



# RISE News



October 2024

Dear Rural Partners,

We'd like to extend our special thanks to the presenters (Stacy Kruse (CTPP) and Lisa Kroon (UCSF)) and panelists (Lauren Kemmeter (Mono County), Sarah Kotko (First 5 Yuba County), Stephanie Rubio (Inyo County) & Jessica Budesilich (Tuolumne County)) for our Rural Cessation Opportunities Forum in September. It was rich with opportunity-filled conversation. If you are interested in receiving the resources gathered from the event, including presenter slide decks, email [JoAnn](mailto:JoAnn).

Take a look at our upcoming three part training, *Rural Policy Essentials*, slated for October 29, 30, 31st, 1:00 PM. We're always looking for ways to support you and your work!

Warmly,

*The RISE Team*



*Staff Updates*



### **Welcome our new intern, Hayley Shafer!**

Originally from Sonoma Valley, Hayley Shafer currently lives in Chico, where she studied for her undergraduate degree at CSU, Chico. Hayley originally wanted to pursue a nursing degree, but after one public health class she fell in love with the major. She is currently in graduate school at San Jose State University pursuing an MPH degree and is set to graduate in August, 2025.

Hayley works full time as a Health Education Specialist for the Injury Prevention Program at Butte County Public Health. She has worked there for two years and is looking forward to expanding her experience in public health through RISE. With little work in public health policy, she is interested in learning how impactful tobacco prevention policies can be for rural populations.

Hoping to gain a lot of great experience with the RISE project, Hayley will be with us through June, 2025. When not working, interning, or in school, Hayley loves taking her dog for walks, going to the gym, and reading. Reach Hayley at [hshafer@healthcollaborative.org](mailto:hshafer@healthcollaborative.org) and expect to hear from her on RISE-related activities.

### *Upcoming Events*



### **Rural Initiatives Workgroup (RIW)**

Tuesday, October 15, 2024

3:00 - 4:30 PM

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*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 Brantley**



### **Rural Tobacco Cessation Discussion Group (Bimonthly)**

December 2, 2024

2:00PM - 3:00 PM

[Zoom Link](#)

Meeting ID: 854 6565 2523

Passcode: 265859

Phone in: 669-444-9171

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*Informal discussion group hosted by RISE for all things cessation in our rural communities. Contact [JoAnn Saccato](#) for more information or to join this dynamic conversation.*



# RISE Rural Policy Essentials

A training series.\*

## October 29 - 1:00 PM

### Session 1: Local Government Structures and Players

*Learn typical structures for counties and cities, who you will engage with, what is unique to rural, and how you can make the most of your situation.*

## October 30 - 1:00 PM

### Session 2: Policy Champions: Recruitment & Role

*Learn how to identify, recruit & successfully engage with a champion.*

#### Panel discussion (Tentative):

- Greg Damron, Blue Zones Project Lake County
- Delores Vasquez, Si Se Puede
- Jose Montoya, STAAND

## October 31 - 1:00 PM

### Session 3: Pitfalls & Pivots: Things Went Sideways, Now What???

*Learn an ideal path for policy passage and what really happens.*

#### Panel discussion (Tentative):

- Amanda Berryhill, Smoke Free High Country
- Karen Compton, Trinity Human Response Network
- Jessica Budesilich, Tuolumne County Public Health

**Virtual Register**



[Registration Link](#)

**For more information:**

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\*Each session is a separate training, but the content builds upon the prior session. We encourage you to attend them all!

2024 California Department of Public Health. Funded under contract #23-10105.



Register now

Rural News & Successes

Lake County

Creative Collaboration Moves the Needle in Prevention Policies



Pictured **FRONT** L to R: Samara Strickler, LCHSTEPP; JoAnn Saccato, RISE; Stephanie Porrazzo, NorCal 4 Health; Liberty Francis, LCHSTEPP; Kim Tangerman, LCDPH; and Becky Salato, Konocti Unified School District. **REAR** L to R: Samantha Bond, First 5 Lake County; Anthony Arton, LCDPH; Trish Wingler, LCTEPP; Gina Lyle-Griffin, HASPI; Greg Damron, BZP Lake; and Jamey Gill, BZP Lake. *(PHOTO CREDIT: Submitted by the Lake County Health Services' Tobacco Education and Prevention Program)*

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***(Submitted by the Lake County Health Services' Tobacco Education and Prevention Program.)***

Tobacco Education is critical to promoting the very best possible health outcomes in our communities and realizing the community's Vision 2028 priority to "Promote the well-being and economic resilience of every Lake County resident."

Lake County Health Services' Tobacco Education and Prevention Program (LCHSTEPP) staff are committed to promoting this critical priority, and engaged in a policy workgroup along with other programs in the area; Tobacco Free North Coast (TFNC), NorCal 4 Health (NC4H), the Health and Social Policy Institute (HASPI) Communities Addressing Nicotine, Lake County Tribal Health Consortium (LCTHC), Tobacco Use Prevention & Education (TUPE), and First 5 Lake, each had objectives in Lake County, and all collaborated with the Blue Zones Project Lake County (BZP Lake), to create and distribute a comprehensive policy platform for all Lake County jurisdictions.

Liberty Francis, LCTEPP Health Program Support Specialist since 2018, was promoted to Project Director in 2022 and spearheaded the Health Services Department's efforts in this process. Jay McCubbrey (TFNC) gathered the bulk of the information for the document, Kelly Borges (NC4H) attended to the layout and design, and JoAnn Saccato (NC4H) was lead editor. The collaboration of this group was essential to bringing effective Tobacco Retail License (TRL) and Smoke Free Outdoor Air policies for Lake County!

County and Cities of Clearlake and Lakeport for their insight in supporting adoption of policy that provided parity in Lake County's incorporated and unincorporated areas.

*Prop 31 created a unique opportunity for those communities that did not have local ordinances, as they could quickly see local public sentiment around banning flavors by looking at their local polling data. If there was a majority of local citizenry that supported the law, the community had basically spoken.*

Following adoption of the statewide ban on the sale of flavored tobacco products (California Senate Bill 793, through Prop 31) in 2022, Francis focused on building relationships with retailers in Lake County through offering education and assistance on the new law and exploring other products they could carry instead of tobacco. "It's just getting to know them in these small rural areas," noted Francis, "because this is where we live and shop."

Prop 31 created a unique opportunity for communities that did not have local Ordinances, as they could assess local public sentiment around banning flavors by looking at polling data. Francis used this information to build momentum for the Tobacco Retail License Ordinance.

While LCHSTEPP staff were busy working with local retailers, youth coalition members, and community members, our partners were instrumental in gathering support through training and promoting involvement of youth and adult community members. For the youth, NC4H engaged in a north coast region-wide youth media festival called [Born to Breathe](#), which included education and cash prizes for the youth and engagement with elected officials and other community stakeholders for judging the entries and awarding prizes at the festival. For the adults, the work included attending community meetings and events, building relationships and gathering letters and postcards of support to be presented to the Board of Supervisors. Additionally, a focused effort went into educating and empowering school superintendents to give public comment about the realities in their schools when the time came to present the policy.

The Lake County Health Services Department's Public Health Division agreed to implement and enforce the proposed Tobacco Retail License for all three jurisdictions, and worked diligently with law enforcement, key staff, and elected officials toward an Ordinance that could be effectively implemented. Public Health leadership and staff also gained support for decoy operations and enforcement in all three jurisdictions, which supported a Department of Justice Tobacco grant application for local enforcement, education and implementation.

These considerable efforts came to fruition August 13, 2024, as the Board of Supervisors passed a Tobacco Retail License ordinance with hefty penalties for non-compliance and a January 1, 2025 implementation date.

owned and -leased properties and outdoor common areas in multi-unit housing complexes. This policy was adopted September 10, 2024, with a phased implementation plan. Staff is dedicated to providing cessation resources to all county staff that may use tobacco and vaping products.

*"We are grateful the community has strongly supported these efforts."*

~ Liberty Francis, Project Director  
Lake County Health Services' Tobacco Education and Prevention Program

As of this writing, LCHSTEPP staff, with the continued support of key partners, continue work with the cities of Clearlake and Lakeport, and both are moving forward next month [November, 2024] with first reads on their Tobacco Retail License Ordinances. These additional adoptions would ensure what Francis calls a "united front" for the entire county.

The collaboration of LCHSTEPP staff and partners in Lake County has been truly remarkable. Francis reflected, "It was remarkable to see how many community organizations and programs came together to support this effort...for the common goal of protecting our youth from a potential life of addiction, disease and disability from nicotine use."

Lake County Health Services leadership celebrates the Lake County Board of Supervisors for their vision and commitment to the health of their community and congratulates the LCHS Tobacco Education and Prevention Program, Tobacco Free North Coast, NorCal 4 Health, the Health and Social Policy Institute Communities Addressing Nicotine, Blue Zones Project Lake County, and the many community members who worked long and hard to earn these important policy victories! Generations of Lake County residents will have opportunity to make healthier choices thanks to your work!





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## 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!*

## Member Highlight



**Angelica Garcia**








Angelica is passionate and driven to create sustainable change in community. She has been working in tobacco for a little over two years now and has learned how the tobacco industry target marginalized groups. She works building capacity and empowering community members to advocate on their own behalf.

As a community engagement manager for the ACSCAN, Angelica joined the RISE Advisory Committee in January of 2023 because of an interest in learning from others' expertise and wanting to provide support for rural communities in the Central Valley, where she was raised.

With over ten years of experience in program development, advocacy, community organizing and trauma-informed practices, she thinks it's important for those new in tobacco to be creative and willing to get out of their comfort zone. "Perhaps, try something different if you feel what you are doing is not working in your community."

Angelica is passionate about equity and transforming systems and policies that impact the most marginalized communities. "It is a privilege to have the opportunity to support others in finding their voice and power to create change."

<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><b>Make a difference in your community!</b></p> <ul style="list-style-type: none"> <li>» Build connections with other rural health champions</li> <li>» Advocate on behalf of your community to help shape tobacco prevention efforts</li> </ul>
<p><b>AC members meet every other month (virtually or in-person) to provide feedback on:</b></p> <ul style="list-style-type: none"> <li>» Educational material development</li> <li>» Outreach strategies</li> <li>» Program evaluation</li> <li>» Policy goals</li> <li>» Website design and content</li> <li>» The Leadership Development Program</li> </ul>	<p><b>CONTACT</b></p> <p><b>Shelly Brantley</b>          California Health Collaborative  <a href="mailto:sbrantley@healthcollaborative.org">sbrantley@healthcollaborative.org</a>          (530) 345-2483 Ext: 216</p>
<p>© 2020 California Department of Public Health. Funded under contract #18-10123.</p>	<p>  <a href="http://ca-rise.org">ca-rise.org</a>  <a href="https://www.instagram.com/RISE_California">RISE_California</a>   <a href="https://www.facebook.com/CA_RISE">CA RISE</a>  <a href="https://www.twitter.com/RISE_California">RISE_California</a> </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](mailto:Shelly.Brantley@healthcollaborative.org) and check out our [recruitment card](#) and [orientation packet](#) for more information.



TOMÁS J. ARAGÓN, MD, DrPH  
Director and State Public Health Officer

State of California—Health and Human Services Agency  
California Department of Public Health



GAVIN NEWSOM  
Governor

## **FUNDING OPPORTUNITY ALERT**

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH (CDPH)  
CALIFORNIA TOBACCO PREVENTION PROGRAM (CTPP)

### **REQUEST FOR APPLICATION (RFA) 24-10095 "Ending California's Tobacco Epidemic in Every Community"**

**Purpose:**

The purpose of this Request for Application (RFA) is to fund up to 43 local projects with three or more years of demonstrated agency experience and capabilities in tobacco prevention for a period of 36 months to accelerate momentum toward ending California's tobacco epidemic through policy, system, and environmental change strategies by increasing community engagement within populations that have been disproportionately targeted by the tobacco industry. "Priority populations" include the following population groups: African American/Black; Asian/Native Hawaiian/Pacific Islander; Latino; and Lesbian, Gay, Bisexual, Transgender, Queer or Questioning (LGBTQ+); and rural residents.

## **Rural Funding Opportunity**

**Application period closes November 8, 2024**

Learn more in [TCFOR](#)

[Learn more](#)



## Research Brief

[www.ccrp.humboldt.edu](http://www.ccrp.humboldt.edu) | [ccrp@humboldt.edu](mailto:ccrp@humboldt.edu)

## California's Rural North: Public Health Workforce Recruitment and Retention

Prepared by: Nino Dzotsenidze

Public Health (PH) workforce challenges that have persisted over the past two decades continue to be prevalent in the field today. They highlight the critical significance of recruitment and retention efforts, particularly in the aftermath of the COVID-19 pandemic. The situation is especially dire in rural areas, where staff shortages exceed those in metropolitan areas. This brief aims to identify the root causes of public health workforce attrition and provide evidence-based strategies to address workforce loss in rural areas.

### California's Rural North: Public Health Workforce Recruitment and Retention

This research brief identifies the many challenges rural communities faces with staff shortages and aims to identify the root causes of public health workforce attrition with providing evidence-based strategies to address the loss.

*“Rural specific challenges ~ In addition to the broad array of challenges confronting the public health workforce on a broader scale, rural areas contend with distinct issues aggravating the recruitment and retention struggles already prevalent in the sector. Research underscores a stark imbalance in the distribution of public health professionals between urban and rural areas. This discrepancy is fueled by various factors...”*

[Read the full brief](#)

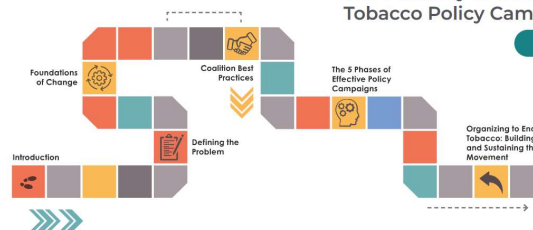
## Campaign Playbook

This resource by the California Tobacco Endgame Center for Organizing and Engagement is essential to charting your path to policy passage success. Along with the playbook is a series of trainings to get you going.

## Campaign Playbook

The Pathway to Successful Tobacco Policy Campaigns

[Start](#)



[Get the Resource](#)



### New Resource for Rural Communities

Rural communities often struggle for accurate local data. This resource allows you to dial into specific zip codes, census tracts, cities and counties. The website is complete with tutorials, mapping and data table generation capabilities, and demographic breakdowns. You'll need to set up an account to get started.

[Learn more](#)

#### Differences of Traditional vs. Commercial Tobacco

It is important to understand the difference between the two types of tobacco that may be used by American Indian and Alaskan Native people (AI/AN). Making a distinction between traditional tobacco and commercial tobacco means respecting sacred, religious, and traditional use of the tobacco plant, an important part of AI/AN culture.

##### What is Traditional Tobacco?<sup>1,2,3</sup>



Tobacco and other plant mixtures that are grown or harvested with no added chemicals and have been used by AI/AN nations for thousands of years as a medicine with cultural and spiritual importance. Traditional tobacco use varies with each Tribe. The common understanding is that traditional tobacco focuses on the process of tending, gathering and using the tobacco in a respectful manner in accordance with Tribal guidance.

##### Traditional tobacco is:

- Sacred, ceremonial
- Rarely inhaled into the lungs
- Gathered or grown locally
- Prayerful
- Natural
- Deliberate, thoughtful
- Not addictive
- Healing, medicinal
- Process Driven
- Respected
- Used as an offering

##### What is Commercial Tobacco?<sup>1,2</sup>



Tobacco products that contain altered tobacco plants with added chemicals. Made by companies and sold in stores and online. These products include harmful toxins. Commercial tobacco is product and profit-driven, with no connection to spiritual or respectful use.

##### Commercial Tobacco is:

- Recreational
- Inhaled
- Not sacred
- For profit
- Addictive, habitual
- Disease causing
- Processed
- Casual
- Product Driven

##### Commercial Tobacco Use Health Risks<sup>4</sup>

The health risks of commercial tobacco use are well known and include:

- Lung Cancer
- Colon Cancer
- Breast Cancer

Contact KIC today to get free personalized

## Traditional vs. Commercial Tobacco

A helpful resource from Kick It California for helping communities understand the difference.

[Get the Resource](#)



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

Need help building your work plan? Filling out your MASC? Navigating your CX process? 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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