



WELCOME TO OUR

# TEACHing Tobacco Newsletter

we're so glad you're here!

## A Coalition Update

Hello!

Welcome to our first issue! We are very excited to launch this newsletter which we hope will inform and inspire you on a monthly basis with all things tobacco, from healthy living to raising awareness on tobacco use and advocating change.

Over the last few months, we have been working to rebrand and revamp our coalition. This is an exciting moment for us and we wanted to include YOU in our first e-newsletter! We'd like to introduce our coalition and share with you what's happening in the world of tobacco prevention.

Some of you may know us well, and some of you may have only heard of us. For those of you who work with us regularly, thanks for all the great work you do.

For those of you who are getting to know us, we are the **Tobacco Education and Community Health Coalition**. We are an alliance of residents, and representatives from organizations, agencies, or departments of private or public, profit or non-profit sectors, committed to reducing tobacco use in Tehama County.

We believe in a safe, healthy, and substance-free Tehama County and strive for that vision by actively serving our mission to support tobacco-free lifestyles to protect and preserve the health of our community.

We look forward to sharing relevant news and information with you. We welcome all feedback, comments and questions you may have on anything about the information provided and suggestions of topics you'd like to see in future newsletters.

Sincerely,

*Tobacco Education and Community Health Coalition*



### Coalition Partners

- American Lung Association
- California Health Collaborative-Si Se Puede
- 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



## WEBPAGE UPDATE

Tehama County Health Services Agency-Tobacco Education Program is working on revamping their webpage and excited to launch a webpage for TEACH. Please keep an eye out very soon for our TEACH webpage where you can find all coalition updates.



## COALITION BROCHURE

TEACH's media subcommittee has been hard at work in developing a coalition brochure to highlight who we are and what we do. We look forward to soon sharing our brochure and welcome new members to join.

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# Coalition Partner Projects

## California Tribal TANF Partnership

Weekly and Monthly Workshops provided for our Participants and Community Members.

Pre-Registration is required so we can provide a meal and supplies for the workshop.

- *Be Active Workshop*
  - 30 minute walk or chair yoga
  - Every Tuesday of the Month
  - 10:00 am to 11:00 am
- *Native Cultural Skills Workshop*
  - *Beading, etc.*
  - Every Wednesday of the Month
  - 10:00 am to 12:00 pm
- *Family Night*
  - Each Month has a different Topic
  - Every 3rd Thursday of the Month
  - 5:00 pm to 7:00 pm

## Communities Energized for Health (CEH)

CEH has been running targeted ads on Hulu and Spotify since mid-May. We used the video "Dark Balloons" from the CTPP media library. For May through June 2023, we had nearly 170,000 impressions through this campaign.

CEH will also soon have billboards up in Tehama County. The billboard design is in the works and we can't wait to share. They will be strategically placed throughout the county.

We can't wait to update the coalition on our progress.

# Featured Member

## PAULINE

Hello

I am Pauline from Cahuilla Morongo Tribe. I am the Site Manager at California Tribal TANF Partnership (CTTP)- Tehama Site.

I have been with CTPP for 12 years, started out as the Receptionist at the Glenn Site Office and moved up to Case Worker.

In 2019 CTPP opened up a brand new location in Tehama County. We are located 1022 Jefferson St. Red Bluff but serve all of Tehama County.

California Tribal TANF Partnership is a Federal and State funded Social Service Agency.

We offer Cash Assistance and Supportive Services to help move Native American Families towards Self-Sufficiency



# Featured Member

## ARACELI GUTIERREZ RENTERIA

Owner of Araceli Gutierrez Marketing & Consulting LLC. Proudly provide Marketing & Consulting services to businesses and organizations in the North State since 2015.

Radio host on [www.stereosalvaje.com](http://www.stereosalvaje.com) founder of the "Sophisticates Show", this is where she shares information to the Hispanic and/or Latino Audience from Community Events, Resources and New Businesses in the area or interview locals to share their stories that impact our community. You can follow me on my social media outlets @sophisticatesshow.

I help promote No Vaping No Smoking Events.



# Spotlight On

## COMMUNITIES ENERGIZED FOR HEALTH (CEH)

### Tehama County Residents Participate in Leadership Training!

Communities Energized for Health (CEH) organized a leadership training for Tehama County residents passionate about smokefree multiunit housing. The one-day training included presentations on the importance of smokefree housing, how to give public comment, and what the implementation process looks like once a policy is adopted. Time was also allocated for participants to begin crafting their public comment and to provide feedback to one another. Staff provided food, beverages, and gift card incentives to participants as a thank you for their time.

Tehama County is a rural county with 27 apartment complexes. CEH is currently working on jurisdictional MUH policies in both of the county's incorporated cities, Red Bluff and Corning, as part of our work plan. Of the 27 apartment complexes, 19 currently have voluntary policies, but a jurisdictional policy would protect all residents in the incorporated cities and ensure any new apartment complexes must be smokefree.

The highlight of the training was the activity where the participants had the chance to write their own public comments, incorporate their own story, relevant but brief data, and their ask. Everyone walked out of this training feeling, as the project's name suggests, energized for health.



June 2023

# Tobacco in the News

## Comprehensive bans on sale of flavored tobacco products associated with less use of flavored tobacco without increasing nonflavored tobacco

More and more states and localities are enacting bans or restrictions on the sale of flavored tobacco products. David Timberlake and colleague recently published ["Variation in adults' use of flavored tobacco products by sales restrictions in California jurisdictions"](#) that uses data collected in California in 2019-2020 to show that comprehensive flavor sales bans are associated with 30% lower odds of adults consuming flavored tobacco products. There was no significant difference in the odds of adults consuming unflavored tobacco products.

There are three bottom lines from this study:

- Flavor bans reduce adult use of flavored tobacco products.
- There is not a compensating increase in adult use of non-flavored tobacco products.
- To be effective, the law has to be comprehensive.
- The study did not include youth.



What did one squirrel say to the other when he was caught vaping?

„You saw nutting!”

To read more and see the full study, [click here](#).

## Coming Up

### SEPTEMBER

#### Stand Up to Suicide; Suicide Prevention Walk

September 08, 2023

6:00 pm

The Clock Tower in Red Bluff  
Corning City Hall in Corning  
Ampla Health in Los Molinos

**EVENT FLYER**

#### 2nd Annual Hispanic Heritage Celebration

September 17, 2023

1:00 pm to 6:00 pm

Red Bluff River Park  
555 Washington St, Red Bluff,  
CA 96080

**EVENT FLYER**

#### Turtle Bay Bridge Light Up Honoring Hispanic Heritage

September 15, 2023

6:00 pm to 9:00 pm

**EVENT FLYER**

#### Native American Cultural Celebration

September 23, 2023

10:00 am to 4:00 pm

HL Equestrian & Events Center  
2551 Kirkwood Rd. Corning, CA  
96021

**EVENT FLYER**

#### Recovery Happens

September 16, 2023

10:00 am to 1:00 pm

Tehama County Health  
Service Agency Front Lawn  
Area

1850 Walnut Street, Red Bluff,  
CA 96080

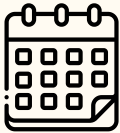
**EVENT FLYER**

# Get Involved Today!

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

Call: (530) 527-6824

## Meeting Information



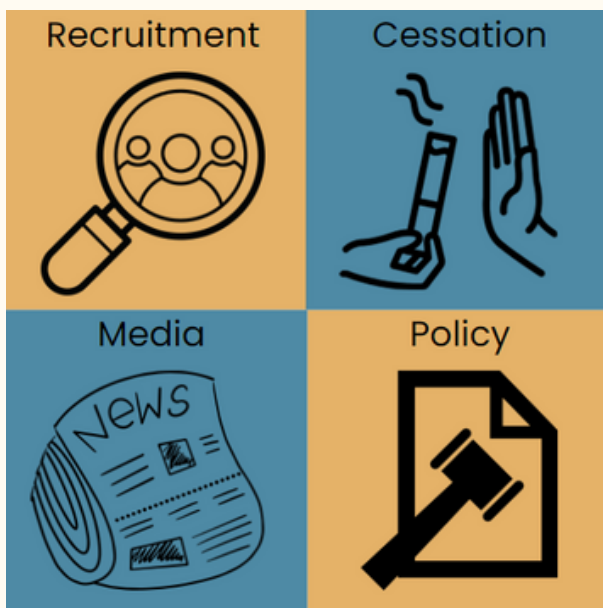
Monthly on the  
fourth Monday



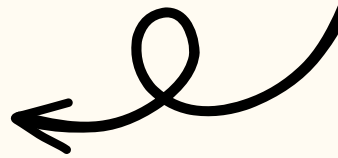
10:00 am to 11:30 am



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



Join a  
Subcommittee!



## Want to Quit Smoking/Vaping

# KICK / T

California

### SERVICE CHANNELS:

☎ 1-800-300-8086 (ENG)  
1-800-600-8191 (ESP)

🌐 [HTTPS://WWW.KICKITCA.ORG](https://www.kickitca.org)

💬 [HTTP://KICKITCA.ORG/CHAT](http://kickitca.org/chat)

✉ QUIT SMOKING  
& QUIT VAPING TEXT PROGRAM

📱 QUIT SMOKING  
& QUIT VAPING MOBILE APPS

### TOBACCO CESSATION SERVICES IN TEHAMA COUNTY

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

- Healthy Futures (Group intervention)
- Brief Intervention (One on One intervention)

For more information or referral call (530) 527-5811  
and ask to speak with Yuliana

#### Greenville Rancheria

- Second Wind Tobacco Cessation Program
- Ask your doctor for a referral to speak with Greenville  
Rancheria Tribal Health Center (530) 528-8600.