



June 2026



Greetings Rural Partners,

As we move fully into summer and wrap up another reporting period, we suspect you are busy, busy, busy—and we hope it is with meaningful project activities and personal adventures that bring you joy! We continue to encourage you to prioritize self-care as the days get longer and hotter and you carry on with this important work in your rural community.

This month, you'll see enthusiastic rural representation at I&E Days and some new rural-specific resources we know will support your efforts.

As we come to the end of this reporting period, RISE's work in our rural California communities will be incorporated into the new *CTPP Priority Populations Coordinating Center* grant awarded to the California Health Collaborative. Stay tuned in the coming months as we evolve our work, communications, and support for rural projects and all the priority populations.

In the meantime, we are still here for your technical assistance needs and you will continue to have access to all of RISE's helpful resources on our [website](#).

With care and regards,



Upcoming Events



Rural Tobacco & Nicotine Treatment Discussion Group (Bimonthly)

First Monday of every other month

**August 3, 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, June 16, 2026
3:00 - 4:30 PM**

Topics / Guests

CX process check in

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](#).

**RISE Office Hours: Urban and Suburban Projects**

Third Thursday of the month

Cancelled for June

~~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.

Rural News & Successes



***Rural project staff from throughout California attend I&E Days
California State Capitol, Sacramento, CA, May 12, 2026.***

With over 250 participants and 107 legislative visits held, the 2026 Information and Education Days (I&E Days) in Sacramento May 11-12, 2026 resulted in a strong showing of tobacco prevention professionals bringing a unified message pertaining to the deceitful practices of the nicotine industry and the need to support our communities with truth and treatment and cessation services. The nicotine industry's plethora of new highly addictive products coupled with deceptive marketing tactics promoting them as effective harm reduction strategies is luring many to become first time users and others to become dual users.



Project staff meet with Assemblywoman Cecilia Aguiar-Curry's staff
(L-R) Sophia Lucio, Legislative Assistant; Liberty Francis (Lake); Nancy Wynne de Rivera (Napa); Jorge Cervantes (Yolo); Maria Ramirez Duran (Yolo); Jessica Chapin (Napa).

Rural tobacco prevention professionals from all corners of the state were in attendance bringing this information to their senate and assembly representatives.

Additionally, a small contingent of dedicated rural professionals brought their specific experiences and needs to the attention of the [Rural Caucus](#) through Senator Mike

amongst her own peers with vape and nicotine pouch use. Senator McGuire has been a champion of statewide and local tobacco prevention efforts and serves numerous rural communities in the north state as senator for District 2.



2026 Rural Caucus meeting with Senator Mike McGuire's staff

(L-R) Jonathan Abidari (Humboldt); Sadie Spargur (United Indian Health Services); Shelly Brantley (RISE); Chrissy Adams (Smokefree High Country); JoAnn Saccato (RISE); Katie Johnson (Tuolumne); Liberty Francis (Lake); Mercedes Valenzuela (Senator Mike McGuire's Legislative Aide); Shannon Glaz (Nevada); Jamie Hanf (Nevada); Heather Bennett-Abdelwahab (Lassen). Not pictured: Catherine Henson (Clean Air for Neighborhoods & Nature)

COMMENTARY: E-Cigarette Harm Reduction Myth Dispelled

In a well researched recently released commentary in the Nature Human

<https://doi.org/10.1038/s41562-026-02470-z>

E-cigarettes increase harm and should be discouraged

Pamela M. Ling & Stanton A. Glantz

Ever since electronic cigarettes (e-cigarettes) were first marketed in 2004, they have been promoted as 'tobacco harm reduction' on the basis of the assumption that they are a less toxic way for smokers to consume nicotine. As detailed below, current evidence does not support this. E-cigarettes as actually used can increase harm and use should be discouraged.

Ever since they were introduced, arguments that e-cigarettes reduce tobacco harm have hinged on three assumptions: (1) nicotine aerosol from heating a liquid rather than burning tobacco substantially reduces disease risk; (2) smokers would quit or switch completely from cigarettes to e-cigarettes; and (3) e-cigarettes would not appeal to youth.

Yet the over 11,000 papers on e-cigarettes published by January 2026 demonstrate that all three assumptions are wrong: (1) e-cigarettes are associated with substantial disease risks, (2) as consumer products,



There is a substantial body of scientific evidence that, as consumer products, e-cigarettes increase harm, are not associated with smoking cessation and increase youth nicotine addiction.

harmful than cigarettes. However, this effort did not cite any empiri-

"...by October 2023, there were 107 epidemiological studies (81% published in 2020 or later) that provide direct estimates of the associations between e-cigarettes and population disease risk for cardiovascular disease, stroke, metabolic dysfunction, asthma, chronic obstructive pulmonary disease (COPD) and oral disease, as well as other diseases."

that the longstanding belief that electronic cigarettes are less toxic, and therefore a healthier alternative to cigarette smoking, is false and early narratives around their use for harm reduction is actually leading to more damaging health impacts.

The commentary points out that besides the fact that more dual users are created than quit when provided e-cigarettes to help them quit, most young users are initiating tobacco or nicotine use rather than using them for quitting smoking. A 2025 review revealed young people using e-cigarettes are about three times more likely to initiate smoking.

The article can be accessed through [Rover](#) or with a subscription to the [Nature Human Behaviour Journal](#).

RESEARCH: Sixty-Five Percent of California Adolescents and Young Adults Support Tobacco-Free Generation Policies

Tobacco Free Generation (TFG) policy support was researched in a recently published study in the BMJ Tobacco Control Journal. In California, 32% of 12-20 year olds strongly agreed and 33% agreed with such policies.

As for desirable outcomes from TFG policies, a cleaner environment topped



[Read the Study](#)

While small town/rural participants (59.6%) didn't hold as strong support to their suburban (63.7%) or city (68%) counterparts for the policy, it is still a significant percentage that can help lead the way to Endgame.



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

Contact [JoAnn](#).

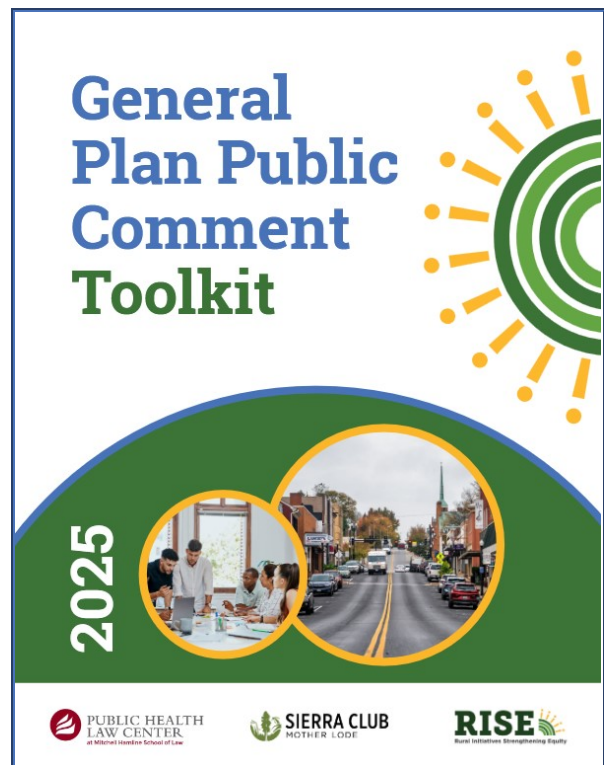
Rural Resources

SF MUH Section of General Public Comment Toolkit Released

In collaboration with the Public Health Law Center, RISE recently released the third section, smokefree multi-unit housing (SF MUH), of its General Plan Public Comment Toolkit. The resource can be accessed on the [Educational Materials](#) page of RISE's [website](#).

The fourth and final section on smokefree outdoor air (SF OA) is due to release in early June.

For a training webinar on how to use the toolkit, visit RISE's [Recorded Webinars](#) page.



Access the Full Toolkit



Fishing

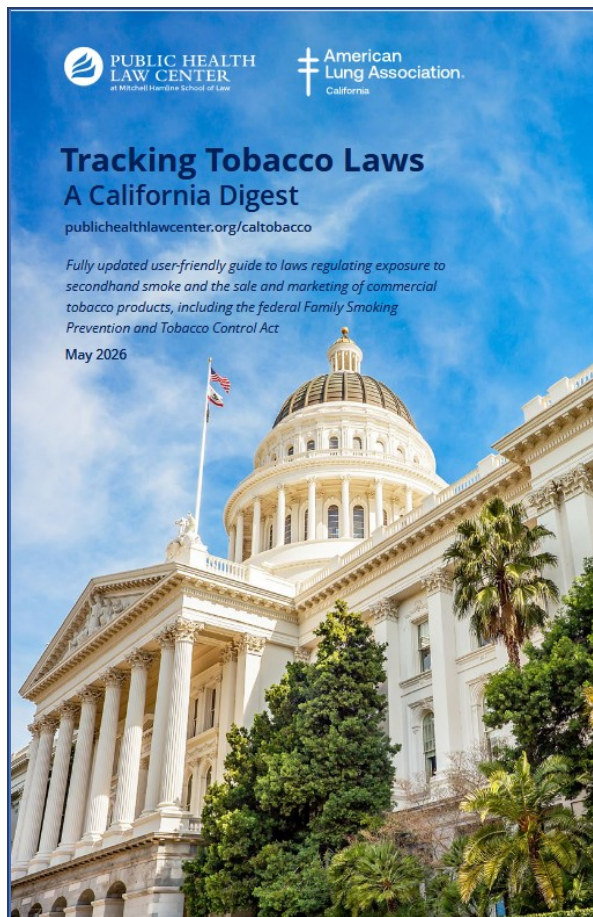
New Rural-Specific Media Assets Available in Partners Media Library

More than 6 rural-specific themed media assets are now available in the Partners Media Library thanks to a recent material update by the CTPP Media Unit. Themes such as camping, fishing, rodeo riding and OHV recreation carry messages about secondhand smoke, vape, and waste.



Off Road

You must have a Partners account to access the assets.



PHLC Releases Revised Digest of California Tobacco Laws

If you're curious about what federal and state-level protections are in place in California, the Public Health Law Center (PHLC), in association with the American Lung Association (ALA), have made tracking these laws much easier in their newly released publication.

For each law, the searchable PDF digest offers the general rule (with active links to the code and relevant case law), who is authorized to enforce it, what the penalty is for violation, any exceptions, and pertinent notes.

[Access the Digest](#)



New Rural Cessation Campaign Launched

high-need counties, the campaign uses stark imagery and intends to build incremental reach within the adult 18+ audience. The campaign promotes access to Kick It California resources including a free personalized quit plan and \$20 gift cards.

See the Partners updates for June 1, 2026 for more details and media schedule for your area.

You must have a Partners account to access this information.



In the News...

- [Scientific Review Finds E-Cigarettes Likely Cause Lung and Oral Cancer](#) - LA Times
- [Editorial: Feds Should Focus on Vaping's Fruits of Evil](#) - Orlando Centinal
- [A \\$5 Million Donation from Big Tobacco Preceded FDA Vape Decision](#) - NY Times
- [U.S. Adult Cigarette Smoking Rate Hits Another All-Time Low](#) - Mendocino Beacon

Rural Research Opportunities



Join the GenZ Health Study

We're looking for teens and young adults from across the U.S. to participate in a paid, online study about their health.

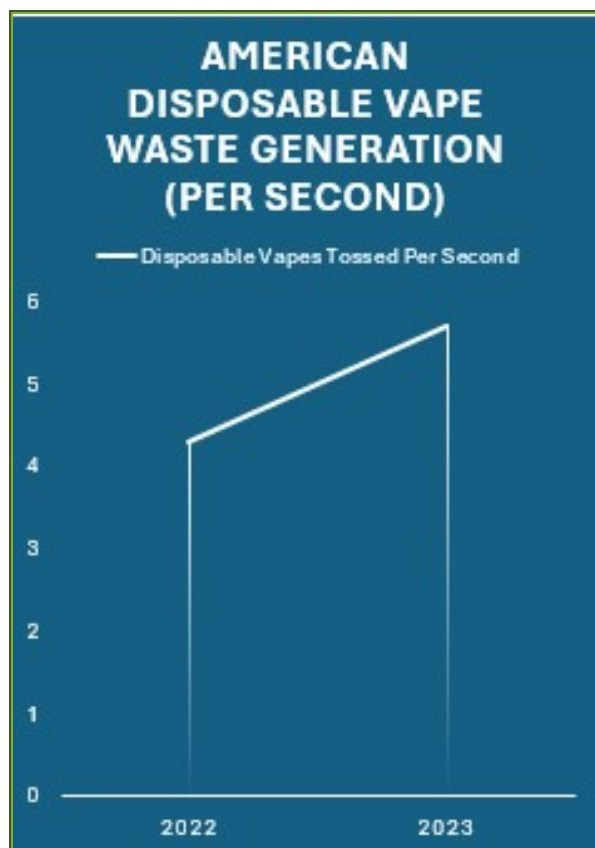
To learn more, go to:

<https://u.osu.edu/generationz/interested-in-participating>

Researchers at The Ohio State University are looking for teens and young adults ages 13-25 to participate in a long-term study on the health behaviors of young people. Participants will be followed over a 2-year period through online surveys and app-based reporting and can receive up to \$530 for participating. Recruitment ends September, 2026.

[Learn more](#)

Trending Tidbits



Disposable Vape Waste Continues to Grow

“The nearly **500,000** disposable vapes discarded **each day** in America is an **increase of 35 million per year** than were reported two years ago...”

~ Gutterman, Lucas, and Faye Park. “Vape Waste 2: The Environmental, Financial, and Security Cases for Banning Disposable Vapes.” U.S. PIRG Education Fund, 15 July 2025, <https://pirg.org/edfund/resources/vape-waste-the-environmental-harms-of-disposable-vapes/>.

**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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