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RISE News



April 2024

Dear Rural Partners,

As we noted last month, March 31st marked the end of our first 5-year contract. On April 1, 2024, we started our new contract continuing as your rural priority population coordinating center. We look forward to supporting your work, helping you navigate challenges, and celebrating your successes.

Starting fresh, we'll introduce our new staff and get you up to date on rural-related happenings and opportunities.

As always, we feel honored to support you in your move toward greater tobacco use prevention success in our rural California communities.

Warmly,
The RISE Team

P.S. Don't forget to follow us on social media...



STAFF UPDATES

Shelly Brantley, MPA continues in her role as RISE Project Director. She has over 30 years of experience in California Tobacco Prevention and is honored to work alongside and support our rural tobacco projects. Shelly serves on the Board of Directors of [Healthy Rural California](#) and [California State Rural Health Association](#) (CSRHA).

You can reach Shelly at 530-591-0124 or sbrantley@healthcollaborative.org



Meet our new Project Coordinator, JoAnn Saccato, MA. Many of you may already know JoAnn from the Rural Initiatives Workgroup monthly meetups that she's facilitated since 2022. JoAnn comes to us from the NorCal 4 Health project as their community engagement coordinator for Lake and Mendocino counties. NorCal 4 Health was JoAnn's first exposure to working in tobacco prevention, but coming from her own experience as a smoker for 25+ years (beginning around age 13), as well as losing grandparents and parents to tobacco-related diseases, she knows first hand about these dangerous and addictive products. "I was appalled to see what had happened in the tobacco product world in the 21 years since I quit," she noted. "How can we, as a society, allow the profits of products that kill us take priority over the health and well

JoAnn brings years of experience as a community engager, is a certified mindfulness instructor and mindfulness-based life coach, and holds a bachelors degree in Liberal Studies and a self-designed masters degree in Co-creating Sustainable Futures, both from Sonoma State University. She is the chair of the California Health Collaborative's DEI Council and serves on numerous organizations in her hometown, rural Lake County. JoAnn enjoys hiking, backpacking, her Golden Retriever Bella, and traveling the world.

We look forward to working with JoAnn. You can reach her at 707-350-1719 and jsaccato@healthcollaborative.org.

Upcoming Events

Rural Initiatives Workgroup

Guest presentation



[Sierra Club Environmental Justice in Tobacco Control Project](#)

Will Mervau, Project Director

April 16, 2024

3:00 - 4:30 PM

Monthly workgroup for rural projects to share information, network, celebrate wins, and brainstorm challenges. Invitation only. Contact Shelly at sbrantley@healthcollaborative.org.

Rural Tobacco Cessation Discussion Group

May 6, 2024

2:00 PM - 3:00 PM

[Zoom Link](#)

Meeting ID: 820 8053 3810

Passcode: 682084

Phone in: 669-444-9171

Contact JoAnn Saccato at jsaccato@healthcollaborative.org for more information or to join this dynamic conversation.



UCSF Smoking Cessation
Leadership Center

Empowering Change: Using Brief Motivational Interviewing for Tobacco Cessation in Oral Cancer Prevention Webinar

April 17, 2024

10:00 AM

Register [HERE](#)

Smoking Cessation Leadership Center and the American Dental Hygienists' Association (ADHA)



**CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT**
A project of the American Heart Association.

Capitol Information and Education Days (I & E Days) 2024

May 28-29, 2024

For the first time in many years, rural tobacco projects will have the opportunity to meet in person with members of the official Legislative Rural Caucus. RISE is seeking representatives from the North Coast, High Country, North Valley, Gold Country, and Central Valley regions to share their experiences and opportunities for engagement directly with caucus members. Reach out to sbrantley@healthcollaborative.org or jsaccato@healthcollaborative.org if you wish to be included in this special opportunity. Space is very limited.



Rural Commercial Tobacco Workshop: General Plans for a Healthy Community

May 7-8, 2024
Red Lion Inn
1830 Hilltop Dr., Redding, CA
[Register](#)

RISE in partnership with the Public Health Law Center and The Sierra Club, present this invitation-only 2-day event specifically for rural tobacco projects working on General Plan updates in their communities. This is a wonderful opportunity to learn and share ideas with experts and other rural projects.

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 every other month 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 and look forward to introducing you to each of our members in the coming months.

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.

If you would like to get involved, consider becoming a member of our Advisory Committee (AC).

AC members meet every other month (virtually or in-person) to provide feedback on:

- » Educational material development
- » Outreach strategies
- » Program evaluation
- » Policy goals
- » Website design and content
- » The Leadership Development Program

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Make a difference in your community!

- » Build connections with other rural health champions
- » Advocate on behalf of your community to help shape tobacco prevention efforts

CONTACT

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ca-rise.org [RISE_California](#)
[CA RISE](#) [RISE_California](#)

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 Joaquin, Stanislaus, Sutter, or Tuolumne counties). Contact sbrantley@healthcollaborative.org and check out our [recruitment card](#) and [orientation packet](#) for more information.

RURAL NEWS AND SUCCESSES

Want to be highlighted in the next RISE News?

RISE is always thrilled to highlight your important work! Contact jsaccato@healthcollaborative.org with your news and ideas.

RURAL INFORMATION & RESOURCES

Thinking about a Masters in Public Health? How about one with a rural emphasis from UC Berkeley?



UC Berkeley Rural Health Innovation Scholarship

Learn more about the Rural Health Innovation (RHI) scholarship offered within the online program.

General MPH overview

<https://publichealth.berkeley.edu/academics/online>

Rural Health Innovation Program Overview

<https://publichealth.berkeley.edu/admissions/online/rural-health-innovation-program>

Spring 2025 Class Start – **Application Deadline is August 8, 2024**

<https://publichealth.berkeley.edu/admissions/online>

UC Berkeley Public Health Online MPH Webinars

[University of California, Berkeley - Berkeley Public Health Online MPH Webinars](#)

[UC Berkeley Online MPH Information Session: Health Policy & Management](#)

Thursday, April 11 at 5:00 PM

[UC Berkeley Online MPH Graduate Writing Workshop](#)

Wednesday, April 17 at 5:00 PM



Big Tobacco Fantasyland Rural Toolkit

The CDPH and CTPP Big Tobacco Fantasyland campaign is a statewide initiative to counter the tobacco industry's messaging that vaping is a safe alternative to smoking. This toolkit was developed to share information on vaping issues in rural areas and guide rural tobacco control when it comes to combating vaping. This document answers commonly asked questions in rural areas and busts myths that are often used to push back against tobacco control policies in rural areas. Additionally, this toolkit provides social media messaging that rural projects can utilize to join the campaign.

[Big Tobacco Fantasyland Rural Toolkit](#)



State Releases 2023 Youth Tobacco Survey Results

You may have seen this in Partners already, but there's some good talking points to be had from the summary sections on youth use, exposure, and purchasing of tobacco and nicotine products. Access the full report [HERE](#).



2024 County Health Rankings Released

With a different emphasis and approach, the [2024 County Health Rankings](#) are now available and shifting to be less competitive and more inclusive. They are no longer ranking counties on Health Outcomes but rather allowing users to find counties across the nation experiencing similar conditions. As well, there is a focus on highlighting the importance of civic infrastructure, as it is showing to be an indicator of healthy communities.



Reminder: RISE is Here to Help!

Need ideas for the next steps in a tobacco policy campaign in your county? Want a sounding board for feedback? Looking for coalition ideas and activities to mobilize your community? Want extra support on your work plan activities? RISE is here to help! Please feel free to email any member of the RISE team for technical assistance or submit a request using the link below...

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