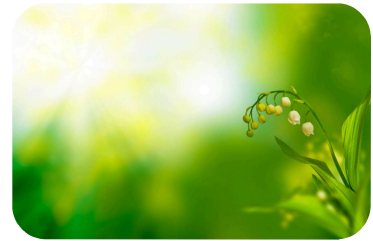




March 2026



!HOPE SPRINGS ETERNAL!

Happy March Rural Partners!

With as diverse as the California weather has been recently, we hope you're finding moments of connection and joy with the outdoors and comfort and warmth in your indoor surroundings.

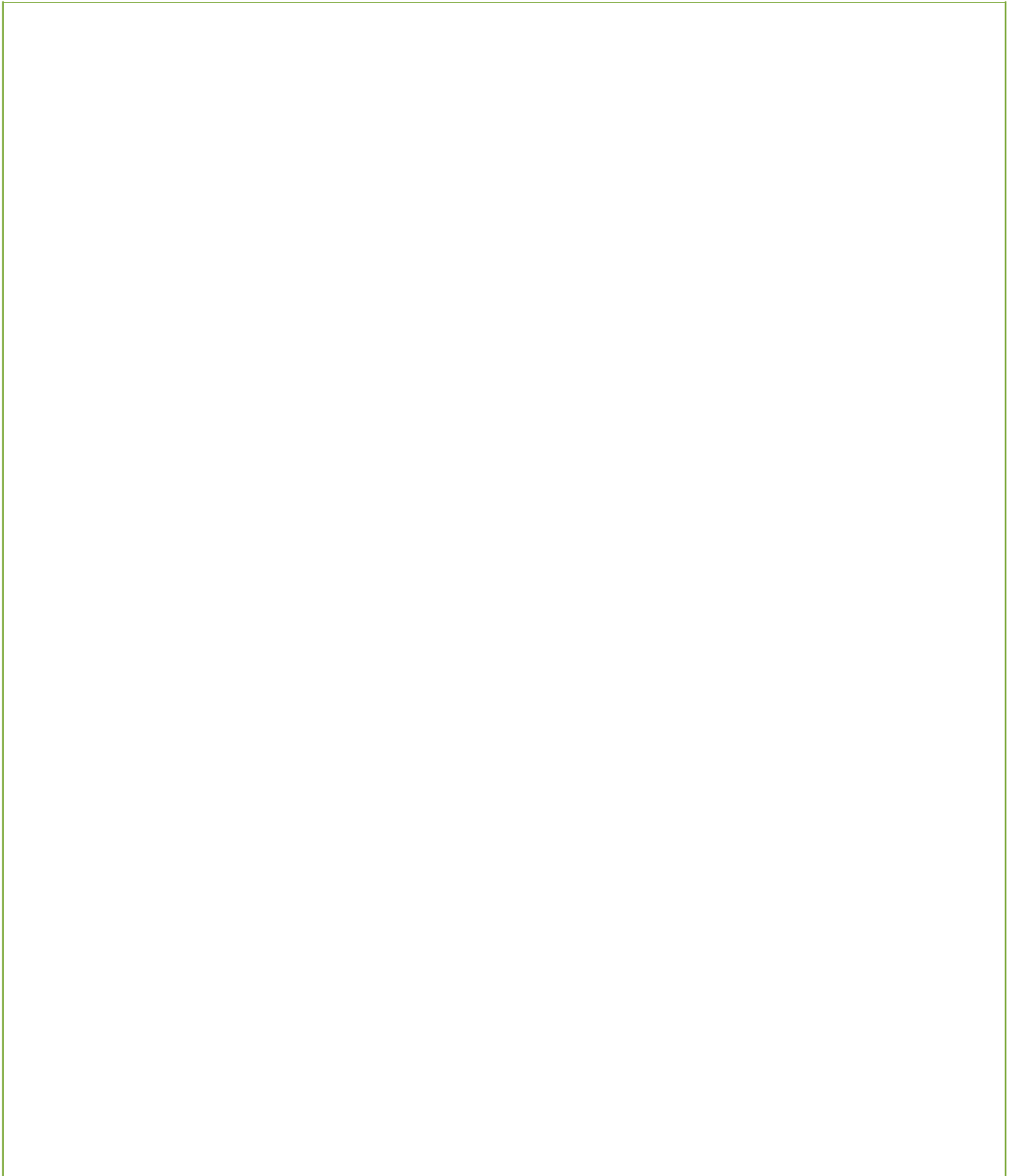
We are eagerly looking forward to spring activities, including our **2026 RISE Up Leadership Academy** (see below) and the **I&E Days Rural Caucus** meeting (Stay tuned for opportunities to participate!).

We hope you, too, are finding your early spring planning and activities invigorating and purposeful. As you know, you can always reach out to the RISE team for brainstorming, support and feedback!

In optimism and growing joy,



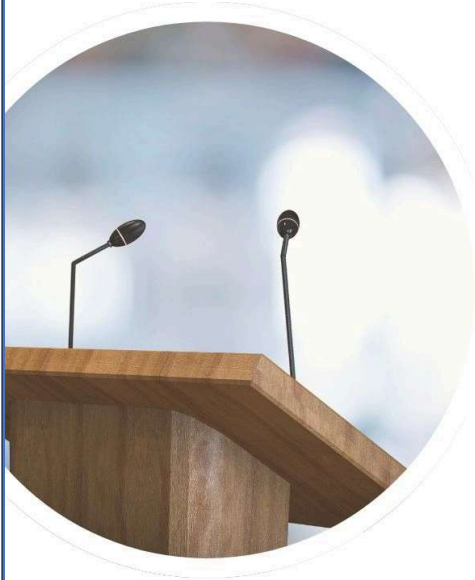
Upcoming Events



2026 RISE Up Leadership Academy



Empowering change in rural communities



Virtual via Zoom

April 8 & 9, 2026
10:00 - 11:30 AM



[REGISTER HERE](#)

This training is for you if...

- You are Local Lead Agency or Competitive Grantee staff serving a rural community
- You have never given public comment before an elected body

Topics Include

- Identifying your local jurisdiction process for public comment
- Elements of an effective public comment
- Practicing comments with peers
- **Capstone Project:** giving public comment at your local jurisdiction & reporting back at Rural Initiatives Workgroup (RIW) May 19, 2026

Registration Deadline

April 1, 2026

Questions?

sbrantley@healthcollaborative.org
530.345.2483 x 216

REGISTRATION NOW OPEN!

2026 RISE Up Leadership Academy, April 8 & 9, 2026, 10:00AM - 11:30AM

The 2026 RISE Up Leadership Academy is specifically designed for Local Lead Agency or Competitive Grantee staff *working in a rural county who have never given public comment*

Register



!! New name!!

Rural Tobacco & Nicotine Treatment Cessation Discussion Group (Bimonthly)

First Monday of every other month

April 6, 2026

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, March 17, 2026

3:00 - 4:30 PM

Topics / Guests

Newly Released Publication

Zoning & Commercial Tobacco Prevention

Public Health Law Center

Topic or guest 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](#).



**Urban &
Suburban Office
Hour**

Third Thursdays
2:00P - 3:00P
[Via Zoom](#)

**For urban projects working
in rural communities**

RISE Office Hours: Urban and Suburban Projects

Third Thursday of the month
Thursday, March 19, 2026
2:00 PM - 3:00 PM

[Zoom Link](#)

Meeting ID: 893 3587 8656

Passcode: 527327

Phone in: 669-444-9171

****NOTE: If you have difficulty getting into the Zoom room, use the Meeting ID and Passcode (above) in your own Zoom account/app.****

Contact [JoAnn Saccato](#) to receive an Outlook calendar invite.

Folsom, CA
Lake Natoma Inn

FUNDING FADES, INNOVATION RISES: *The Future of Rural Health*

Join us for insights and networking with California's top rural health leaders.

 March 26, 2026



California State Rural Health Association (CSRHA) Annual Conference comes to Folsom, March 26, 2026

Funding Fades, Innovation Rises: The Future of Rural Health is this year's theme for the 2026 CSRHA Annual Conference. The conference is for healthcare leaders from rural clinics, hospitals, and other rural health partners and this year will focus on "a candid discussion about what rural health communities are doing to remain resilient and thrive in this challenging environment."

[Learn More and Register](#)

Registration Open!

2026 I&E Days

**May 11-12, 2026
Sacramento, CA**



Nationwide Tobacco Use Disorder Integration Office Hours Offered

Do you want to strengthen partnerships and collaborations with mental health and substance use organizations to address tobacco-related disparities? A new monthly Tobacco Use Disorder Integration Office Hours series begins **March 10, 2026, 11:00 AM (Pacific)** to engage in peer-to-peer learning, share insights and strategies and gain access to individualized tools and resources.

Tobacco Use Disorder Integration Office Hours, held on the **second Tuesday of each month**, is a unique opportunity to learn from experts and partners across the nation to enhance collaboration between public health, mental health and substance use organizations.



[Learn More](#)

[Register](#)

NCTOH Quarterly Webinar Series Launches April 1, 2026

In a time when support for commercial tobacco control is increasingly threatened, public health leadership and partnership are more critical than ever.

On **Wednesday, April 1, 2026**, NNPHI will host a national webinar panel examining the evolving landscape of tobacco control and the urgent role public health must play in response.

Discussion Focus

The panel will explore:

- The potential trajectory of tobacco industry strategies over the next **5, 10, and 15 years**
- The implications of a more permissive regulatory and policy environment
- What options are there for public health organizations to mitigate industry influence
- What coordinated action across public health systems looks like in this moment

Bringing together voices from research, community and public engagement, and legal perspectives, this session will provide both big-picture analysis and practical insights for navigating what lies ahead.

April 1st Speakers

Speakers



Pamela Ling
Professor of Medicine
Center for Tobacco Control
Research and Education,
University of California San
Francisco

[View Profile](#)



Carol McGruder
Co-Chair
African American Tobacco
Control Leadership Council
(AATCLC)

[View Profile](#)



Mark Meaney
Director of Commercial Tobacco
Control Programs
Public Health Law Center

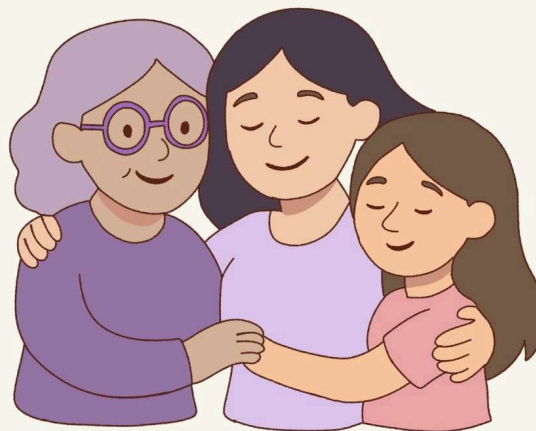
[View Profile](#)

Conference on Tobacco or Health (NCTOH) between in-person convenings, the National Network of Public Health Institutes (NNPHI) has launched a quarterly webinar series designed to “sustain momentum, elevate emerging issues, and strengthen collaboration across the public health field.”

The first in the series is **April 1, 2026, 12:00 PM - 1:00 PM (Pacific)**.

[Learn More & Register](#)

Rural News & Successes



“My Grandma was the one who inspired the crack, my Mom was the one who severed the chain, and I hope to be the one to make sure I never let another link get added.”

Personal Stories...

~ Spoken at the Air Out the Truth Community Tobacco Forum in Yuba County, November 2025.

and our intertwined history with nicotine. I am the first of several generations of women in my family not to have smoked. I'd like to talk about the two generations of women who came before me, though. The ones I believe put me on this path of not only free breathing but also a path of advocacy to encourage people to keep nicotine in our past and out of our lungs.

My Grandmother, Denise Viola, grew up in Tennessee and was in an environment where smoking was normalized but not condoned. Despite her older siblings smoking, who were at least 3 of them, and her parents, when they found out she was smoking, she actually got in trouble for it. This did not stop her. My Grandma smoked until she passed in 2019 at the age of 52, so she smoked for roughly 30+ years. She wore an oxygen mask for most of my life, but would take it out to go outside to light something to take away her breath. I do remember when she did try to stop. However, she only transferred to another form. Vapes. This was when vapes were still brand new to the market. So the buzz and the marketing around them were supposed to be that these were the safer, healthier versions of cigarettes. My Grandma was never proud of her habit or dependence on nicotine. It was her biggest vice until death. I do think, though, that it's what pushed something in my mom.

“

Whether you smoke, used to, or don't plan to, you are all a link in your family's chain. Now it's your job to decide what kind you will be.

~Angeleek Viola

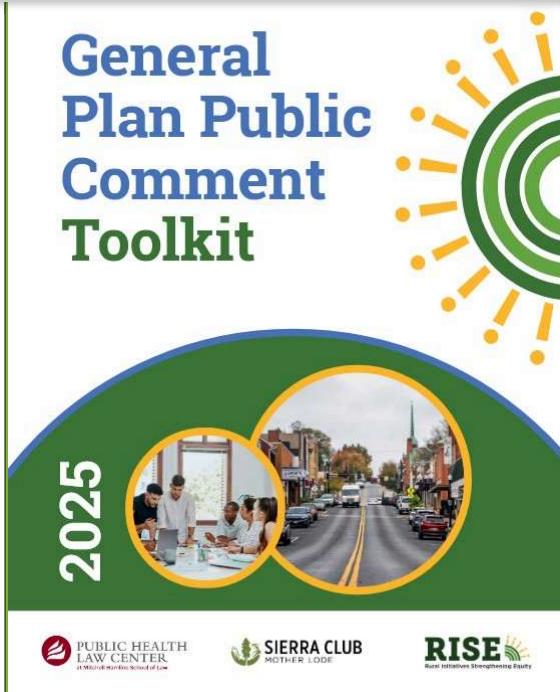
My Mother, Amanda Viola, was raised all around Yuba County. In an environment where her parents and her Grandma all smoked. She deeply looked up to and admired them and wanted to be like them. When she was little, she used to pretend to smoke like her Grandma, wishing to emulate her. The first time my Mom ever smoked was when she was in fifth grade. Her friend was able to sneak some cigarettes out of her older sister's room. She thought it was okay for people to smoke; it was normal. It was what everyone around her did. She didn't start smoking regularly until she was a teenager. She smoked on and off for about 5 years, up until 2010. Her Grandma, whom she had looked up to all those years, sadly passed from lung cancer. She knew her Grandma wouldn't want that for her. In her sadness, she realized she didn't want me ever to have to think that about her. That grief inspired her to quit.

job, to me, though, is to try to advocate for others to see the harm in nicotine before they start or try to inspire others to quit while they still can. The hardest part about talking about nicotine is that so many of us are desensitized to its dangers. That's why having the opportunity for us, as a community, to come together and brainstorm ways to focus on not only its dangers, but also plausible alternatives to it, is what is going to keep so many of us encouraged to keep going. Because so many of us know what it does. It's time for us to focus on what you can do. I applaud all of the students who entered this competition. This only proves that we are still in this fight against nicotine. In this final message, I hope to convey that I have nothing but hope for the future, and you should too. The fact that you are here today says everything. Whether you smoke, used to, or don't plan to, you are all a link in your family's chain. Now it's your job to decide what kind you will be.

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

Contact [JoAnn](#).

Rural Resources



General Plan Public Comment Toolkit Retail Section Released

RISE's General Plan Public Comment Toolkit, which helps projects and coalitions engage meaningfully with their local general plan process, has a new section focused on Tobacco Retail.

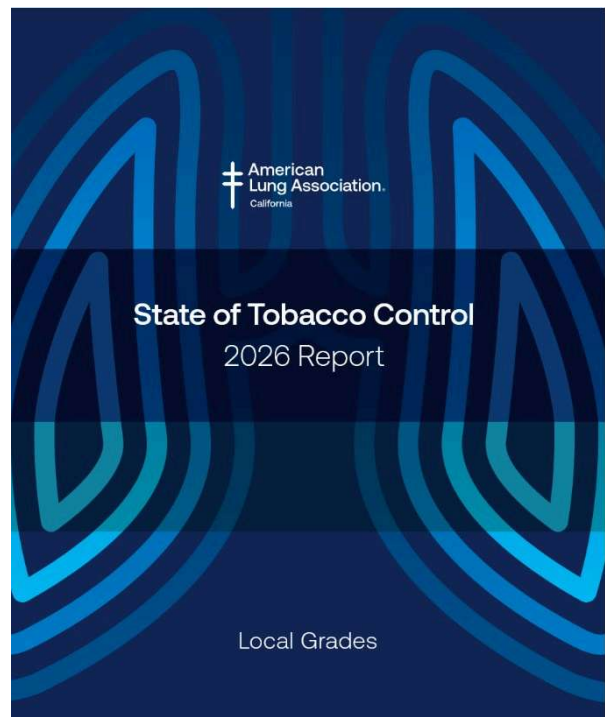
The toolkit, developed in collaboration with the Public Health Law Center and consultant, Amanda Simpson, includes legal requirements for elements, evidence to support tobacco related goals and policies, CTPP priority areas that can be addressed, best practice goal and policy language, and sample public comments.

[Access the Toolkit](#)

ALA State of Tobacco Control 2026 Report Released

[Access California Results & Local Grades](#)

[Access Full California Report](#)



Quick Search Advanced Search Independent Expenditures Search Frequently Asked Questions CAL-ACCESS opens new window Español

Contributions From:

All contributors

Altria

Contributor Location: All states

Contributions To:

Everything (Candidates, Ballot Measures & Other Committees)

Candidates:

All candidates

All Offices

Ballot Measures:

Search ballot measures

All ballot measures

Both support & oppose

Exclude contributions between allied committees

Committees:

Just these committees

Dates:

All dates and election cycles

Date range

mm/dd/yyyy to mm/dd/yyyy

Election cycles

2025-2026

2023-2024

2021-2022

2019-2020

2017-2018

2015-2016

Advanced Search Results

Results Summary

\$207,504.48 in 45 contributions

Important - Adjustments may apply for ballot measures. [Find out more.](#)

ALTRIA has contributed
Employee Contributions
\$2,684.48 to candidates

Organizational Contributions
\$294,900.00 to candidates

Contributions

Show 10 rows Sort by Date Descending Update

Download CSV

Showing 1 to 10 of 45 rows Show more fields

Recipient Name	Recipient Committee	Recipient Committee ID	Office Sought	Ballot Measure(s)	Contributor Name	Contributor ID	Amount	Date
RANSOM, RHODESIA	RANSOM FOR ASSEMBLY 2026	1471142	State Assembly		Altria Client Services LLC(Cheyenne Cook)		\$-5,000.00	Dec 31, 2025
GIPSON, MIKE	Gipson for Board of Equalization 2026	1471779	Board of Equalization		Altria Client Services LLC()		\$4,300.00	Dec 24, 2025
GIPSON, MIKE	Gipson for Board of Equalization 2026	1471779	Board of Equalization		Altria Client Services LLC()		\$700.00	Dec 24, 2025
RANSOM, RHODESIA	RANSOM FOR ASSEMBLY 2026	1471142	State Assembly		Altria Client Services LLC(Cheyenne Cook)		\$5,000.00	Dec 16, 2025
TANGIPA, DAVID	David Tangipa for Assembly 2026	1477064	State Assembly		Altria Client Services Inc		\$5,900.00	Nov 26, 2025
TANGIPA, DAVID	David Tangipa for Assembly 2026	1477064	State Assembly		Altria Client Services Inc		\$5,900.00	Nov 26, 2025
JOHNSON, NATASHA	Johnson for Assembly 2025	1480312	State Assembly		Altria Client Services LLC(), Philip Morris USA		\$5,900.00	Jun 24, 2025

I&E DAYS: Curious if Your State Representative Receives Contributions from the Tobacco Industry?

The California Secretary of State's website hosts a search tool tracking political contributions from 2001 to the present. With advanced search features, including searching by candidate, ballot measure, and contributor, the search site can help project staff research for the upcoming I&E Days.

[Access Search Tool](#)

I&E DAYS: Additional Way to Search for Tobacco Industry Political Contributions

The Tobacco Endgame Center educational material, *How to Look Up Campaign Contributions to California Elected Officials*, uses the [Cal Access](#) site to reveal who financially supports candidates.

See Educational

HOW TO LOOKUP CAMPAIGN CONTRIBUTIONS TO CALIFORNIA ELECTED OFFICIALS

Looking up campaign contributors of an elected official can be an element of research that you do in advance of meeting with them, whether in the district or the Capitol. Like reviewing their website, bio, and policy priorities, knowing who financially supports their campaigns can provide you with additional background on how your elected official stands on issues.

This tool provides you with the steps for looking up an elected official's campaign contributions, and because it's designed for a tobacco control audience, it includes specific information about how to look up campaign contributions to elected officials from major tobacco and vaping companies.

WHERE TO FIND CAMPAIGN CONTRIBUTIONS

STEP 1: Visit Cal-Access - <https://cal-access.sos.ca.gov/>



STEP 3: Ensure their committee name is the most recent cycle and active

COMMITTEE ID	COMMITTEE NAME	RECIPIENT	COMMITTEE TYPE	TERMINATION DATE
1224882	MODEL FOR ASSISTING HEALTH CARE	RECIPIENT	COMMITTEE	TERMINATION DATE
1224882	MODEL FOR ASSISTING HEALTH CARE	RECIPIENT	COMMITTEE	TERMINATION DATE
1244582	MODEL FOR ASSISTING HEALTH CARE	RECIPIENT	COMMITTEE	TERMINATION DATE
1244582	MODEL FOR ASSISTING HEALTH CARE	RECIPIENT	COMMITTEE	TERMINATION DATE

STEP 2: Use Cal-Access Search - Type the name of your state representative



STEP 4: Review donations

NAME OF CONTRIBUTOR	CONTRIBUTOR TYPE	DATE	AMOUNT	RECIPIENT	RECIPIENT TYPE
AMERICAN AMERICAN CO	REVENUE	10/15/2018	10000.00	RECIPIENT	COMMITTEE
AMERICAN AMERICAN CO	REVENUE	10/15/2018	10000.00	RECIPIENT	COMMITTEE
AMERICAN AMERICAN CO	REVENUE	10/15/2018	10000.00	RECIPIENT	COMMITTEE
AMERICAN AMERICAN CO	REVENUE	10/15/2018	10000.00	RECIPIENT	COMMITTEE

ACTIVE TOBACCO INDUSTRY MAJOR DONORS

[Philip Morris USA Inc. and its Affiliates](#)
[R.J. Reynolds Tobacco and its Affiliates](#)
[Jural Labs, Inc.](#)

Other Tobacco Industry-related entities have historically contributed to California legislative campaigns, such as Swedish Match North America, LLC, ITG Brands, LLC, California Distributors Association, Californians for Tobacco Harm Reduction, Cigar Associations of America, Smokeless Tobacco Company, and Green Smoke Inc.

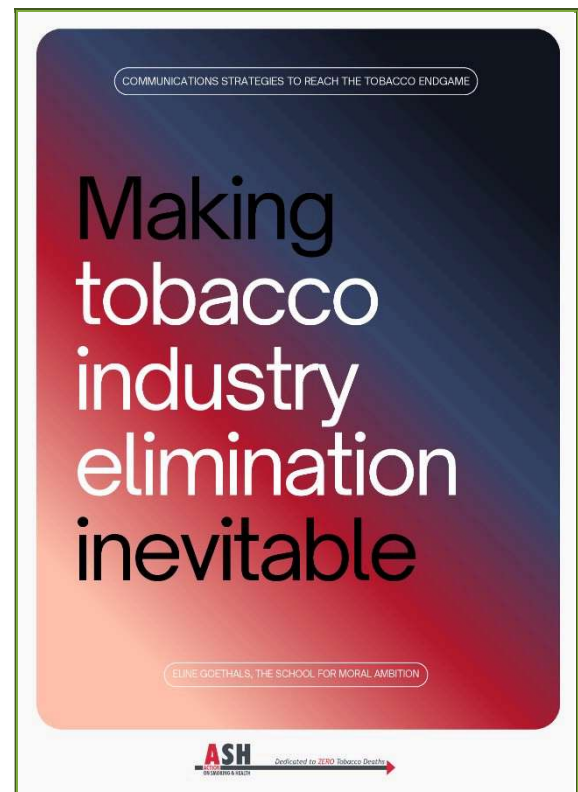
“The Industry Operates Like a Hydra.”

A Hydra is a serpent-like monster in Greek & Roman mythology known for its regenerative quality.

Action on Smoking and Health’s (ASH) new report acknowledges what we may call in rural California the ‘whack-a-mole’ nature of the tobacco industry’s strategies over the years.

The Endgame work continues to shift from harm reduction to elimination and offers strategies to do so.

[Read the Report](#)





NRT Industry Getting a “Gen Z Makeover”

Learn how a skincare photo shoot led to a partnership committed to help Gen Zers quit nicotine with a real NRT product.

[Read the Article](#)



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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