

WELCOME TO OUR

# TEACHing Tobacco Newsletter

## Vision

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

## Mission

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

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newsletter:*

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# Our Latest Coalition Project

World No Tobacco Day  
Community Health Resource Fair  
05/31/2024

The Tobacco Education and Community Health Coalition is thrilled to announce the success of our World No Tobacco Day Community Health Resource Fair. We were fortunate to have the support of 19 other community organizations, who collaborated with us to disseminate valuable resources and information to the families of Tehama County. We eagerly anticipate hosting another impactful event next year!



# Coalition Partner Projects

Information and Education Days  
05/28/2024 - 05/29/2024

Our coalition's Chairwoman, Andrea Martin, joined fellow public health advocates from nearby counties in attending Information and Education Days 2024. During her visit to the State Capitol, she engaged with state legislators to educate them about the actual expenses linked to commercial tobacco.



Senate  
District 1  
Legislative  
Meeting

Assembly  
District 3  
Legislative  
Meeting



# Coalition Partner Projects continued

## Tehama County Youth Coalition Standing Tall Against Teens Using Substances

Tehama County's Tobacco Education Program celebrates the remarkable dedication of its Youth Leaders, Shreya and Grecia, in championing tobacco education and prevention efforts. This year, for World No Tobacco Day, the dynamic duo wrote a compelling letter to the editor, shedding light on the profound impact of tobacco on our youth within the community. We invite you to take a moment to read their insightful letter below.



Left: Shreya  
Right: Grecia

SPECIAL

REPORT

Wednesday, May 29, 2024

### LETTER TO THE EDITOR

Dear Editor,

We are Shreya and Grecia, two youth leaders of Tehama County's STATUS (Standing Tall Against Teens Using Substances) Youth Coalition.

The tobacco and nicotine industry is a problem as they have marketed their tobacco and nicotine products to teens, making it available to them to buy and use. This is an issue, and it trickles down into our community, specifically in our county currently:

- 4 percent of our 7th-

grade students vape electronic cigarettes, in contrast to the statewide rate of 2 percent

- 10 percent of 9th-grade students vape electronic cigarettes, in contrast to the statewide rate of 6 percent.

- 12 percent of 11th-grade students vape electronic cigarettes, in contrast to the statewide rate of 10 percent.

These percentages highlight the issue of tobacco and nicotine use in our county, and we have directly witnessed the

resulting problems on our school campus. It's disheartening to walk around campus and overhear many conversations about vaping and cigarettes among our peers. Observing our peers concealing vapes and other drug-related items under their clothing and using them discreetly is a common occurrence around campus, including in bathrooms and even in classrooms.

With the rising popularity of vaping and electronic cigarettes, we are reaching out through this letter to

raise awareness about the impact that the tobacco and nicotine industry has had on our community's young people.

To our fellow peers or anyone struggling with tobacco and nicotine use, know that you are not alone and there are numerous individuals in our community who are concerned about your well-being. There are resources accessible to help you quit.

Thank you,  
Shreya and Grecia  
STATUS

Read it  
online here



# Tobacco in the News

## Altria uses dubious claims of preventing youth use to justify dangerous two-way bluetooth communication between NJOY ecigs and Altria

Altria submitted a Premarket Tobacco Product Application to FDA requesting permission to market its NJOY 2.0 device, which features bluetooth technology theoretically designed to prevent underage usage by authenticating the user before unlocking the device.

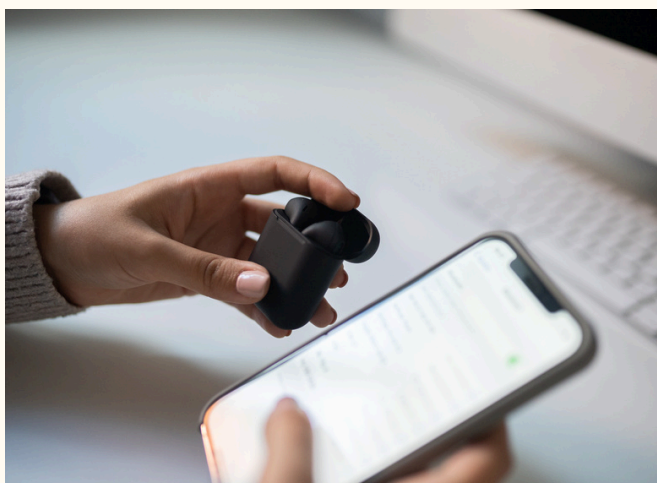
(Additional news coverage)

This is the same argument Juul made for its Juul 2 device when it submitted a PTMA to FDA in August 2023. While this may sound good, allowing this two-way communication between the device and the company opens up a range of dangerous capabilities. Similar to what I wrote in the response to the Juul 2 application:

This may sound great, but this communication capability creates serious problems for all users, including adults.

The first is the obvious invasion of privacy. Uploading verifiable photo IDs (such as driver's licenses or passports) creates instant data security problems and raises the risk of identity theft. So does the use of third-party databases of photographs tied to specific people.

But, the even more pernicious issue is that it opens the possibility of two-way communication between the NJOY device and Altria. Such communication would allow Altria to collect detailed information about the user's puffing behavior, including how often they use NJOY, how long the puffs are, the interpuff interval, perhaps even how hard they suck on the device, what flavor they use. This so-called smoking topography affects the nicotine delivery.



Cigarette companies have collected massive data on smoking topography and use that information to design analog cigarettes to manipulate topography and nicotine delivery to maximize addictive potential of their products.

With this detailed information in real time or near-real time, Altria could feed back information to the NJOY device manipulate topography in ways that conventional cigarette companies could only dream about. Why? It would allow Altria to maximize addiction, consumption, sales and profits.

[Read full article here](#)

# Coming Up

JUNE

## Corning Tuesday Night Market

June 4, 2024

5:00 pm – 8:00 pm

Solano Street

Corning, CA



## Greenville Rancheria Health Fair

June 22, 2024

9:00 am – 1:30 pm

488 River Park Way

Red Bluff, CA



## Healthy Happy Summer BBQ

June 29, 2024

11:00 am – 1:00 pm

Lincoln Street School

Red Bluff, CA



# 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)

✉ TEXT "QUIT SMOKING" OR "QUIT VAPING" TO 66819

📱 QUIT SMOKING & QUIT VAPING MOBILE APPS

## TOBACCO QUITTING SERVICES IN TEHAMA COUNTY

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



# Check out our newly updated webpage

