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# RISE News



May 2024

Dear Rural Partners,

Did you know that the RISE team is available to support you and your projects on a variety of items? You'll find a partial list of ways we can help in this month's news and, in the coming weeks, we'll be asking you specifically how our project can help you with any gaps and needs for your success.

We're pleased to begin our series of features on our RISE Advisory Committee members. These great folks help guide our work and give us feedback on various offerings. We are so grateful for their participation and support!

There's lots of forward movement in our rural communities and we're here to help and celebrate with you!

Warmly,  
The RISE Team

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



## Upcoming Events

**Rural Initiatives Workgroup**  
Topic discussion

**TECC: Resources and Support**  
***Reigniting our Coalitions: Looking for ideas and projects***  
***Born to Breathe: Redwood Voice Reporting***  
**May 21, 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](mailto:sbrantley@healthcollaborative.org).*



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**

*See you there!*

[Learn more](#)

Rural Tobacco Cessation Discussion Group

June 3, 2024  
2:00 PM - 3:00 PM

[Zoom Link](#)  
Meeting ID: 820 8053 3810  
Passcode: 682084  
Phone in: 669-444-9171

*Informal discussion group for all things cessation in our rural communities. Contact JoAnn Saccato at [jsaccato@healthcollaborative.org](mailto:jsaccato@healthcollaborative.org) for more information or to join this dynamic conversation.*



Retailer Transition Training: Tobacco Phase-Out

June 12, 2024  
1:30 - 3:00 PM

[REGISTER](#)

Are you an LLA working on a Retail or End Commercial Tobacco Campaign Objective?

Please join us for a webinar on the Retailer Transition Activity, featuring two success stories from a rural and urban project. This webinar will feature a rural project that blazed the trail on this activity, introducing the work of Karen Compton from Trinity County. We'll also hear from Irene Linayao-Putman and Gena Knutson (San Diego County) on how they adapted resources and strategies for an urban environment.

We invite LLAs working on a retail initiative to join this webinar as we will be presenting examples of how you can implement this activity in your scope of work (SOW). The activity requires that LLAs create a small business or economic development workgroup to help small businesses transition away from selling tobacco products since (1) products are already on the decline, and (2) there will be a time when tobacco sales no longer occur, and we want to support retailers in joining us on this journey from the early stages.

The webinar will be recorded for those who cannot attend live.  
For more information, please contact Jen Swanstrom: [Jen.Swanstrom@cdph.ca.gov](mailto:Jen.Swanstrom@cdph.ca.gov)



Tobacco Treatment Specialist Training (Virtual)

September 17, 18, 19, 2024

Application Deadline: June 17, 2024

The California Center for Tobacco Cessation (CaCTC) and the University of Massachusetts Chan Medical School have collaborated again to offer free Tobacco Treatment Specialist Trainings, a \$1,300 value, to qualified applicants in California. The statewide training is open to individuals representing organizations

**the provision of services within the rural population.**

[Application](#)  
[FAQ](#).

To learn more contact [jessica.safier@ucsf.edu](mailto:jessica.safier@ucsf.edu)



**Tobacco Grant Program**

**Application Deadline: June 28, 2024, 11:59 PM (Pacific)**

[Pre-application Webinar recording](#)  
[Pre-application Webinar slide deck](#)  
[Tobacco Grant Program Fact Sheet](#)  
[Tobacco Grant Program Webpage](#)  
[Tobacco Grant Application Page](#)



**Seeking Farmer Tobacco Quit Story**

The Media Unit at the California Tobacco Prevention Program is searching for tobacco success stories to feature in their upcoming state-wide advertising campaign. They are looking for a California farmer that has quit tobacco (cigarettes, chew, vape) and is open to share their quit journey and reasons they quit. They are also interested in farmer stories around: helping staff/family quit tobacco or involvement in tobacco prevention work in any form. Stories selected will be compensated.

Please reach out to Jennifer Garcia at [jennifer.garcia@cdph.ca.gov](mailto:jennifer.garcia@cdph.ca.gov) for more information or to share your story.

**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!

**Advisory Committee Highlight**



### Rexanne Greenstreet - North Valley Region

Rexanne Greenstreet (she/her) was born and raised near Seattle, Washington. She holds a Bachelor of Science in Community Health from Western Washington University and has served for 3 1/2 years as a self-proclaimed "public health policy nerd" in the tobacco control community for the American Lung Association.

She was drawn to tobacco work after a six month COVID furlough. "I found myself at a crossroads and decided to return to my roots in public health after a decade-long detour in youth development and fundraising," Rexanne noted during a recent interview. "Little did I know the tobacco prevention field would align with my primary public health passion—health equity—and become a source of personal growth and professional development."

Rexanne has found that listening to hear what is important to others and to find opportunities to support each other's work have been the most important learnings for her. "Great things can be achieved with few resources when we collaborate," she noted.

A perpetual crafter (currently embroidery is her passion), Rexanne also enjoys tending to her new vegetable garden while her pups explore the backyard.

She joined the RISE Advisory Committee in June, 2021, because for her, RISE played a critical role in her onboarding to tobacco control. "They have been a tremendous resource and source of support," she beamed. "Serving on the Committee is one way I can express my gratitude." Rexanne also appreciates connecting with other similarly passionate folks working in rural health equity and finds she is surrounded by an excellent group of big thinkers.

As for newcomers, Rexanne offers this insight: Don't put undue pressure on yourself to become a subject matter expert in your first year (or two or three!). Focus on identifying what information and expertise are held by different tobacco prevention resources (whether people, websites, or projects) so you can find answers faster.

"This field has so many facets that it can be daunting, initially," she commented. "No one will think less of you for saying, 'Let me look into that and get back to you.'"

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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(530) 345-2483 Ext: 216

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](mailto:sbrantley@healthcollaborative.org) and check out our [recruitment card](#) and [orientation packet](#) for more information.

## RURAL NEWS AND SUCCESSES



*General Plans for a Healthy Community workshop participants, planners, and presenters. (REAR L-R: Julie Franklin, Siskiyou County; Rachel Chambers, Public Health Law Center; Shelly Brantley, RISE; Marissa Maxey, LEAD; Katie Moose, California Health Collaborative; Amanda Simpson, Sierra Club; Kevin VanDyke, Siskiyou County. FRONT L-R: Karen Compton, Trinity County; Madison Bible, Shasta County; JoAnn Saccato, RISE; Stephanie Porrazzo, NorCal 4 Health; Natalie Hemmerich, Public Health Law Center.)*

### Rural Commercial Tobacco Workshop: General Plans for a Healthy Community

RISE is extremely grateful to the Public Health Law Center, the Sierra Club, and the workshop planning committee, who created an invitation-only 2-day event specifically for rural tobacco projects working on General Plans in their communities. On May 7-8 in Redding, attendees from Northern California were engaged in an in-depth look at General Plan work in their community. With two virtual webinars leading up to the workshop, attendees learned about General Plans in general and how they can impact commercial tobacco and nicotine prevention, as well as tobacco product waste; what specific elements to focus on in their own communities; how to source relevant facts and offer suggested language; and practice offering verbal public comments.

Rachel Chambers, staff attorney at the Public Health Law Center who has offered numerous thorough General Plans trainings for CTPP and helps projects with written comments, co-led the training with Amanda Simpson, Policy Analyst for the Sierra Club Mother Lode Chapter.

The two day training included a panel discussion by project staff that have successfully worked with General Plans in their communities. Katie Moose, Director of Program Services at the California Health Collaborative; Marissa Maxey, Project Director of LEAD; and JoAnn Saccato, RISE Project Coordinator, spoke about their approaches, experience and how this work opens the door for policy work that LLAs and other grantees have in their work plans.

"It was wise of CTPP to offer this upstream support for rural communities that were having difficulty passing policy," noted Saccato, who did General Plan work in Ukiah, Willits, Arcata, and Lake County in her role as community engagement coordinator for the NorCal 4 Health project. "Once the vision of a healthy community is included in planning documents, the natural progression is to follow

An added learning opportunity presented itself when the local LLA, Madison Bible, invited participants to attend the Redding City Council meeting where the police department would be reporting about a recent young adult purchase survey operation. Coalition members and workshop participants attended the lengthy meeting that included an attempt to remove a Planning Commission member for asking too many questions and insisting that the language in the General Plan be strong. (Public comment in favor of the commissioner lasted over two hours!)

The defining moment came when, after public comment by Madison, coalition members, and Shelly Brantley of RISE, the council asked for a presentation on TRL, which had been put on the back burner by staff.

"This was a great example of taking advantage of public comment time," noted RISE Project Director, Brantley, "Even though the coalition and TRL weren't on the agenda, this opportunity may be a turning point in this community's policy work."

A few of the attendees of the General Plans workshop noted that this was one of the best trainings they've received because of the deep dive and hands-on support offered for their specific community.



ACS CAN is Hiring

AMERICAN CANCER SOCIETY CANCER ACTION NETWORK  
VOICES INSPIRING VALLEY ACTION (VIVA)

**WE ARE HIRING!**

**VIVA**

**JOIN OUR TEAM!**

Are you interested in empowering and supporting our rural communities of the Central Valley to have a space in advocacy? VIVA is looking for enthusiastic individuals to join our team and empower our communities for change.

Native or Bilingual Proficiency in Spanish required.

**Community Engagement Manager**

- Utilize community organizing and policy systems and environmental (PSE) change to transform communities.
- Write and disseminate talking points, educational materials, & media campaign resources.
- Familiarity with policy systems and procedures; ability to build relationships with city council officials and constituents.
- Perform other duties as assigned.

To apply:  
<https://tinyurl.com/ACSCANCEM2024>

**Community Engagement Coordinator**

- Implement quality community health education, evaluation, and organizing activities as directed.
- Maintain a calendar of social media and digital media activities.
- Identify opportunities for volunteers to participate in media advocacy activities.
- Support the collection of quantitative and qualitative data for project evaluation.
- Perform other duties as assigned.

To apply:  
<https://tinyurl.com/ACSCANCEC2024>

Want to be highlighted in the next RISE News?

RISE is always thrilled to highlight your important work! Contact [jsaccato@healthcollaborative.org](mailto:jsaccato@healthcollaborative.org) with your news and ideas.

RURAL RESOURCES & INFO



The Top 9 Tips For Marketing to Rural America

to a helpful resource from Cude Creative, offering challenges, opportunities and tips.

Our rural listserv received the full package of CTPP resources. We'll feature one of those resources each month.



WWW.UNDO.ORG/STORY-OF-INEQUITY/RURAL-COMMUNITIES  
**How Big Tobacco Targets Rural Californian Communities**  
For decades, the tobacco industry has aggressively targeted California's rural communities with their predatory practices. Read more about the industry's tactics.

#### REMINDER

UNDO has some great data and resources for our rural communities in their [Story of Inequity](#) series.

**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 Upcoming Online MPH Webinars

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

[UC Berkeley Online MPH Information Session: Navigating Remote Learning As A Working Professional](#)

**Tuesday, June 4 at 5:00 PM**

[UC Berkeley Online MPH Rural Health Innovation Scholarship](#)

**Wednesday, June 12 at 2:00 PM**



[Smokeless tobacco filers and resources](#) available





#### Reminder: RISE is Here to Help!

Need help strategizing timelines? Reviewing a survey instrument? Strategizing implementation? How to identify and engage a policy champion? Or an ongoing monthly check in? RISE is here to help with these topics and more. Email any member of the RISE team for technical assistance or submit a request using the link below...

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Rise is a project of the California Health Collaborative. The Collaborative is dedicated to changing lives by improving health and wellness.



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