



Some of our STATUS Leaders last summer at the Wednesday Night Farmer's Market

# Tehama County Tobacco News

Volume 01 | Issue 04 | April 2020

## *Announcements*

We are celebrating our STATUS Youth Coalition's FIRST Birthday! This group has done a lot of community education in their short existence and we want to honor the young people who make it so dynamic!

Many of the Tobacco Program's outreach opportunities have been canceled or postponed. Check out what we have been doing to keep getting the word out in our community.

If you would like to contribute a story, idea, update or event, please email Tina at [Tina.Sanders@tchsa.net](mailto:Tina.Sanders@tchsa.net) by the 15<sup>th</sup> of the month to be included in the upcoming edition!

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## Policy Work Around the State

Communities around the state are adopting tobacco policies in various areas of tobacco control. Policies take a great deal of research, community organizing, and legal consideration. Each of these communities put in months or even years of work to make these policies happen. Below is a list of recent developments:

**San Pablo, CA:** Voted to adopt a smoke-free multi-unit housing ordinance—the first update to their secondhand smoke ordinance since the 1980’s

**Danville, CA:** town council unanimously adopted a Tobacco Retail License (TRL) which includes restrictions on the sale of vaping devices

**Pasadena, CA:** unanimous approval to update smoking regulations and to restrict the sale and distribution of flavored and mentholated tobacco products and tobacco look-alike products

# West Sacramento: adopted a 100% flavored tobacco ban

## New Product:

In January, pre-filled flavored vaping pods such as the Juul, MyBlu, and others were banned in the US. Still available on the market are refillable products, such as the Suorin and Mi Pod devices as well as flavored e-juice and disposable devices, such as the Juul look-alike, Puff Bar. Also still sold are Juul and other pre-filled pod mods in tobacco or menthol flavors.

A new product on the market adds flavor to an unflavored Juul pod with just the addition of a small add-on cartridge. These products, Puff Krush, highlight the tactics this industry will employ to get nicotine products into the hands of kids.



## New Research:

COVID-19 and tobacco/vape use

With research on COVID-19 complications and disease severity pointing to risk factors for tobacco and vape users, 1-800-NO-BUTTS has rolled out a campaign to assist users of these products to quit. They are offering a 2-week starter kit of nicotine patches to assist in managing cravings while participating in the cessation process. Those interested may call 1-800-NO-BUTTS Monday through Friday, 7am to 9pm or Saturdays 9am to 5pm for help and to request their patches.

Other resources:

SmokefreeTXT: <https://smokefree.gov/>

CSH Quit Vaping service: <https://www.novapes.org/>

QuitGuide: <https://smokefree.gov/tools-tips/apps/quitguide>

Every Try Counts: <https://smokefree.gov/everytrycounts/>



REDBLUFFDAILYNEWS.COM

**Campaign aims to head off e-cigarette use in kids**

## STATUS Goals 2020:



Tot Lot Law enforcement in Red Bluff, Smoke Free Parks policy



Larger recruitment and more collaboration with other groups



Vape prevention campaigns on social media, regular media



Educate younger students through CATCH My Breath curriculum

## *STATUS is One Year Old!*

The past year has been a whirlwind of experiences for STATUS. We started with just 2 members at our first meeting and have grown to a team of 14 active youth from 4 different middle and high schools throughout Tehama County. The youth have done several park clean up projects and supported Corning FNL in their request to the Corning City Council to make all Corning parks smoke free (which was SUCCESSFUL!), our social media ambassadors have shared dozens of posts about the harm of vaping on Instagram, members co-hosted our Vape Forum, and the youth participated in the CATCH My Breath program at 4 different SERRF After School Program sites. We have truly made tremendous progress on our goals for 2020!

The youth intend to do some intensive team building in the coming months as well as continue with their project goals.

### Youth Leader Spotlight: Petra (Senior, Red Bluff High)



Petra has been an active member of STATUS for the past school year. She has had the opportunity to work with her peers through STATUS to teach the community about the dangers of vaping and how it affects the youth of today.

During her high school years she has maintained a 3.10 GPA that kept her on the honor roll while also managing to work with the California Highway Patrol Explorers Program and FFA. AVID for 4 years, Leadership Class officer for 2 years, Friday Night Live for 2 years, Student Site Council for 2 years, San Diego State Feminers for 2 years. Through that work she realized an interest and passion to serve her diverse community.

Petra choose to participate in STATUS because it was another way to help her community. "Growing up in a disadvantaged home there were many groups and people that helped me be where I am today. College was a big goal of mine and with the good graces and service of fine people college is a dream come true."

"Vaping was something I personally was curious about but realized the harm and dangers that it comes with. The flashy colors and fruit flavoring may seem interesting but having an addiction to nicotine isn't something that is worth it. You have the power to control your future not drugs."

## UPCOMING EVENTS:

Coalition meetings have been suspended currently. Members may contact Karla or Tina directly with any questions or suggestions for program activities.

**Email:**

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### Parent Forum on Vaping: TBA

We will still host our Red Bluff forum, as soon as we can gather again. In the meantime, we will be sending out information on vaping for parents.

### 2020 Coalition Partners Training 4/30-5/1 Humphrey's Half Moon Bay, San Diego

This event has been canceled.

### Video Education:

Keep an eye out for some new video content created by our Tobacco staff which will be appearing on the TCHSA website and our community partners' social media. Karla and Tina are planning some educational content for kids and adults on second hand smoke as well as vapes and flavored tobacco!

### Progress and Accomplishments:

Tobacco program staff is facing the same challenges as all our colleagues throughout the state in engaging our communities remotely. Tina and Karla highlighted cessation in March by delivering chewing tobacco quit kits and materials to several dental offices and clinic throughout the county. With support from our youth leaders, the tobacco program also hosted a social media tobacco scavenger hunt, with twice daily facts and goals such as screenshots of vintage tobacco ads, pics of activities requiring good lung health and anti-vaping messages.

For a week running from April 10th to April 17th, the STATUS youth have been invited to participate in a Kahoot! Quiz about substance use and the STATUS coalition. Upcoming, Karla and Tina will also be providing tobacco education and cessation information to those sheltering in place at the Tehama District Fairgrounds.

### The Adult Tobacco Coalition

In-person meetings are currently on hold.

Want to get Tobacco News in your inbox each month? Email Tina Sanders, Coalition Coordinator at [Tina.Sanders@tchsa.net](mailto:Tina.Sanders@tchsa.net) to be added to the mailing list!

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