



**TEACH**  
Tobacco Education and  
Community Health Coalition

June 2025

# TEACHing Tobacco Newsletter

Issue 2 Volume 2

## In this newsletter:

Project Updates  
Page 02

Member Spotlight  
Page 03

Tobacco in the News  
Page 04

Upcoming Events  
Page 05

Get Involved  
Page 06

Get Involved!



## It's Summertime!!!

### Vision

A safe, healthy, and substance-free Tehama County.

### Mission

To support tobacco-free lifestyles to protect and preserve the health of our community.

## Coalition Partners

American Lung Association  
California Tribal TANF Partnership  
Communities Energized for Health  
Greenville Rancheria

Lincoln Street School  
Tehama County 4 Kids  
Tehama County Department of  
Education

Tehama County District Attorney's  
Office  
Tehama County Health Services  
Agency  
The Sophisticates Show

# OUR LATEST COALITION PROJECT

## Voices at the Capitol: Educating for Change During I&E Days 2025

At the end of May, a few of our coalition members joined advocates from across the state for the 2025 Information & Education Days at the California State Capitol. The event brought together passionate voices to educate lawmakers on critical public health and tobacco control issues, with a tailored focus on youth smoking prevention and smoke-free public spaces. During our visit, we were excited to meet with the offices of Assemblyman James Gallagher and Senator Megan Dahle. These conversations centered on the importance of comprehensive tobacco retail licensing policies and the need for continued investment in community-based prevention strategies. Our team shared compelling local data, heartfelt personal stories, and impactful policy recommendations that reflect the lived experiences of our communities. Our efforts were met with genuine interest and support, especially from Senator Dahle's staff member. The team is working on putting together a follow-up email with all the information that was requested, including a list of jurisdictions without tobacco retail licensing policies and some information on tobacco use and stroke risk. I&E Days offered a powerful platform for learning, connection, and action. Here are photos of Jacqueline, Sandra, and Caitlyn with the other members of Senate District 1- Dahle and Assembly District 3- Gallagher



**SD01 Meeting**



**AD03 Meeting**



# Member Farewell



Dear TEACH Members,  
As I prepare to transition into my own new project, I want to take a moment to express my appreciation for the opportunity to have been a part of this coalition and collaborated on events and coalition activities and meetings. Working alongside this small but mighty group has been wonderful. I look forward to seeing the continued impact of TEACH's work and all the great things the group can accomplish. Definitely stay in touch! I will be nearby in Butte and Colusa counties.

Caitlyn Zepeda  
[caitlyn.zepeda@etr.org](mailto:caitlyn.zepeda@etr.org)

## Thank You Caitlyn!!

On behalf of the TEACH coalition we would like to thank Caitlyn for her 3 years of service, commitment and dedication to helping reduce the harm of tobacco in Tehama County. Your digital media skills and contributions to the TEACH newsletter will be missed. We wish you the best in your future endeavors!

# Tobacco in the News



## ***More smokers quit after big hike in California tobacco tax*** from the Medical Express blog

Recent Study Shows that California Tobacco Tax Hike Boosts Quit Rates

### **What happened?**

In 2016, California voters overwhelmingly approved Proposition 56, increasing the cigarette tax by \$2 per pack — more than a 200% rise. Much of the new revenue was reinvested in tobacco prevention efforts.

### **Impact on quitting:**

- The 3-month smoking cessation (“quit”) rate rose from 11.5% (2014–16) to 14.2% (2017–19)
- Quit rates in states that raised taxes modestly showed little change, while in states that didn’t raise taxes, quit rates declined from 9.5% to 9.0%

Price shift and prevention efforts:

- Adjusted for inflation, California cigarette prices jumped by 30.8%, compared to just 6.3% in other tax-hike states
- California’s tobacco spending per person grew by 271.9%, while other states that raised taxes saw decreases (~12–13%)

Daily smoking trends:

- Even among those who didn’t quit entirely, the percentage of daily smokers declined

### **Key Takeaways:**

1. Big tax increases can drive behavior change. California’s bold strategy resulted in a measurable rise in quitting.
2. Supportive programs matter. Reinvesting revenue into prevention likely amplified the impact.
3. Other states lag. Without similar investments, modest or no tax increases produced little positive change.

“Raising tobacco excise taxes is one of the main public health tools ... but you may have to go big.”

— Shu-Hong Zhu, UC San Diego

To read more and see the full article, click here.

<https://www.msn.com/en-us/health/wellness/more-smokers-quit-after-big-hike-in-california-tobacco-tax/ar-AAIGXDZP?ocid=BingNewsVerp>

# COMING UP

June

## 10<sup>th</sup> Annual GVL Health Fair



# Greenville Rancheria's 10th Annual Health Fair

Saturday June, 28th 2025

9:00 AM—1:30 PM

638 Washington Street

Red Bluff Ca 96080

## Health and Wellness Community Fair



Join us for a day of health and wellness!

Local resources will be available  
providing vital health information

\*FREE Raffle Ticket\*

Hourly Raffles

Free Narcan  
Education &  
Distribution



Far Northern  
Regional Center





# QUIT SMOKING/VAPING



## TOBACCO QUITTING SERVICES IN TEHAMA COUNTY

### Service Channels:

📞 1-800-300-8086 (ENG)

1-800-600-8191 (ESP)

🌐 <https://www.kickitca.org>

💬 <http://kickitca.org/chat>

✉️ Text "Quit Smoking" or  
Quit Vaping" to 66819

📱 Quit Smoking & Quit Vaping  
Mobile Apps

Tehama County Health Services Agency  
Public Health Division  
(530) 527-6824

- Quit Kits
- Educational Pamphlets

Tehama County Department of Education  
Tobacco Use Prevention Education (TUPE)  
(530) 528-7391

- Youth Group Cessation Classes
  - N-O-T: Not On Tobacco

Greenville Rancheria Tribal Health Center  
(530) 528-8600

- One on One Tobacco Cessation and Support
  - Referral from Physician needed
- Quit Kits

## GET INVOLVED!

Email: [TobaccoEducationProgram@tchsa.net](mailto:TobaccoEducationProgram@tchsa.net)

Call: (530) 527-6824

### Meeting Information



Monthly on the  
fourth Monday



10:00 am to  
11:30 am



Microsoft Teams  
or  
Shasta Room at  
1860 Walnut St. Bldg. D  
Red Bluff, CA 96080

### New Member Packet

Click here for a copy of our new member packet  
which includes our:

- Membership Agreement
- Coalition Bylaws
- Brochure

### JOIN A SUBCOMMITTEE!

Recruitment



Cessation



Media



Policy

