

# QUARTERLY NEWSLETTER

## Merced County Tobacco Control Program

VOLUME 5 - ISSUE 01

SEPTEMBER 2019

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California Health Collaborative

MERCED COUNTY  
**TOBACCO**  
CONTROL PROGRAM 

# VAPING: THE GROWING EPIDEMIC

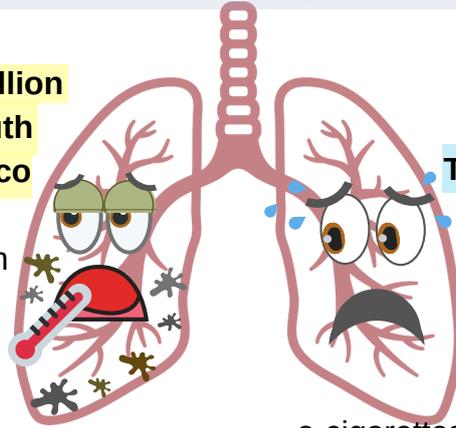
## Vaping Related Deaths Continue to Surface

The number of reported vaping related illnesses and the growing number of deaths is creating greater concern throughout the nation. According to the CDC, there are more than **800\* reported cases of vaping related illnesses** and **12\* deaths** across the **United States**.

California Department of Public Health has received reports that at least 90 people in California have been hospitalized for severe breathing problems and lung damage. There have been 2 deaths in California from vaping related injuries - in Tulare and Los Angeles County.

*\*These numbers are increasing almost daily. Please visit [www.cdc.gov](http://www.cdc.gov) for more information.*

**California plans to launch a \$20 million ad campaign aimed to educate youth about the dangers of vaping tobacco and cannabis products;** executive order signed Monday September 16th by Governor Gavin Newsom requires stores selling vaping devices to post health risk warnings<sup>2</sup>



**Trump administration is preparing to ban flavored e-cigarettes.** The FDA is working on guidelines to remove all flavored e-cigarettes including mint and menthol from the market. All tobacco flavored e-cigarettes will still be available for consumers.<sup>1</sup>

On 9/20/19 **Wal-Mart announced they will discontinue the sale of e-cigarettes**

**CBS, Viacom & CNN parent company WarnerMedia announced they will prohibit the advertisement of e-cigarettes on their networks**

**For more information and updates follow us on Facebook: MCTCP209**  
**Join our emailing list: contact [mctcp@healthcollaborative.org](mailto:mctcp@healthcollaborative.org)**

<sup>1</sup> LaVito, A. (2019, September 12). Trump administration readies ban on flavored e-cigarettes amid outbreak of vaping-related deaths. Retrieved from <https://www.cnbc.com/2019/09/11/trump-to-consider-e-cigarette-policy-amid-outbreak-of-lung-disease.html>

<sup>2</sup> Silverman, H. (2019, September 17). A 7th person has died from vaping-related causes. The CDC is stepping up its probe of e-cigarette illnesses. Retrieved from <https://www.cnn.com/2019/09/17/health/seventh-vaping-related-death-california/index.html>

## LEGISLATIVE UPDATES

### Six tobacco-related bills moving through the legislature:

#### AB 1718

(Levine - D, San Rafael)

State parks: state coastal beaches: smoking ban

#### SB 8

(Glazer - D, Orinda)

State parks: state coastal beaches: smoking ban

#### SB 39

(Hill - D, San Mateo)

Tobacco products

#### AB 1639

(Gray - D, Merced)

Tobacco products

#### SB 424

(Jackson - D, Santa Barbara)

Tobacco products: single-use and multi-use components

#### SB 538

(Rubio - D, Baldwin Park)

Electronic cigarettes

# COMMUNITY CORNER



Los Banos & Atwater  
2019 National Night Out

Atwater Car Seat Event



MCTCP & Cultiva La Salud :  
People's Power Coalition



Atwater  
CFHC Summer Family Health Festival

Los Banos  
Fall Street Fair

Community  
Educational  
Presentations



Atwater  
Birth & Baby Educational  
Seminar



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# COMMUNITY CORNER

## Join the Policy Change Effort

Merced County Department of Public Health

### Merced County Efforts to Protect Youth's Health

On September 16th, California's Governor Newsom signed an executive order to act on the public health crisis of youth vaping lung injury. According to the Centers for Disease Control and Prevention (CDC) sixteen percent of the reported 530 cases are youth under 18 years of age. The Merced County Department of Public Health is keeping county providers and medical facilities apprised of this developing public health issue. The Health Equity in the Retail Environment (HERE) staff is working with Dr. Arakawa, the County's Health Officer, the Merced Tobacco Control Program, and UC Merced's Nicotine and Cannabis Policy Center (NCPC) to hold two vaping forums in the county in November. In these forums, Dr. Arakawa will present the latest public health information on vaping and he will be available to answer questions from the public. Specific information on the date and location of these forums will be announced soon. Please stay tuned.

The Merced County Department of Public Health, HERE staff is leading the work in the city of Merced to pass a Tobacco Retail License (TRL) policy with a flavor ban. Passage of a TRL in Merced will set aside funds for increased enforcement of tobacco laws locally. HERE staff is working as a part of the TRL Subcommittee to set up individual educational calls or meetings with City Council members to inform them of the dangers of tobacco use on our youth. If you are interested in joining this effort, please contact Maria Galvan at (209) 725-8240.

HERE staff attended the Boys and Girls Club of Merced County's Day for Kids event on Saturday, September 21. It was International Peace Day and there was a dedication of a peace multi language pole that will stand permanently near the club's front door. Three youth volunteers from the Merced C.A.L.I. helped table at the event and asked the public tobacco related questions to check their understanding of the dangers to health of tobacco use and vaping. The public had many questions about the recent vaping news stories. HERE staff was able to answer and inform about this topic at the event. HERE staff has future presentations to youth groups and news releases that will be released soon. If you have a group that would like a presentation about vaping or the dangers of tobacco use, please contact Nancy Tapia at (209) 381-1156.



This section of the newsletter was provided by the Merced County Department of Public Health - HERE Grant

# COMMUNITY CORNER



## Unidos Por Salud Project

Unidos Por Salud Project has been hard at work in the community of Dos Palos, attending community events such as the National Night Out event and the Cotton Festival accompanied by youth coalition members. During these community events, the project is collecting petition signatures and educating the community about the harms of flavored tobacco products.

On September 20th, the project presented to the Dos Palos Oro Loma School District's Board of Education to educate the board about the work that they're doing with the youth and to inform them about the flavored tobacco products that have become an issue among youth.



Dos Palos C.A.L.I youth, Nic, helped provide an informational booth at the National Night Out event on Tuesday, 8/6/19. Nic assisted in educating parents and youth about their youth coalition and collected petition signatures!



Unidos Por Salud Community Engagement Coordinator, Morelia, appeared on the local Dos Palos newspaper - Dos Palos Sun, posing with Mayor, April Hogue, during the National Night Out event.

Save your lungs the same way  
you wanna save the turtles

\*sksksk\*



Friend: \*starts JUULing\*

Me:



When someone starts vaping  
next to me



The Dos Palos - C.A.L.I have taken on a fun project where they decided to create instagram posts related to vaping. These were the 3 images that the youth developed showcasing how others might feel in regards to vaping. They hope to use these images to share on social media and recruit more youth members.

**For more information contact Morelia Marines: [MMarines@healthcollaborative.org](mailto:MMarines@healthcollaborative.org)**

This section of the newsletter was provided by the California Health Collaborative - Unidos Por Salud Project

# COMMUNITY CORNER



## Central Valley Rural Community Initiative to Reduce Tobacco-Related Disparities

### OVERVIEW AND BACKGROUND

The American Cancer Society Cancer Action Network (ACS CAN), the advocacy affiliate of the American Cancer Society (ACS), received a five-year (2019 -2024) grant from the California Department of Public Health - California Tobacco Control Program to address tobacco-related health disparities in rural communities in the Central Valley Region (Mariposa, Merced, Madera, Fresno, Tulare, and Kings Counties).

Many residents in the Central Valley are exposed to secondhand smoke due to a high rate of tobacco use and lack of smoke-free environments. Tobacco use is the most preventable cause of health-related illnesses, including cancer. There is no “safe” level of secondhand smoke exposure, which can cause heart and lung disease, as well as lung cancer. Children exposed to secondhand smoke are more likely to have lung problems, ear infections and severe asthma from being around smoke. Approximately 41,000 deaths occur among non-smoking adults and 400 deaths among infants each year due to secondhand smoke exposure.

Through public policy, environment and systems change, the program intends to create community-level change and improve living conditions by building capacity in civic engagement, leadership, and advocacy among Central Valley residents.

### PROGRAM GOALS AND STRATEGIES

#### Goal 1. SMOKE-FREE MULTI-UNIT HOUSING:

The program will support communities in the Central Valley to adopt and implement a 100% smoke-free multi-unit housing (MUH) policy/ordinance, which includes smoke-free balcony and common areas (e.g., 30ft buffer from doors, windows, patios and balconies).

#### Goal 2. SMOKE-FREE HEALTHCARE FACILITIES:

The program will support healthcare facilities, including Federally Qualifies Health Centers and community hospitals, in the Central Valley to adopt and implement a voluntary 100% tobacco-free campus policy. In addition, the program will work with healthcare facilities to adopt and implement a system change to improve tobacco cessation referral protocol.

#### Goal 3. SMOKE-FREE COMMUNITY COLLEGE CAMPUSES:

The program will support community college campuses and trade schools in the Central Valley to adopt and implement a policy that prohibits smoking in all outdoor areas of the campus.

**For more information, please contact [ACSCANFresno@Cancer.org](mailto:ACSCANFresno@Cancer.org)**

This section of the newsletter was provided by the American Cancer Society - Cancer Action Network

# HEALTHY STORES FOR A HEALTHY COMMUNITY

The California Health Collaborative - Merced County Tobacco Control Program would like to thank all of our community partners and volunteers that assisted with data collection!

## What's Next?

The collection of Public Opinion Polls (POPs) has now begun! We will be collecting from 150-200 POPs. POPs will be collected with Merced County residents to gather data on access and availability of products in their communities

## When will the data be available?



Data collected through the Healthy Stores for a Health Community Campaign will be presented during the regional press conference that is scheduled for the Spring of 2020. Keep on the the look out for further updates through email and our social media pages. To be added to our emailing list, contact us.

## Want to get involved?

Contact us! Interested in assisting with POP collection or key informant interviews?  
You can contact us at: [mctcp@healthcollaborative.org](mailto:mctcp@healthcollaborative.org) OR (209)725-8240



# C.A.L.I YOUTH

Collaborate. Advocate. Lead. Inspire.

## Youth presentation follow-up: August 21, 2019

### *C.A.L.I. Youth continues their efforts in Los Banos*

Following up with the group's one-on-one presentation with the city mayor & smaller meetings with other council members. MCTCP along with a youth advocate presented to Los Banos City Council during public comment.



Council members and attendees were presented with information about smoke-free outdoor areas, tobacco litter and secondhand smoke. Youth advocate and Junior attending Pacheco High School presented a heartfelt testimony of her experience with tobacco and secondhand smoke. Growing up with parents that used tobacco products, she revealed her firsthand experience. "...She finished presenting her section with the following statement: "Children are very impressionable, we need to protect them". This really peaked council members interest which aided in their decision to invite us to provide a full presentation at an upcoming council meeting - adding us to the agenda.

Further updates on the presentation will be shared once the date is established.

MCTCP and partners are excited for the future of Los Banos, creating safer, smoke-free out door areas for residents. Don't miss out on the momentum happening now in Los Banos! For more information on how you can support these efforts, contact us today!

(contact information on page 12)



**C**ollaborate.

**A**dvocate.

**L**ead.

**I**nspire.



## ATWATER

### New Atwater C.A.L.I.

We are excited to announce our new partnership with Atwater Valley Community School. Meetings with this new youth group began at the start of September; the group meets on a weekly basis.

## LOS BANOS

### Plans for Los Banos Youth

The Los Banos - C.A.L.I is continuing their efforts and recently presented at a city council meeting and assisted MCTCP with educational presentations and at community events.

We are excited to announce our new partnership with Los Banos Valley Community School. An educational presentation will be provided to their after-school program attendees. Future plans are underway to work on a special project with the group as well. Be on the lookout for more information through email and up-coming newsletters.

## MERCED

### Youtube Mini-Series

The Merced - C.A.L.I. plans on updating their youtube mini-series very soon! Please visit <https://youtu.be/hbBAUUTrThk> to view their current episodes, subscribe, like & support these young tobacco control advocates!



@ Merced County Tobacco Control Program

**We are recruiting!**

**If you know any youth that might be interested and can benefit from joining one of our youth coalitions, contact us!**

**Joining is completely free! Youth coalition members are exposed to great opportunities within tobacco control.**



Thanks to all that attended the September ACCT Coalition meeting!



During this meeting, coalition members had the opportunity to engage in open discussion and reflect on last years progress. **Los Banos Parks & Recreation** Operations Manager presented to coalition members on tobacco litter and the effects on our environment as well as the work that they do and opportunities for collaboration. For more information please visit our webpage: [acctcoalition.org](http://acctcoalition.org)

### TRL & Flavored Tobacco Subcommittee



As most might be aware, the TRL Subcommittee is an extension of the ACCT Coalition. This group meets on a monthly basis to cover tobacco retail licensing with provisions that eliminate the sale and distribution of flavored tobacco products in the cities of Atwater and Merced. On 9/19/19, the group met where plans were made to garner support from local entities and possible partners. The group came up with plans to connect with council members in the hopes of providing education about this pressing topic as well as obtaining letters of support. For more information please contact us: [acctcoalition@gmail.com](mailto:acctcoalition@gmail.com)

We would like to formally introduce our TRL & Flavored Tobacco Subcommittee Lead: **Robin Siminoff!** Robin, now working as a prevention worker for Behavioral Health, has 15 experience within the tobacco field! With a degree in Public Health, emphasis in Community Health Education; Robin worked on smoke-free bars education and enforcement in Hollister and extensively worked on smoke-free parks/campuses in San Diego. She's had five different tobacco youth groups which she's had the opportunity to take to the capitol to talk with elected officials.



*"I am most excited about being back in the tobacco family after taking a break to raise my sons. I look forward to partnering with community members and other agencies to work on getting a TRL and flavors ban to protect the Valleys youth."*

### CONTACT US

**Salvador Vazquez**  
Coalition Chair

**Morelia Marines**  
Coalition Vice-Chair

### UPCOMING ACCT COALITION MEETINGS

**Merced County ACCT  
Coalition: Quarterly  
Meeting**

December 19, 2019  
11 am - 1 pm  
Location: TBA

**Coalition Recruitment  
Subcommittee**  
Meets bi-monthly

**Media Subcommittee**  
Meets bi-monthly

**TRL & Flavored Tobacco  
Subcommittee**  
Meets once a month

**Let's Clear the Air  
Subcommittee**  
Meets once a month

 **@MercedCounty  
ACCTCoalition**

 **acctcoalition@  
gmail.com**

 **acctcoalition.org**

# RESOURCE CORNER

## ATWATER, LOS BANOS & MERCED

Want to create change in your community? How can you get involved?  
We are always looking to collaborate with community members & leaders.

**Join our policy change efforts in your community.**

- **Data Collection**
- **Meetings with local decision makers**
- **Letters of Support**

**For educational material and resources, please contact us**

## QUIT SMOKING TODAY

Dignity Health Mercy Medical Center -  
Mercy UC Davis Cancer Center is offering a **FREE 4 week**  
**program that meets one-hour each week**

### **Location of Classes:**

Dignity Health Mercy Medical Center -  
Mercy UC Davis Cancer Center  
Conference Room  
3850 G Street  
Merced, CA 95340

### **Class Dates/Time**

|            |                   |
|------------|-------------------|
| October 8  | 10:30am - 11:30am |
| October 15 | 10:30am - 11:30am |
| October 22 | 10:30am - 11:30am |
| October 29 | 10:30am - 11:30am |



For more information contact: **(209) 564-3669**

# CONTACT US!

Merced County Tobacco Control Program has been providing numerous resources to communities across Merced County; striving to reduce tobacco-use among youth and our residents. We are always excited for opportunities to collaborate and partner with organizations, community members and leaders that are interested in creating healthier, tobacco free communities. If you or anyone you know is interested and would like more information about MCTCP please contact us today.

**Thank you!**

**For more information about the California Health Collaborative or MCTCP please contact:**

**Stephanie Gonzalez**

Program Manager

[SGonzalez@healthcollaborative.org](mailto:SGonzalez@healthcollaborative.org)

**Patrik White**

Youth Coordinator

[PWhite@healthcollaborative.org](mailto:PWhite@healthcollaborative.org)

**Maria Galvan**

Community Engagement Coordinator

[MGalvan@healthcollaborative.org](mailto:MGalvan@healthcollaborative.org)

1903 G St.

Merced, CA. 95340

**(209) 725-8240**



[www.healthcollaborative.org](http://www.healthcollaborative.org)



**MCTCP209**