy Retail Initiatives as Commercial Tobacco Prevention: Environmental Change Strategies from Northern California and the Portland, OR Area.*** Speakers: Karen Compton, Health Leadership Network; Marc Czornij, Clackamas County, Oregon; and Shelly Brantley, California Health Collaborative-RISE.
- ***Approaches in Advocacy: Amplifying the Rural Voice*** Speakers: Char Day, Americans for Non-Smokers' Rights Foundation; Valeria Delgado Lopez, American Lung Association; Sally Petty, Indiana Department of Health; and Shelly Brantley, California Health Collaborative-RISE.
- ***Strategically Framing Tobacco Prevention Messages to Appeal to Rural Decision-Makers: Say This, Not That (A Rural Communication Guide).*** Individual Presentation: Shelly Brantley, California Health Collaborative-RISE.

We hope you can share in these efforts that elevate our rural voices, innovation, and successes by attending this preeminent conference for all things tobacco! (See below for conference details and registration.)

Wishing you a joyful spring!

Shelly, JoAnn, Sue, & Hayley





**National Public Health Week: It Starts Here**  
APRIL 7-13, 2025

## National Public Health Week!

Each April, the American Public Health Association (APHA) unites communities nationwide to recognize and celebrate public health contributions. This year, each day of NPHW will focus on a different public health priority. Learn more about these priorities and access their fact sheets at [HERE](#).

[Learn more](#)



### Rural Tobacco Cessation Discussion Group (Bimonthly)

April 7, 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.*



## Rural Initiatives Workgroup (RIW)

Tuesday, April 15, 2025

3:00 - 4:30 PM

### Topics / Guests

*Activity update, Hayley Shafer, BA, RISE Intern  
Continued conversation on potential 4-H collaboration*

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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](#).*



**!!NEW!!**

## RISE Office Hours: Urban and Suburban Projects

*Third Thursday of the month beginning...*

April 17, 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.*

## NCTOH Conference August 26-28, 2025 Registration Open!

Attending this leading conference on all things tobacco prevention can help you learn best practices, successful interventions, unique and innovative work that can be implemented and replicated locally in an atmosphere of collaboration and networking. Hear from national and international speakers about where the field of tobacco prevention is moving.

Your presence will also elevate rural project needs, innovations, and successes, providing inspiration for other rural communities throughout the nation.



[Learn More & Register](#)



## Montana Summer Institute June 17-20, 2025 Registration open!

The nation's premier conference on the science of the positive, positive community norms & the science of positive experiences

[Learn more & Register](#)

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## **CivicSpark Fellowships for CTPP Funded Projects Explored - An Interview with Katie Moose**

*The CTPP budget revision period is open and the next round of CivicSpark Fellow applications are due May 15th. The RISE team thought it might be helpful to explore this opportunity for our rural projects through an interview with Katie Moose, who has engaged with two fellows through this program.*

CivicSpark (CS), the AmeriCorps program that builds local workforce capacity to address community planning challenges, recruits 100+ 'emerging leaders' who are interested in gaining skills and professional experience on local community planning issues. Communities looking for help with a community planning project can, for a fee, host a CS Fellow.

The RISE team met recently with Katie Moose, Director of Program Services for the California Health Collaborative to learn more about her experience with this program and how tobacco prevention projects can successfully use CS Fellows for their project objectives.

Dependency (STAAND) project working on general plan objectives in Modesto and Riverbank. She engaged with CS fellow Zoe Jonick to help develop an Environmental Justice Element and engaging with the community through interviews and surveys .

The fellowship requires very clear objectives and deliverables and includes a gap assessment at the beginning of the project. Katie admired the quality of work that is demanded by the program. “It’s similar to an internship, but you work with a recent graduate that has been screened,” she explained. “They also receive a lot of professional development training and support through the program.”

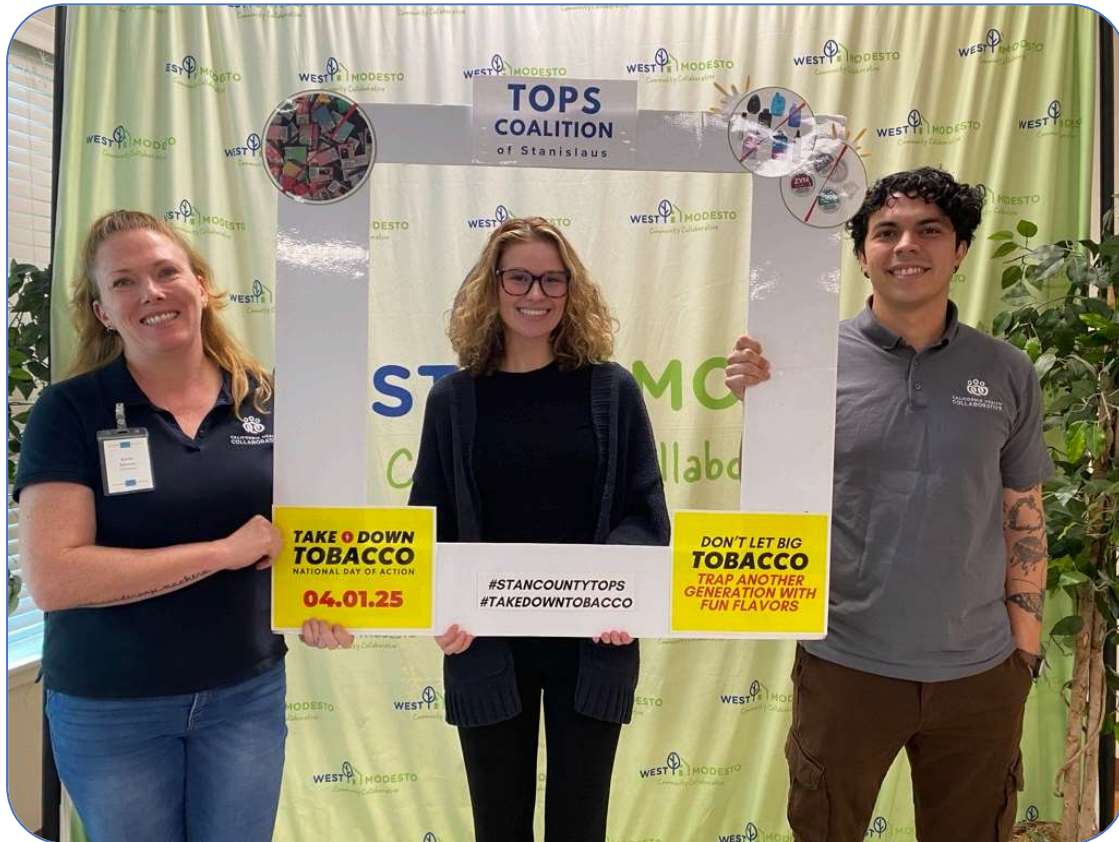
Retaining a CivicSpark Fellow could be considered expensive—Katie’s project paid \$30,000 for their first fellow, but she was impressed. “You basically get a full time worker for half the price.”



*STAAND CivicSpark Fellow, Zoe Jonick, center in shorts with trash bag, during a community litter clean up. Fellows are required to volunteer and recruit community to help with their project.*

Whether it’s writing a fellow directly into a grant or working it in through a revision, the fellow can’t take the place of the work of an employee—they are considered subcontractors that are meant to increase the capacity of a community.

revision for *Compromiso Adelante*, a project of the California Health Collaborative that is working on building partnerships and engagement among Stanislaus County Latino-serving organizations, as well as establishing tobacco retail licensing programs in the cities of Riverbank and Ceres with funding for enforcement of underage sales.



(L) Katie Moose, Director of Program Services for the California Health Collaborative, with CivicSpark fellow, Bellamy Wooten (C) and David Cisneros, *Compromiso Adelante* Program Coordinator (R).

For *Compromiso Adelante*, the team is currently working with the police department in Ceres to finalize an implementation plan *prior* to passing a tobacco retail license policy. The Ceres team was impressed and appreciative of the support.

Katie believes the program is a great support for work in tobacco prevention, noting that the fellow not only can engage in scope of work activities, but provides another voice at the table and another member for the coalition. With little extra administrative requirements for her project (the fellow is mainly responsible for this), Katie believes it is a win-win for everyone even if they can't lobby due to a CivicSpark restriction. You can contact Katie at [kmoose@healthcollaborative.org](mailto:kmoose@healthcollaborative.org).

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

Contact [JoAnn](#).

## *RISE Advisory Committee*

*RISE is proud to have committed representation from each of our California rural area regions 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>
<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><b>CONTACT</b></p> <p><b>Shelly Brantley</b>          California Health Collaborative  <a href="mailto:sbrantley@healthcollaborative.org">sbrantley@healthcollaborative.org</a>          (530) 345-2483 Ext: 216</p>
<p><small>© 2020 California Department of Public Health. Funded under contract #18-10123.</small></p>	<p> <a href="http://ca-rise.org">ca-rise.org</a>     RISE_California   CA RISE     RISE_California         </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*



## Rural Resources & Info

Berkeley Public Health

Online MPH Programs



### Rural Health Innovation Program

Empowering the next generation of rural public health leaders

[Learn more](#)

## Rural MPH Program Offers Scholarships

As we know, public health providers in rural areas face very different challenges than those in urban areas. Yet most public health master's programs lack programming focused specifically on rural public health.

In response, Berkeley Public Health Online has launched the Rural Health Innovation Program. With backing from the Barr-Campbell Family Foundation, they offer 25 fully paid scholarships per year to eligible online MPH students.

This 27-month program is designed for working people interested in improving their knowledge and practice in public health.

[Applications accepted through August 3, 2025, for a January 2026 start date.](#)

If rural is your passion, we encourage you to explore this exceptional opportunity!

## New KIC Dashboard Offers Helpful County-level Info

With data available from 2019 to today, Kick It California (KIC) offers statewide, individual county and multiple county information on access to their services. Demographics may be helpful in determining collaboration opportunities



## Trending Tidbits



[Read Study](#)

### New Study Reveals Estimate of Lives Saved From Lung Cancer Deaths

The authors of a new study released in March, 2025\* estimated that 3,856,240 lung cancer deaths (2,246,610 in men, 1,609,630 in women) were averted, and 76,275,550 person-years of life (40,277,690 in men, 35,997,860 in women) were gained during 1970–2022, with an average of 19.8 person-years of life gained (17.9 in men, 22.4 in women) per averted death.

Authors attribute this reduction largely to substantial reductions in smoking prevalence, given almost 85% of lung cancer deaths are attributable to cigarette smoking.

*\*Thanks to What's New in Rover email alerts for bringing this to our attention!*



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