

# QUARTERLY

## MERCED COUNTY **TOBACCO** CONTROL PROGRAM



# NEWSLETTER

VOLUME 5 - ISSUE 02

DECEMBER 2019

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MERCED COUNTY  
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A Community Counteracting Tobacco

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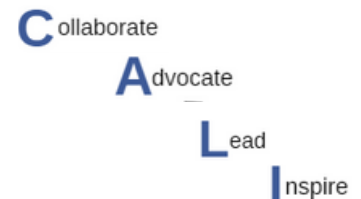
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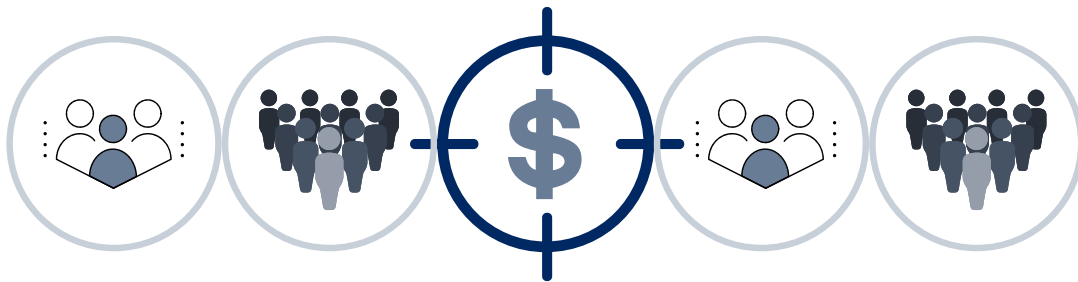
# KNOW THE FACTS

## A Look Into How The Tobacco Industry Targets Minority Groups

### Part 1

The tobacco industry has been known to strategically target minority populations including individuals in low-income communities, LGBTQ, those with mental illness, racial and ethnic minorities, women and our youth. These populations are reached through the strategic placement of advertisements inside stores, near schools, on television, radio, through popular music influencers, social media influencers, tobacco sponsored events, and much more!<sup>2</sup>

The industry has went as far as "capitalizing on culture", including but not limited to the sponsorship of activities and events linked with cultural traditions such as American Indian powwows, Cinco de Mayo festivities, Black History Month events, Asian/Pacific American Heritage Month, and Chinese New Year.<sup>1</sup> Other tactics include placing advertisements in venues more popularly visited by minority groups, targeted direct mail promotions, and targeted advertisements placed in publications. It was shown for example that Ebony magazine "was almost 10 times more likely than People magazine to contain an advertisement for menthol cigarettes", directly targeting the Black community.<sup>3</sup>



What can we do to decrease the systematic targeting of minority populations?  
Stay relevant and informed, educate others, and support local policy efforts in your communities.

*Coming Soon: Part 2 of A Look Into How The Tobacco Industry Targets Minority Groups*

- 1 "Asian Americans, Native Hawaiians, or Pacific Islanders and Tobacco Use." Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 25 Nov. 2019, [www.cdc.gov/tobacco/disparities/asian-americans/index.htm](http://www.cdc.gov/tobacco/disparities/asian-americans/index.htm).
- 2 "Tobacco Industry Marketing." Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 4 May 2018, [www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/tobacco\\_industry/marketing/index.htm](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/marketing/index.htm).
- 3 "Tobacco Is a Social Justice Issue: Racial and Ethnic Minorities." Truth Initiative, 3 Feb. 2017, [truthinitiative.org/research-resources/targeted-communities/tobacco-social-justice-issue-racial-and-ethnic-minorities](http://truthinitiative.org/research-resources/targeted-communities/tobacco-social-justice-issue-racial-and-ethnic-minorities).

## LEGISLATIVE UPDATES

Seven tobacco-related bills moving through the legislature:

**SB 8**

(Glazer)

State parks: state coastal beaches:  
smoking ban

**SB 38**

(Hill)

Flavored tobacco products

**SB 39**

(Hill)

Tobacco products - online sale

**AB 739**

(McCarty)

Flavored tobacco products

**SB 538**

(Rubio)

Electronic cigarettes

**AB 1625**

(Rivas)

Tobacco products - brand styles

**AB 1639**

(Gray)

Tobacco products

# COMMUNITY CORNER

## California Health Collaborative - Merced County Tobacco Control Program



**Community Events**



**Youth Engagement**



**Educational Presentations**



**Community Partnerships**



**Internship Opportunities**



**& Much More!**



## Tobacco Policy Momentum in Merced

The outbreak of e-cigarette, or vaping, product use-associated lung injury (EVALI) brought national attention to the risks associated with using e-cigarettes. This was the opportune time to reach out to our local city council members and educate them on the sharp rise in e-cigarette use by youth, tobacco industry targeting tactics, and the associated health risks of use of these products on youth. California Health Collaborative -Merced County Tobacco Control Program staff, Merced County Department of Public Health (MCDPH)- Health Equity in the Retail Environment (HERE) staff, CALI Youth Coalition and ACCT Coalition members increased efforts to educate our local decision makers in the county.

In September, members of the ACCT Coalition's Tobacco Retail License (TRL) and Flavored Tobacco Subcommittee sent individual emails to city council members and mayors in Atwater and Merced. The greatest response to these emails came from City of Merced councilmembers. At the Merced City Council meeting on October 7th, ACCT Coalition members came out in force joined by CALI Youth advocates and community partners to present persuasive public comments on the impacts of flavored tobacco products and urged councilmembers to consider a ban on the sale of flavored tobacco products in Merced. Those educational efforts ignited policy interests in Merced!

At the November 4th Merced City council meeting, Councilmember Fernando Echevarria discussed vaping regulations and sales in the city as a business item. That was followed by educational presentations at the November 18th city council meeting by Dr. Gonzalez and Dr. Epperson from UC Merced's Nicotine & Cannabis Policy Center and Dr. Arakawa, Merced County Health Officer regarding vaping, flavored tobacco, and tobacco policy options. By the end of this November meeting. The Merced City Councilmembers agreed to re-visit tobacco policy at a February 2020 meeting.

MCDPH - HERE staff will continue to back tobacco policy efforts by the ACCT Coalition in the city of Merced and continue momentum into early 2020. Natalie Alfaro-Perez will be the new MCDPH-HERE staff involved with policy work in Merced. Nancy Tapia has been reassigned to other duties and will retire from the Department soon.

In preparation for the February Merced City Council meeting, MCDPH-HERE staff plans to join partner with ACCT members to educate councilmembers and have the results from the Young Adult Tobacco Purchasing Survey (YATPS) completed. MCDPH-HERE staff will gather information on tobacco policies from California cities similar to Merced and sample policy language to present to council members. Twenty-nineteen ends on a very hopeful note in terms of tobacco policy work. Twenty-twenty should bring even greater promise.

If you would like to join these efforts in Merced, please contact Natalie Alfaro-Perez at:  
Natalie.Alfaro-Perez@countyofmerced.com or (209) 381-1272.

# 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!

The collection of Public Opinion Polls (POPs) is now complete! Program staff, volunteers, and community members assisted with the collection of over 120 POPs! POPs were collected in collaboration 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 released in 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 email list, contact us.



## **Key Informant Interview (KII) Training!**

On October 3rd, 2019 a KII training was provided to staff, coalition representatives and community members. During this training attendees had the opportunity to learn and develop skills necessary to conduct KII's. The purpose of this training was to prepare volunteers to assist with conducting KII's for the HSHC campaign - these KII are being conducted with community leaders, policy makers, retailers, etc. on options for possible interventions.



Special thanks to Tashelle Wright for providing the training to the group!

**Want to get involved?**

Contact us! [mctcp@healthcollaborative.org](mailto:mctcp@healthcollaborative.org) OR (209)725-8240



## ATWATER

Atwater CALI youth have begun work on their first media project. This project will be highlighting the dangers of flavored tobacco and vaping. Stay tuned for future updates on this exciting project!

## MERCED

Merced CALI youth are very close to finishing their updates on their YouTube mini-series including the finalization of their second episode! Please visit <https://youtu.be/hbBAUUTrThk> - subscribe, like and support these young tobacco control advocates!

## LOS BANOS

The Los Banos CALI youth are currently in search of a new meeting Space! If you know or have any places in mind where this group can meet, please contact us. Thank you!



@ Merced County Tobacco Control Program

**We are recruiting!**

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



**Thanks to all that attended the December ACCT Coalition meeting!**

If you were unable to attend, we missed and look forward to seeing you at future meetings! Please follow us on social media and check out our webpage: [www.acctcoalition.org](http://www.acctcoalition.org) where you can find meeting minutes and keep up to date with the coalitions initiatives.

During this meeting, the executive board (EB) and program staff (PS) took into account previous feedback. EB & PS provided coalition members with an interactive activity to learn more about tobacco control resources and programs available in Merced County. **Tobacco Use Prevention Education (TUPE)** coordinator presented to coalition members on what the TUPE program does in Merced County and how we can all collaborate together. **Dignity Health** social worker provided a presentation on a recent vaping presentation they had for El Capitan High School, their focus and what they found. Dignity Health was also awarded a certificate for their outstanding efforts in prevention education for Merced County youth on the subject of tobacco and vaping!

**Introducing our new Vice-Chair!** (December 2019-June 2020)

**Stergios (Steve) Roussos**

Alliance for Community Research & Development (ACRD)

"I am thrilled to have this chance to serve as ACCT Vice Chair. I look forward to working with individual members and our subcommittees toward a successful Tobacco Retail Licensing (TRL) policy. We can really do this together! I will help prepare others to engage decision-makers and the community, and personally outreach too.

I am grateful to be a Mercedian. People here look out for each other. I have seen so many people helping others and helping me when I need a hand.

I love spending time with my family (which includes our 4 sweet dogs). My children are constantly introducing me to new things they like to do together, like Pokemon and strange YouTube tricks and crafts. I try to learn, slowly but surely."



[acctcoalition.org](http://acctcoalition.org)

**Next: Merced County ACCT Coalition Quarterly Meeting**

March 10, 2020

11 am - 1 pm

Location: TBA

[acctcoalition@gmail.com](mailto:acctcoalition@gmail.com)

@MercedCounty ACCTCoalition

**Salvador Vazquez**  
 Coalition Chair

**Steve Roussos**  
 Coalition Vice-Chair

**Robin Siminoff**  
 TRL & Flavored Tobacco  
 Subcommittee Lead

**Tashelle Wright**  
 Media Subcommittee  
 Lead



## Media Subcommittee



Meet our new Media Subcommittee Lead!

### **Tashelle Wright**

"I look forward to being able to share tobacco-related information, resources, events/meetings the community can benefit from. What I love most about my community is that we are able to come together and advocate for policies that protect vulnerable populations (i.e. Youth and People of Color). In my free time, I love traveling and trying new food."

The purpose of the ACCT Coalition Facebook page is to serve as a central hub to share events, health and tobacco education, policy campaign progress and success, and opportunities to get involved in tobacco control efforts across Merced County! It is also a great platform for coalition members and partners to share information and updates about their work that may be of interest to community members.

Our Media Subcommittee Lead is accepting submissions for the social media pages. If you would like to submit posts please email Tashelle at [twright8@ucmerced.edu](mailto:twright8@ucmerced.edu). Please use "ACCT Coalition Facebook" in the subject line. Thank you.

## TRL & Flavored Tobacco Subcommittee

Please refer to page 4 for Merced City TRL & Flavored Tobacco Subcommittee efforts timeline.

As the momentum continues to build and grow for the city of Merced; Merced County Tobacco Control Program would like to thank all of those involved for all of your support, time and efforts! This momentum would not be possible without the ACCT Coalition's members, community partners, and youth coalition members.

Atwater efforts have been slowly building as MCTCP continues to assist community events, providing education and information to the community and showing our presence. Recently, there has been more interest within Atwater's community leaders in support of tobacco control. Again, this peak of interest would not be possible without the support and assistance from our partners! Keep on the look out for future updates on Atwater and how you can assist!





# 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 - Session 1 for 2020**

January 7	10:30am - 11:30am
January 14	10:30am - 11:30am
January 21	10:30am - 11:30am
January 28	10:30am - 11:30am

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

# CONTACT US!

Merced County Tobacco Control Program staff 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:**

1903 G St., Merced, CA. 95340  
(209) 725-8240



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MGalvan@healthcollaborative.org

*MCTCP would like to wish you Happy Holidays and a wonderful New Year!*



**MCTCP209**

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