



February 2025

Greetings Rural Partners,

We hope your reporting went smoothly and you find yourself excited for the upcoming activities in your work plan. We've got a few surprises up our sleeves, including our RISE Up Leadership Academy, which you can learn more about below.

Wishing you goodness, ease, and joy as you move into the next reporting period!

Warmly,

Shelly, JoAnn, Sue, & Hayley



Upcoming Events

Save the Dates!

Thursdays
April 3, 10, 17, 24, 2025
9:00 - 10:30 AM
Via Zoom

A great opportunity for those new to rural tobacco (2 years or less). Learn about the uniqueness of tobacco prevention in rural communities, creative and successful community strategies, and self-empowerment as a community leader in tobacco prevention. The Academy will culminate with an exciting capstone project that will surely prepare you for success in your work!

Registration coming soon.



Rural Tobacco Cessation Discussion Group
(Bimonthly)

April 7, 2025
2:00 PM - 3:00 PM

[Zoom Link](#)

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)

Tuesday, February 18, 2025

3:00 - 4:30 PM

Topic / Guests

Bring your questions and brainstorming topics!

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](#).

Contact Shelly

IT'S ABOUT A BILLION LIVES ANNUAL SYMPOSIUM



**TOBACCO. IT'S
ABOUT A BILLION
LIVES WORLDWIDE.**

UCSF's Annual Tobacco Symposium

UCSF Center for Tobacco Control Research and Education | Smoking Cessation Leadership Center

Registration is now open!

Friday, April 11th, 2025

Robertson Auditorium
UCSF Mission Bay
Campus

It's About a Billion Lives Annual Symposium

The Center for Tobacco Control Research and Education's annual symposium, **It's About a Billion Lives**, will take place on **Friday April 11th, 2025**. Co-hosted by the [UCSF Smoking Cessation Leadership Center](#), this in-person event will be held at the Robertson Auditorium at the UCSF Mission Bay campus.

[Learn More and Register](#)

Rural News & Successes



Tobacco Education & Research Oversight Committee (TEROC)

Sacramento
January 28, 2025

Tri-agency Presentation: Tobacco Prevention, Education, and Research in Rural California



Gordon Sloss
CTPP
Branch Chief



Liz Hendrix
CTPP
Strategic Planning & Policy Unit Chief



Erin Walsh
CTPP
Media & Comm. Section
Senior Marketing Specialist



Becky Thielmann
TRDRP
Program Officer
for Biomedical Sciences



Nykeia Harris
CTPP
Program Consultant



Shelly Brantley
CHC - RISE
Project Director



Chunxia Wang
CDE - TUPE
Regional Consultant

Rural Disparities Topic of Discussion at TEROC Meeting

The Tobacco Education & Research Oversight Committee (TEROC) invited the California Tobacco Prevention Program (CTPP), the Tobacco-Related Disease Research Program (TRDRP) and the California Department of Education's Tobacco Use Prevention Education (CDE-TUPE) program to present on Tobacco Prevention, Education, and Research in Rural California. Their desired outcome was to learn program activities to address tobacco issues in rural jurisdictions from each agency. RISE Project Director, Shelly Brantley, was grateful to be invited by CTPP to be part of their presentation on rural disparities.

TEROC, the legislatively mandated advisory committee, is charged with overseeing the use of Proposition 99 and Proposition 56 tobacco tax revenues for tobacco control and prevention education and for tobacco-related research.

Along with a team of CTPP staff, Shelly made the case for why rural is a priority population that needs special attention and resources when it comes to prevention and policy work. The Committee was most appreciative of all they learned and welcomed input on how they can help our rural communities succeed.

TEROC recently released their bi-annual strategic plan, [Achieving Health Equity: Standing Together Against Commercial Tobacco & Nicotine, 2025-2026](#). The first objective in this plan is to [reduce tobacco-related disparities](#), recognizing "the tobacco industry and its deadly products impact communities at different rates."

LCTHC Featured for Resilience in PHLC Success Stories

A shout out to Alex Ruvalcaba, the Tobacco Education Program Coordinator for Lake County Tribal Health Consortium (LCTHC) and the LCTHC Tribal Home Visiting Program for being featured in Public Health Law Center's (PHLC) newly released publication on workplace resiliency. This collection of mini case studies explores core principles for a Trauma-Responsive Workplace and successful practices embedded in organizations throughout the nation.

(Alex is a RISE Advisory Committee member. Learn more about him in the [September 2024 RISE News](#).)



Access the Document

Want to be highlighted in a future issue of RISE News?

RISE is always thrilled to highlight your important work! Contact [JoAnn](#) with your news and ideas.

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 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!



Beatriz Baez

***Program Manager, Out Against Big Tobacco Central Valley
Equality California***

Beatriz Baez started work in tobacco prevention in July, 2020, which played well with her passion toward health education and building healthy communities in her home region near Madera. Her program, Out Against Big Tobacco Central Valley, allows her to engage in tobacco advocacy as she leads her team through strategies and activities.

Beatriz received her bachelors in Politics and Latin American Studies (UC Santa Cruz) and masters in Education (Fresno State). She joined the RISE Advisory Committee in 2021 because she wanted connection to others doing the work in rural California as she recognized the challenges that the more urban parts of the state don't encounter.

When she started the work, she assumed policymakers would be on board with fighting Big Tobacco and embrace tobacco retail licenses as a valuable tool. "This is not always the case and can be challenging to navigate," she noted recently.

"Big Tobacco adapts fast and we have to match that."

~Beatriz Baez

For new folks to working in rural, Beatriz believes it's important to take a marathon approach because Big Tobacco adapts fast. "It's not a sprint. Celebrate the small wins!" she encourages.

hot summers. Now, when not working in tobacco, she enjoys ‘constantly rotating hobbies’ which can change every few weeks. “Currently, I’m really enjoying Lego sets, junk journaling*, and reading.”

*See article in new [Trending Tidbits](#) feature below to learn more about junk journaling.

RISE is grateful for Beatriz’ contribution to our work supporting rural projects. You can reach her at beatriz.baez@eqca.org.

<p>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.</p> <p>If you would like to get involved, consider becoming a member of our Advisory Committee (AC).</p>	 <p>Make a difference in your community!</p> <ul style="list-style-type: none"> » Build connections with other rural health champions » Advocate on behalf of your community to help shape tobacco prevention efforts
<p>AC members meet every other month (virtually or in-person) to provide feedback on:</p> <ul style="list-style-type: none"> » Educational material development » Outreach strategies » Program evaluation » Policy goals » Website design and content » The Leadership Development Program 	<p>CONTACT</p> <p>Shelly Brantley California Health Collaborative sbrantley@healthcollaborative.org (530) 345-2483 Ext: 216</p> <hr/> <p> ca-rise.org RISE_California CA RISE RISE_California </p>
<p><small>© 2020 California Department of Public Health. Funded under contract #18-10123.</small></p>	

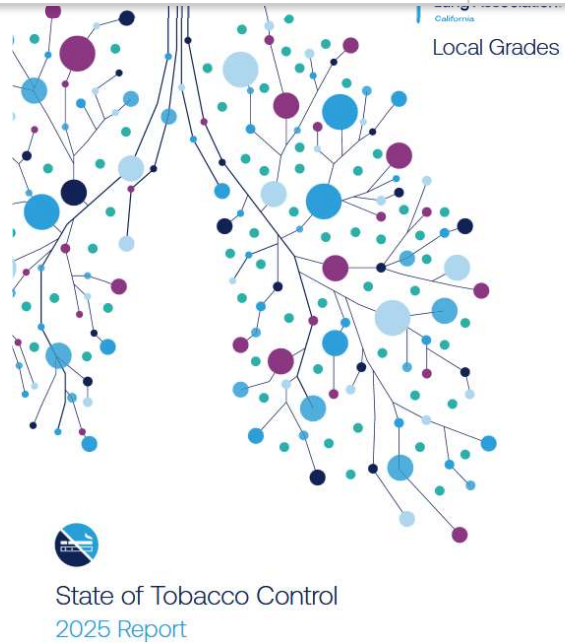
Interested in becoming a member of our Advisory Committee? We are seeking representation from those who live/work in the Central Valley (Kings, Madera, Mariposa, Merced, or Tulare counties) and Gold Country (Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Nevada, San Joaquin, Stanislaus, Sutter, or Tuolumne counties). Contact [Shelly Brantley](#) and check out our [recruitment card](#) and [orientation packet](#) for more information.

State of Tobacco Control 2025 – California Local Grades Released

The annual report of the American Lung Association is now available on their website.

“In 2024, California continued to lead the fight in protecting youth from accessing tobacco products and protecting public health.”

[Access the Full Report](#)



Nicotine Pouches: A New Trend, But Are They Safe?

You've probably seen them at the store - small pouches promising a nicotine hit without the smoke. Nicotine pouches are the latest trend, but are they really safer than other tobacco products?

Kick It CA Launches Nicotine Pouch Specific Resources

Now users of nicotine pouches can access fact sheets, quit kits and coaching resources on the Kick It CA website. Spread the word!

[See the Resources](#)

Rob Bonta, Attorney General

California Department of Justice DIVISION OF LAW ENFORCEMENT Stephen Woolery, Chief		INFORMATION BULLETIN	
		Subject: Restrictions on Flavored Tobacco Products	No: 2024-DLE-18
		Date: 12/20/2024	

TO: AGENCIES WITH AUTHORITY TO ENFORCE TOBACCO LAWS

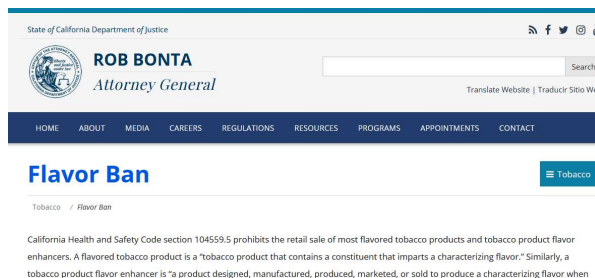
Assembly Bill 3218 has recently been signed into law, amending California's flavored tobacco ban with some provisions of the law going into effect January 1, 2025. This bulletin discusses modifications of the flavored tobacco ban that may impact products for sale on or after January 1, 2025. The Attorney General has also

Latest Bulletin on Flavor Ban

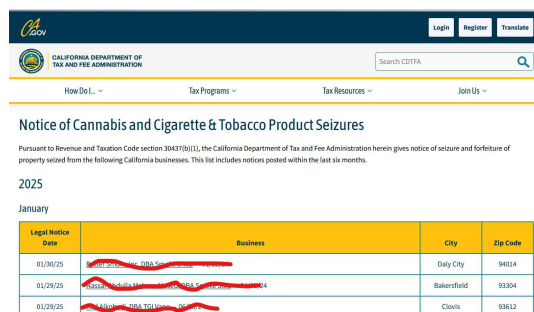
Assembly Bill 3218 expanded the definition of “tobacco products” to include nicotine analogs. Products covered by this definition likely include packaging that states the product is “nicotine free” or “not subject to FDA regulation” and purports to provide a nicotine-like experience. Such products

Want to Keep Up on the Latest Flavor Ban Product Determinations?

The California Department of Justice Attorney General's office keeps an ongoing list of notices of determination on various products.



Access the List



Notice of Cannabis & Cigarette & Tobacco Product Seizures

The California Department of Tax and Fee Administration (CDTFA) publishes an ongoing up-to-date list of product seizures throughout California.

Access the List

FILE RELEASES UNDER THE
Resource

What should schools, businesses, agencies, and other entities do with tobacco product waste that accumulates on their premises? This helpful guide offers basic information about the legal requirements for disposing of hazardous tobacco waste in California.

HAZARDOUS WASTE LAWS & TOBACCO PRODUCT WASTE

What Schools, Businesses, & Others Need to Know



Tobacco product waste, particularly e-cigarettes and vapes, has become ubiquitous in many communities, largely due to aggressive industry marketing and widespread retail availability.

[Access the Resource](#)

Trending Tidbits



Retired Pharmacist Makes Art Out of Butts

Retired pharmacist Negweny El Assal has collected over 120,000 cigarette butts and turns them into 'cig-nificant works of art.'

[Read Full Article](#)

***Junk Journaling**

According to Beatriz Baez, RISE Advisory Committee member, junk journaling is like a life journal made of things from your everyday life made into a collage. Take out menus, cute packaging from purchases or gifts, greeting cards, stickers, etc., she notes, "can be a nice way to document your life and encourage creativity."





Reminder: RISE is Here to Help!

Need help building your work plan? Reporting? Learn 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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