

## Meeting Dates 2020

### Third Monday of the Month At TC Dept. of Education

10:00am-11:30am

January 20th, 2020

February 17th, 2020

March 16th, 2020

April 20th, 2020

May 18th, 2020

June 15th, 2020

July 20th, 2020

August 17th, 2020

September 21st, 2020

October 19th, 2020

November 16th, 2020

December 21st, 2020



STATUS Youth Coalition Leaders

## How can I Get Involved?

### Opportunities for involvement include:

Attend our monthly meetings

Sign up for our email list and read our  
monthly Tobacco Newsletter

Attend community events with us

Write letters to local media supporting  
our efforts

Talk to city and county decision makers

### *Contact for more information:*

Tehama County Health Services  
Agency, Public Health

1860 Walnut St. Bldg. D  
Red Bluff CA 96080  
530-527-6824

[www.tehamacohealthservices.net](http://www.tehamacohealthservices.net)



## Tehama County Tobacco Coalition

## Who We Are

### **Mission:**

We pair our commitment, compassion and concerned voices with our collective skills and expertise to create, identify, and implement multi-faceted solutions to further drive social norm changes against tobacco use.

### **Membership:**

Membership in the Tehama County Tobacco Coalition is open to any individual or organization who endorses the coalition's mission and wishes to serve as a volunteer to our cause.

### **Members will receive:**

- Orientation about membership
- Training (advocacy, spokesperson, and data analysis)
- Opportunities to collaborate

## Policy and Education Goals

### Objective 1:

At least one city in Tehama County will adopt a 100% smoke free multi-unit housing policy

### Objective 2:

One Tehama County jurisdiction will restrict or eliminate the sale of menthol and other flavored tobacco products

## Accomplishments to Date

We are currently in our research and education phase of both objectives

Objective 1: The coalition is conducting education with owners and managers of multi-unit housing complexes. This education includes discussion of the overall cost of re-renting a smoking unit, laws pertaining to smoke free policy and implementation tips. Coalition members are conducting Key Informant Interviews with multi-unit housing managers, will take the issue to city councils and board of supervisors, and write letters to local media.

Objective 2: Most teens report that the first tobacco product they ever used was a flavored product. Flavorings in tobacco products, especially menthol, are very concerning because they help to mask the naturally harsh taste of tobacco, making it easier for youth and new smokers to begin and keep smoking tobacco. Sweet flavors like chocolate, gummy bear, cherry, apple, and cotton candy are especially appealing to youth and young adults. Menthol has been shown to enhance the addictiveness of cigarettes by both increasing the likelihood of initiation and by inhibiting cessation and promoting relapse. Coalition members have an opportunity to educate our community on these products, and highlight these dangers to our decision makers.