



July 2025



As we move into our Independence Day celebrations, may we acknowledge the importance of this moment in our shared history, while we continue to work toward the promise of America for everyone.

Dear Rural Partners,

As we begin this time of reporting, we encourage you to use this opportunity to reflect positively and celebrate all the wins, big or small. The important prevention and cessation work you, your team, and coalition members have done over the past six months is worthy of acknowledgment and honoring!

This month, we are pleased to welcome the newest member of our RISE Advisory Committee, Shannon Glaz, and Audrey Howes, our RISE summer intern. Additionally, we are sharing recent findings on the relationship between tobacco use and misinformation and tobacco product trends.

As always, we appreciate your partnership and wish you safety and success in your work and life.

Warm regards,

Shelly, JoAnn, Sue, & Audrey

Upcoming Events



Rural Tobacco Cessation Discussion Group (Bimonthly)

First Monday of the month every other month

**August 4, 2025
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) ***Reminder: RIW cancelled for July***

Third Tuesday of the month
**Tuesday, August 19, 2025
3:00 - 4:30 PM**

Topics / Guests

Topic Ideas?

Contact JoAnn@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

July 17, 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

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

Contact [JoAnn](#).

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!

Meet the newest member of the RISE Advisory Committee, Shannon Glaz!

Shannon has worked for Nevada County since 1998, beginning as an Alcohol and Other Drug Prevention Coordinator, and has served as the Tobacco Project Director for Nevada County for the past 10 years! Prevention work hadn't been on Shannon's radar, until she was given a duty list just minutes before interviewing for a Behavioral Health Worker position.

Once learning about her role as leading youth within her community to create change, she was hooked, and has "loved empowering young people to find their voices and become change makers in their communities."

Since then, Shannon has spent her career educating her community, and relaying the importance of environmental protection. She takes great pride in the work her county has done, with milestone accomplishments such as becoming the first rural county to pass a Tobacco Retail License ordinance in 2006 and, most recently, updating the City of Grass Valley's TRL to include flavor definitions, proximity, and density limits.



Shannon Glaz and Woody

*Tobacco Project Director
Nevada County*

Shannon is greatly inspired when she witnesses young community members becoming advocates. She enjoys seeing them create change in their community through policy and ordinances at the local level. Shannon has learned through valuable experience that when trying to create change, timing is everything. A project may have strong pushback, but that doesn't mean the fight is over.

"The thing I have learned, is to keep looking for the opportunities, and always work on building your relationships, as you never know when that right person is going to come along."

- Shannon Glaz

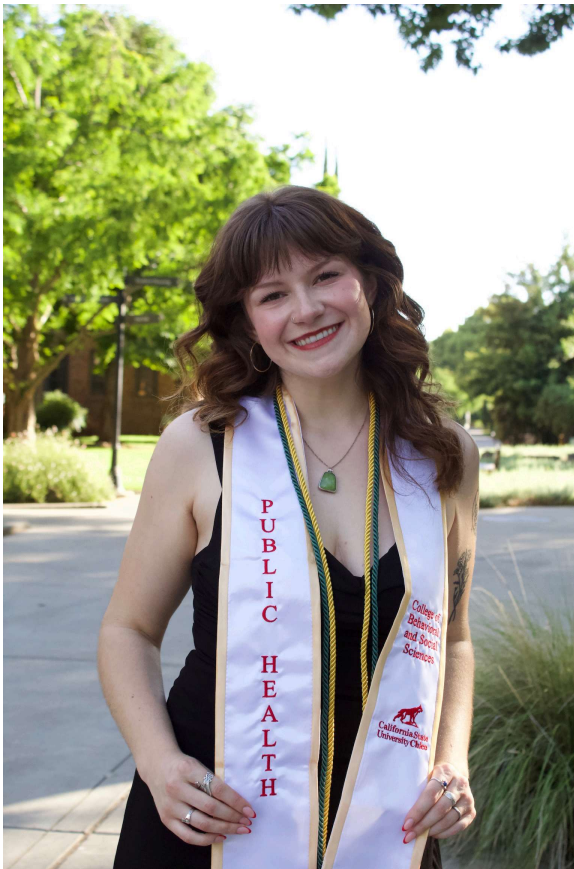
Shannon recognizes the responsibilities of working in tobacco prevention but believes in creativity throughout the process. For those new to the field of tobacco prevention, she recommends to "never hesitate to ask fellow Local Lead Agencies for help or ask questions, and take advantage of your additional activities tab in your work plan."

Shannon expresses her excitement to join the RISE advisory committee as she likes "being part of a team. And, I like seeing things go through a process".

spending time at the lake, usually paddle boarding or boating.

The Rise team looks forward to having Shannon on the Advisory Council! You can reach her at Shannon.Glaz@nevadacountyca.gov

Intern Corner



"Learning about tobacco prevention has given me the opportunity to see how California works as one well-oiled machine to protect the health of everyone!"

-Audrey Howes

It is with excitement RISE welcomes their summer intern, Audrey Howes! Audrey recently graduated CSU Chico with a Bachelors of Science in Public Health.

Born and raised in Butte County, Audrey grew up immersed in a hardworking and rural environment, which shaped her appreciation for a strong work ethic and tight knit communities.

As Audrey begins her journey working in public health, she finds herself amazed by the complexities of tobacco prevention and feels inspired by so many organizations working to protect rural health and change tobacco policy.



Audrey has learned the importance of optimizing healthcare opportunities for rural communities in California. Thus far, she has spent time co-creating monthly newsletters for RISE, managing the RISE

CHP and ROVER platforms.

Outside of work, Audrey loves to travel, thrift, experiment with fashion and spend time relaxing with her cat, Stella.

Rural Resources & Info

Trends in U.S. E-cigarette Sales Measured in Milligrams of Nicotine, 2019–2024

Fatma Romeh M. Ali PhD ¹  , Megan C. Diaz PhD ², Brian S. Armour PhD ³, Elisha Crane MPH ¹, Michael A. Tynan MPH ³, Kristy L. Marynak PhD ³

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Introduction

E-cigarette unit sales have been estimated using the number of items typically available in a package to standardize unit sales of each product type. However, recent market changes, such as increases in e-liquid volume and nicotine concentration, challenge the validity of assessing sales according to item count without accounting for product attributes. This study measured nicotine content (mg) in e-cigarettes sold as a function of e-liquid volume (mL) and nicotine concentration (mg/mL), compared with e-cigarette unit sales standardized by item count.

Recent Study Addresses Challenge of Assessing Accurate E-Cigarette Nicotine Usage Trends Using Only Per-Unit Sales

As recent market changes reflect increases in e-liquid volume and nicotine concentration, researchers decided to measure nicotine content in milligrams (mg) and compare sales to the current standard of per-unit sales.

From February 2020 to June 2024, monthly shipments of nicotine content sold increased by 249.2% ($p < 0.001$)—an increase 7.2 times greater than the 34.7% increase in standardized unit sales.”

Read Full Study

Tobacco Product Regulation: Opportunities for Advancing Health Equity in Rural America

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Rural America—representing 97% of America’s land mass and defined by small towns and sparsely populated areas—is home to one-fifth of all Americans.¹ In rural America, combustible cigarette smoking is a major challenge to health equity. Rural Americans start smoking at a younger age than their urban counterparts,² and, in 2020, the smoking prevalence in rural areas was estimated at nearly 19.2% compared to 14.4% in urban areas.³

Lower rates of smoking cessation contribute to high rates of cigarette smoking in rural areas. Data from the 2016–2017 Population Assessment of Tobacco Use and Health (PATH) study show that the odds of lifetime quitting are 23% lower among rural compared with urban people who smoke.⁴ Furthermore, others have shown that the odds of cessation following a quit attempt were 75% lower in rural versus urban areas during 2010–2020.^{3,4} Notably, differential interest in quitting smoking does not appear to be responsible for rural–urban smoking cessation disparities.⁴ Consequently, rural Americans experience high and persistent rates of smoking-related cancers and lives lost.⁵ In 2016, lung cancer incidence was 81.5 versus 63.0 per 100 000 in rural versus urban areas and was declining more slowly in rural versus

has a long track record of targeting rural communities through tailored advertisements, reduced pricing, and sponsoring events traditionally located in more rural areas (eg, rodeos, car races).^{10–12} Local governments serving rural areas tend to be less likely to enact smokefree policies and excise taxes when compared with urban counties.¹¹ Rural compared to urban Americans are also more likely to trust health-related information about tobacco products from tobacco companies.¹³ Access to smoking cessation resources and quality health care is markedly lower in rural America and rural areas are also less likely to be exposed to anti-tobacco communications, which have been put forward as a critical tobacco control recommendation in the Centers for Disease Control and Prevention (CDC)’s Best Practices for Comprehensive Tobacco Control Programs.¹⁴

To improve smoking cessation and population health within the United States, the federal government can leverage the Family Smoking Prevention and Tobacco Control Act. Family Smoking Prevention and Tobacco Control Act was signed into law by President Obama in 2009 and granted the Food and Drug Administration (FDA) regulatory authority over tobacco products, including the ability to establish new

New Commentary on Rural Realities and Opportunities Released in Oxford Journal of Nicotine and Tobacco Research

Authors lay out rural disparity realities and offer two potential solutions to help bridge the divide: 1) establishing a maximum nicotine level in cigarettes and 2) banning menthol. The authors recognize the gap due to the gap in meeting the social determinants of health

access to broadband internet and rural tailored cessation interventions after policy passage.

[Access Article Through Your Rover Account](#)

Trending Tidbits



UK Study Reveals Tobacco Smoking Associated with Misinformation Susceptibility

A recent study found a link between smoking cigarettes and an increased susceptibility to misinformation. Yet, the ability to identify truthful news was not impacted, leading the researchers to focus on the hypothesis that it is nicotine driving the effects by changing cholinergic and dopaminergic pathways.

Further study is warranted.

[Access 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...

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