



August 2025

Dear Rural Partners,

As the reporting season comes to an end, we hope you find time for summer relaxation and play before picking up your project activities.

In this month's newsletter, we celebrate Nevada City and Grass Valley's recent TRL update wins, share a research participation opportunity, share resources that continue to support tobacco endgame policy, and recent articles regarding rural health.

Warm regards,

Shelly, JoAnn, Sue, & Audrey



Upcoming Events



**Rural Tobacco Cessation Discussion Group
(Bimonthly)**

2:00 PM - 3:00 PM

[Zoom Link](#)

Meeting ID: 854 6565 2523

Passcode: 265859

Phone in: 669-444-9171

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)

Third Tuesday of the month

Tuesday, August 19, 2025

3:00 - 4:30 PM

Topics / Guests

Rexanne Greenstreet, BS

Berkeley Rural Health Innovation Scholar

Graduate student in Public Health, U.C. Berkeley

Healthcare Access and Affordability

Rural research study opportunity

Topic Ideas?

Contact jsaccato@healthcollaborative.org

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

August 21, 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 News & Successes



Shannon Glaz and Graham Grademeyer receiving intern of the year in Nevada County!

Nevada County Successfully Updates TRL!

With the recent successes of passing two TRL's in Grass Valley and Nevada City, Shannon Glaz shares her valuable work, insight and experience on this project. Alongside her hard work, Graham Grademeyer, intern at Nevada County Public Health for Shannon, significantly contributed to the success of the update through community engagement, leadership, and persistence.

Two existing TRL's for the cities of Grass Valley and Nevada County were successfully updated, expanding regulation to include minimum proximity to schools, updated language, and capping retailer density at 1 per 250 people. Shannon spent the past 5 years working with law enforcement, city council members, and youth community members to update these policies.

youth sensitive areas. Now, both jurisdictions have a minimum distance of 1,000 feet from youth zones.

Additionally, Grass Valley implemented regulation regarding the number of tobacco retailers in the city versus population density. “With existing tobacco retailers, if they try to change hands or go out of business, they (their TRL) will not be able to be renewed, so that will reduce density over time,” Shannon explained.

*“With existing tobacco retailers, if they try to change hands or go out of business, they (their TRL) will not be able to be renewed, so that will reduce density over time,”
~Shannon Glaz*

Law enforcement teams played a significant role for updating the TRLs. They provided recommendations in updating the TRLs such as density caps in regards to population, as well as assisting in implementing policy with retailers, and ensuring the correct protocols are being followed.

Alongside updates to language and proximity, Nitrous Oxide was also addressed in the TRL, including regulating which businesses have access to these products (food service, dentistry, etc.).

While the team is celebrating now, the passing of the updated TRL’s were not met without barriers. With the impact of COVID-19 in 2020 and years to follow, much of the attention placed on updating TRL’s dwindled into focus on the pandemic. Alongside the pandemic, Shannon expressed difficulty in maintaining law enforcement focus on the project. “Due to project rotations from different law enforcement members,” she reflected, “as I would get assigned a new person to start working on it, but it always just kind of got put on the back burner.” But as new tobacco retailers entered the scene, this caught the attention of law enforcement and city council members, bringing forward the project.



Nevada City Council Meeting, May 2025

Thanks to Shannon and the Grass Valley Police Department, educational toolkits and resources were provided to tobacco retailers, to ensure implementation of policy. Alongside Shannon, Graham Grademeyer, played a significant role in inspiring community engagement and moving the project forward. Shannon initially met Graham when he was leading the Friday Night Live Chapter in Nevada City when Shannon approach him to speak about the impact on his peers from vaping, tobacco, and even Nitrous Oxide use.

Shannon explained the significant influence youth hold in local city council meetings, “When the city council hears from young people, it really, really makes them listen and realize what an issue it is for the youth.” Graham led presentations at city council, and after the TRL passing in Grass Valley, coordinated with the mayor of Nevada City to lead a march for updating the TRL in Nevada City.

“When the city council hears from young people, it really, really makes them listen and realize what an issue it is for the youth.”

~ Shannon Glaz

Since his successes in Grass Valley and Nevada City, Graham has felt inspired about leading change in his community, and has since began speaking with state legislatures, calling attention to rising issues at hand, such as the sale and distribution of Nitrous Oxide and Kratom being available at various tobacco retailing locations.

For her next steps, Shannon is working with the coalition to create a retailer implementation toolkit.

Thank you, to Shannon, Graham, law enforcement, and Grass Valley and Nevada City elected officials in passing TRL updates to protect rural communities and health!

Rural Health Innovation Research Opportunity

Rexanne Greenstreet and Kara Waples, Masters of Public Health students in Berkeley are conducting interviews across the country to better understand the experiences of rural residents and to inform future solutions that improve healthcare in rural communities.

They are currently seeking rural residents aged 18 and older who are willing to share their insights in a confidential, English-language interview. Interviews will take place between **July 1 and September 15, 2025**.

**Learn more at this months RIW meeting!*



Are you 18+ and live in a rural community?

We want to hear from YOU!

Share your experiences and earn a \$25 gift card.

The University of California - Berkeley Rural Health Innovation Program is leading the **Community Inventory Project (CIP)**. The CIP is a national research project looking at how people in rural communities make decisions about healthcare and social services.

Share your story in 3 Easy Steps

- Check your eligibility via a 2-minute survey
- If eligible, tell us about yourself by taking a 10-minute survey
- Participate in a one-hour interview

Participate in-person, via computer, mobile phone, or other device.



Learn more...

Local Contacts:
Kara Waples &
Rexanne
Greenstreet

Website:



Learn more and check eligibility

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

Contact [JoAnn](#).

Intern Corner



As summer continues along, RISE's summer intern, Audrey, is keeping busy with work!

This past month, Audrey interviewed Shannon Glaz on the updated TRL, and has spent time researching disposable e-cigarette/vape waste, smokeless tobacco/nicotine patches, and has assisted in the coordination of materials for RISE spotlight features for partners. As summer quickly passes by, Audrey's time at RISE will be coming to an end on August 19th. Audrey spends her last few weeks at RISE feeling appreciative of her supervisors, Shelly and JoAnn, for pushing professional growth and sharing their abundance of knowledge in rural tobacco prevention.

Rural Resources & Info

Endgame Policy Platform

tobacco endgame policy practices, language and implementation, in order to combat the influence and harm of the tobacco industry.

Access to the Endgame Policy Platform

ENDGAME POLICY PLATFORM

Law and Policy Partnership to End the Commercial Tobacco Epidemic

Purpose and Vision

The endgame policy initiative seeks to eradicate the tobacco industry's influence and harm in California. All Californians deserve the freedom to live healthy lives, lower healthcare costs, smoke-free communities, tobacco-free schools, and an environment free of the tobacco industry's toxic waste. The next generation of Californians can, and should, be the first to grow up without the tobacco industry poisoning its childhood. This will be accomplished by building a statewide movement that prepares and transitions communities, especially those consisting of populations that have been disproportionately targeted by the tobacco industry, to end the commercial tobacco epidemic¹, to protect public health, to protect the environment, and to eliminate tobacco-related health disparities for all Californians. In this document, we use the term "tobacco" to refer to the products manufactured, marketed, distributed, and sold by the tobacco industry and its subsidiaries. These products are distinct from the sacred tobacco and products used by Indigenous communities, and California's efforts to end the tobacco epidemic do not intend to infringe on traditional tobacco use by tribes.

There is no acceptable level of tobacco industry-caused morbidity and mortality. While there has been significant progress in reducing the disease and death toll from the tobacco industry's products, tobacco remains the nation's leading cause of preventable disease, disability, and death.² The tobacco industry's creation of new products, such as e-cigarettes has overwhelmed the market and led to an epidemic of youth nicotine addiction. These highly addictive products have proven serious negative health effects,³ including the potential for long-term illnesses like cancer and heart disease.⁴ Inclusion of all commercial



www.publichealthlawcenter.org/california

DOI: 10.1111/jrh.70041

BRIEF REPORT

THE JOURNAL OF RURAL HEALTH



The impact of California Proposition 56 on smoking behaviors across geographic residence

Courtney Keeler PhD¹ | Alexa Colgrove Curtis PhD, MPH, APRN²

¹Department of Population Health Sciences, School of Nursing, University of San Francisco, San Francisco, California, USA
²Orvis School of Nursing, University of Nevada, Reno, Reno, Nevada, USA

Correspondence
Courtney Keeler, PhD, Department of Population Health Sciences, School of Nursing, University of San Francisco, 2130 Fulton Street, San Francisco, CA 94117.
Email: ckeeler@usfca.edu

Abstract

Purpose: To explore the geographic impact of California's Proposition 56 (Prop 56) on smoking behaviors.

Methods: We identified 61,193 respondents aged 21+ from the 2012–2018 California Behavioral Risk Factor Surveillance Survey. We constructed county identifiers indicating whether (1) a respondent lived in an urban, suburban, or rural county and (2) whether a respondent lived in a metropolitan statistical area (MSA) or not. Similarly, we created a binary variable indicating whether Prop 56 was in effect (Yes/No). We used a two-part model to estimate the association of Prop 56 with smoking participation among all adults and smoking intensity (average number of cigarettes smoked per day (CPD)) among current smokers. Models were run separately for each geographic subgroup. Additional covariates included sociodemographic characteristics and a time trend variable.

Findings: Smoking prevalence was significantly different across geographic groups, with rates highest among the rural population group (13.8%) and lowest among the urban subgroup (9.1%). Similarly, rates of smoking intensity were significantly higher among non-urban populations, with average CPD highest among the rural population (10.66) and lowest among the urban subgroup (8.32). Regression models highlighted a negative association between Prop 56 and smoking participation only among the urban and MSA subgroups ($p < 0.001$). We found no evidence of an association between the enactment of Prop 56 with average CPD for any geographic group.

**For article access, request materials through your Rover account*

Research on Prop 56 Reveals Significant Difference in Prevalence Across Geographic Groups

A report in a recent Journal of Rural Health confirms disparity of rural and urban use prevalence. From the study, across rural and urban regions, the highest rural smoking rates were 13.8% across populations, while urban rates of smoking were 9.1%

A negative regression was only found in urban populations, while there is no evidence in the reduction between cigarettes smoked per day (CPD) and any geographical group.

Recommendations from public health experts recommend intervention alongside pricing tools for reducing rates in rural/sub-urban populations.

Willingness to try e-cigarettes

Karen W. Geletko, M.P.H.  · Jon Mills, Ph.D. · Campbell Goff · Jeffrey Harman, Ph.D.

[Affiliations & Notes](#) ▼ [Article Info](#) ▼

 Download PDF  Cite  Share  Set Alert  Get Rights  Reprints

» Abstract

Show Outline

Purpose

Several factors impact the influenceability of adolescents to try electronic nicotine delivery systems; however, it is unknown how secondhand vape exposure influences their willingness to try these products. The aim of this study was to explore the impact of secondhand aerosol (SHA) exposure on willingness to try e-cigarettes among adolescents who have never vaped.

Methods

In this observational, cross-sectional study, we used data from the National Youth Tobacco Survey from 2022 to examine the association between exposure to SHA and willingness to try e-cigarettes among adolescent never-vapers. Multiple logistic regression was used to compare the odds of being willing to try e-cigarettes among participants exposed to SHA versus those unexposed to SHA, adjusting for age, race, ethnicity, gender, and mental health symptoms, online exposure to social media e-cigarette content, other nicotine use, perceptions of harmfulness of secondhand vapor, education performance, education level and family socioeconomic status.

Secondhand Vape Exposure Increases Adolescent Willingness to Try E-Cigs

As adolescent and youth usage of disposable vapes and e-cigarettes rise, study finds that exposure to Second-Hand Aerosols (SHA) increased the odds by 105% of being curious to try e-cigarettes, 75% increase in the odds of being willing to try e-cigarettes soon, and 79% increase in the odds of being willing to try e-cigarettes within the year.

Access the full article through your Rover account

Nicotine Poisonings Soar in Children and Toddlers

As nicotine pouch and vape e-liquid sales increase, the number of children with nicotine poisonings continue to rise. from 2010 to 2023, U.S. Poison Centers reported 134,663 cases of nicotine poisonings in children.

[Read Article](#)

July 13, 2025, 9:01 PM PDT / Updated July 14, 2025, 9:05 PM PDT
By Erika Edwards

The number of young children sickened after getting their little hands on nicotine products like pouches and vape e-liquids has skyrocketed in recent years.

From 2010 through 2023, U.S. poison centers reported 134,663 cases of nicotine poisonings among kids under age 6, according to a study published Monday in *Pediatrics*, a journal of the American Academy of Pediatrics.

Nearly all occurred at home.

The cases included exposures to nicotine pouches, chewing tobacco, regular cigarettes, vapes and nicotine replacement products like gum and lozenges.

But it's nicotine pouches, like the wildly popular Zyn, that are behind the most significant rise in accidental nicotine poisonings among young kids.

The new research found that the rate of poisonings involving nicotine pouches among kids under 6 rose from 0.48 per 100,000 children in 2020 to 4.14 per 100,000 in 2023.

Nature contact and health risk behaviours: Results from an 18 country study

Abstract

Emerging evidence suggests that residential greenspace is associated with a lower prevalence of health risk behaviours, but it remains unclear whether these effects are generalizable across countries or different types of nature contact. Using representative cross-sectional samples from 18 countries/regions, we examined the associations between two types of nature contact (greenspace, nature visits), current smoking and everyday drinking. After controlling for a range of covariates, greenspace was inversely associated with current smoking and everyday drinking. Visiting natural spaces at least once a week was linked to a lower prevalence of current smoking, but unrelated to everyday drinking. Increasing residential greenspace could be a promising strategy for reducing multiple health risk behaviours, whilst visit-based interventions may be a more appropriate target for smoking cessation.

Author(s): Martin, L.
White, M.P.
Pahl, S.
May, J.
Newton, J.N.
Elliott, L.R.
Cirach, M.
Grellier, J.
Bratman, G.N.
Gascon, M.
Lima, M.L.
Nieuwenhuijsen, M.
Ojala, A.
Roiko, A.
van den Bosch, M.
Fleming, L.E.

Getting Out In Nature Could Be Key to Healthier Habits

In a recent study shared by Rover, the correlation between time spent in green-spaces and nature visits and health-risk behaviours was examined using a cross-sectional study design across 18 countries. Across these regions, a wider availability of green-space was associated with lowered rates of current smoking and every-day drinking. Nature visits were found to be linked to lower rates of everyday smoking, but unrelated to everyday drinking.

After observation of the impact of time spent in green-spaces and nature visits, authors conclude that increased residential green-spaces could be an effective strategy in reducing a number of health risk behaviors.

Trending Tidbits



Study Reveals Secondhand Smoke Effects on Dog Behavior

A recent study found a link between smoking cigarettes and the impact on behavioral tendencies in our canine friends. In a cross-sectional study, 304 dogs of a variety of breeds and gender and behavioral tendencies were evaluated using a Dog Personality Questionnaire (DPQ).

Dogs exposed to secondhand smoke exhibited 6 changes in behavior compared to non-exposed dogs. Behavioral traits to those exposed were increased levels of fearfulness, heightened aggression towards humans/other animals, elevated anxiety and diminished trainability.

Request Article Through Your Rover Account



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

Subscribe to RISE News

Access RISE News Archives



[View email in browser](#)

[update your preferences](#) or [unsubscribe](#)