

QUARTERLY NEWSLETTER

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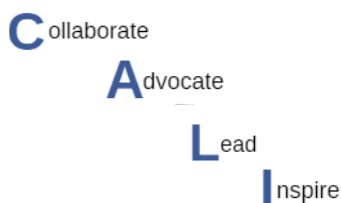
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ACCT Coalition
A Community Counteracting Tobacco

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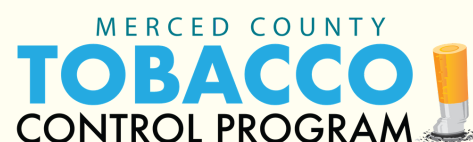
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California Health Collaborative



KNOW THE FACTS

A Look Into How The Tobacco Industry Targets Minority Groups

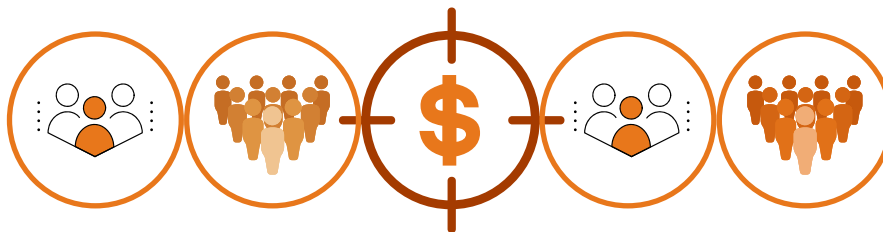
Part 2

Part 1 of A Look into How the Tobacco Industry Targets Minority Groups focused on how the tobacco industry targets minority groups such as individuals in low-income communities, LGBTQ, those with mental illness, racial and ethnic groups, women and youth. In Part 2 – we will look at efforts being made that can decrease the use of tobacco products among these populations and efforts that can be made to assure they are protected.

Across the nation proposed tobacco control efforts such as policies, bills, and laws are attempted to be passed in efforts to decrease tobacco use among minority populations. These tobacco control efforts include placing age limits, minimum package price, flavored tobacco restrictions, local tobacco retail licensing requirements, school zoning ordinances, restricting the way the tobacco industry advertise their products and many more. These policy efforts restrict access to certain tobacco products as well as decrease tobacco use. *Protecting American Lungs and Reversing the Youth Epidemic Act of 2020* (HR 2339) showcases requirements that can in turn reduce tobacco/nicotine use among our youth. The bill prohibits the online retail sale of tobacco products including electronic nicotine delivery systems, prohibits flavors in a tobacco product other than tobacco flavor, provides funding to support public education about the dangers of tobacco use which have all been shown as effect strategies in decreasing tobacco use among the youth.

The effectiveness of policies is only as strong as their wording and implementation. Opponents of proposed or existing policies often try to include exceptions or ambiguous language that weaken policies. Such loopholes create future challenges in enforcement and usually require legislation to correct. Examples of common loopholes include: vague definitions of tobacco products; absence of language regarding enforcement; and tobacco product exception such as mint and menthol.

Tobacco control partners in local communities and across California are working together to prevent exceptions and ambiguities through strong policy development and implementation. Education is essential to residents and decision makers so they can make the right decision to protect our community from these harmful tobacco products.



visit [www.https://tobaccofreeca.com/story-of-inequity/](https://tobaccofreeca.com/story-of-inequity/) to learn how the tobacco industry has targeted minority groups

1 Clarke, Y. D. (2020, February 27). Youth tobacco use legislation would have unintended life-or-death consequences for black tobacco users. Retrieved from <https://thehill.com/blogs/congress-blog/healthcare/484890-youth-tobacco-use-legislation-would-have-unintended-life-or-death-consequences-for-black-tobacco-users>
2 Pallone, & Frank. (2020, March 2). H.R.2339 - 116th Congress (2019-2020): Protecting American Lungs and Reversing the Youth Tobacco Epidemic Act of 2020. Retrieved from <https://www.congress.gov/bills/116/house-bills/2339>
3 Stolberg, S. G. (2020, February 28). House Votes to Ban Flavors in Cigarettes and E-Cigarettes. Retrieved from <https://www.nytimes.com/2020/02/28/us/politics/flavored-cigarettes-vaping-ban.html>
4 Tobacco is a social justice issue: Racial and ethnic minorities. (2017, February 3). Retrieved from <https://truthinitiative.org/research-resources/targeted-communities/tobacco-social-justice-issue-racial-and-ethnic-minorities>
5. Public Health Law Center (2020, March 27) Pricing Policy a Tobacco Control Guide. Retrieved from <https://publichealthlawcenter.org/sites/default/files/resources/tclc-guide-pricing-policy-WashU-2014.pdf>

COMMUNITY CORNER

California Health Collaborative - Merced County Tobacco Control Program



Community Events



Internship Opportunities
Our program is sponsoring 2 interns this semester!



California Health Collaborative

MERCED COUNTY TOBACCO CONTROL PROGRAM



Community Partnerships

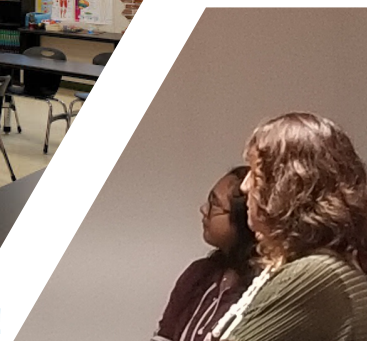
Educational Presentations



Youth Engagement



Resources and much more!



MERCED COUNTY TOBACCO CONTROL PROGRAM

Tobacco Policy Momentum in Atwater

Goal: Reduce youth access to flavored tobacco products in the retail environment

- Program staff continues to provide education to residents and decision makers about the availability and access of flavored tobacco products in the retail environment.
- On March 25, program staff provided an educational presentation to Atwater-Winton Lions Club to discuss issues related to flavored tobacco products and electronic smoking devices
- Program continues to partner with Atwater Valley High School to provide education to their students through the afterschool CALI youth coalition!
- Gathering letters of support! If your organization is interested in submitting a letter of support for this initiative contact us!



Thank you Dr. Eric Cheung and Atwater Lions Club for supporting our program efforts!

Tobacco Policy Momentum in Los Banos

Goal: Smoke-free public outdoor areas

- Program staff continues to provide education to residents and decision makers about the availability and access of flavored tobacco products in the retail environment.
- Program has partnered with Cultiva La Salud - Gente Poderosa (Powerful People) to provide education to local decision makers about the impacts of secondhand smoke in public outdoor areas
- Program has partnered with Los Banos Home School Co-Op to host an Earth Day Celebration and a community clean up event in Los Banos. Follow us on Facebook for more details!
- Gathering letters of support! If your organization is interested in submitting a letter of support for this initiative contact us!



Thank you Claudia Corchado from Cultiva La Salud - Gente Poderosa (Powerful People) and Maria Phillips from Los Banos Home School Co-Op for supporting our program efforts!

HEALTHY STORES FOR A HEALTHY COMMUNITY

CHC-MCTCP collected over 120 Public Opinion Polls from community members to learn their perceptions about access and availability of products in the retail environment. Key Informant Interviews were conducted with community leaders and policy makers to discuss options for possible interventions.

When will the data be available?

Data will be released Mid-April and will go live on the website



visit www.healthystoreshealthycommunity.com

Why is this data important?

An understanding of the tobacco, alcohol, condoms, and nutrition products in the retail environment in Merced County and across California



LEGISLATIVE UPDATES

Eight tobacco-related bills moving through the legislature:

AB 1626

(Rivas)

Cigarettes: Administration:
Attorney General

AB 1627

(Rivas)

Cigarette Tobacco Directory

AB 1639

(Gray)

Tobacco products

AB 2230

(Berman)

Tobacco Assessment

AB 2546

(Grayson)

Family daycare homes:
prohibition on smoking

AB 2913

(Rivas)

Unflavored Tobacco List

AB 3227

(Gray)

Sale of tobacco by mail

SB 793

(Hill)

Flavored tobacco products

Collaborate **A**dvocate **L**ead **I**nspire

Youth Advisory Board

Atwater

Atwater Valley High School

- Atwater CALI Youth Advocates designed an art project that will display how the tobacco industry lures youth into a lifetime of addiction with flavored tobacco products and electronic smoking devices.
- Atwater CALI Youth Advocates wrote a letter to Atwater City Council to share their concerns and the need for change in their community!

Los Banos

Los Banos High School - LULAC



- Los Banos CALI Youth Advocates are planning to host an event at Los Banos High School to highlight the impacts of secondhand smoke and tobacco litter in their community. CHC is partnering with League of United Latin American Citizens (LULAC) to recruit more members!

Merced

Stephen Leonard Park

- Merced CALI Youth Advocates continue to educate their peers about the harms of vaping and flavored tobacco. This group is facilitated by the California Health Collaborative and Merced County Department of public Health

County Wide CALI Youth Efforts

- Youth Quest has been postponed due to COVID-19. Students are interested in meeting their statewide legislators during a local day event.
- Youth Leader Summit is scheduled for June 16 - 19 at Camp Sequoia! Contact us if you would like to nominate a student to attend!

We are recruiting!

Joining is completely free! Youth coalition members are exposed to great leadership and advocacy opportunities



Thanks to all that attended the March ACCT Coalition meeting!

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

During this meeting, we had two very special guests! **Officer Rivas: Los Banos High School Resource Officer** provided coalition members with valuable insights on what she has witnessed firsthand in the high schools she is stationed at. She also showcased some of the strategies used in LBHS to prevent vaping on school grounds and how these strategies have changed where campuses are using more of a restorative justice approach.

American Heart Association Communications Director provided coalition members with a Media Outreach Training where members learned tips on how to work with the media and carry out their message. The training included who is valuable to contact, how to engage the media, noteworthy do's and don'ts, examples of a media advisory vs. a media release, and how to carry your message.

 acctcoalition.org


Next: Merced County ACCT Coalition Quarterly Meeting

June 9, 2020

11 am - 1 pm

Location: TBA

 @MercedCounty
 ACCTCoalition

 acctcoalition@gmail.com

Salvador Vazquez
 Coalition Chair

Steve Roussos
 Coalition Vice-Chair

Tashelle Wright
 Media Subcommittee Lead



Media Subcommittee



Goal Accomplished!

Previous Facebook
Follower Goal:

130

Current Count:

134

Next Goal:

150

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, 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. Please use "ACCT Coalition Facebook" in the subject line. Thank you.

TRL & Flavored Tobacco Subcommittees: Atwater & Merced

Atwater:

The Taking ACCTion on Flavored Tobacco Subcommittee officially met for the first time on February 13th, 2020 where subcommittee members discussed the goals and priorities. The group deemed it a priority to continue providing education to the community and elected officials. The group also met on March 12 to identify community members and leaders who may support local efforts. Please be on the look out for the next meeting set to take place in April through a possible video-conference call.

Merced:

The Subcommittee continues to meet monthly. The previous TRL and Flavored Tobacco Subcommittee met on February 4, 2020 where a champion councilmember and City Manager attended. Attendees of the meeting received information on the effectiveness of tobacco retailing licensing, and how to regulate flavored tobacco. Although educational material was presented, the City Manager informed the committee that the City of Merced Council members would wait until after the passing of Senate Bill 793 before proceeding with adding TRLs to future agendas. Both Councilmember and City Manager stated they will continue to support the tobacco control efforts in Merced and requested educational information regarding enforcement for a TRL. Coalition members and community members continue to make a significant impact; together we will continue our work to battle this national concern. Stay tuned for an upcoming TRL and Flavored Tobacco Subcommittee meeting to debrief and strategize. Efforts in Merced led by HERE grant staff.

Tobacco Control Efforts in the City of Merced

The outbreak of e-cigarettes or vaping continues to be a national concern, and on January 6, 2020 Senate Bill 793 was introduced by Jerry Hill. This bill is more expansive than the federal action, and would prohibit a tobacco retailer from selling flavored tobacco products. Although this senate bill was introduced, Merced Tobacco Control staff continues to work diligently. Efforts in the City of Merced remain to educate the community and decisionmakers on the risks of using e-cigarettes and to reduce the tobacco related health disparities among populations in Merced.

On December 13, 2019 Merced County Department of Public Health hosted a forum called Let's Talk Health: Vaping & Tobacco. This forum provided tobacco related information, and the effects of nicotine on the adolescent brain. Speakers included previous Merced County Department of Public Health, Health Officer Dr. Gordon Arakawa and Dr. Mariaelena Gonzalez from UC Merced Nicotine & Cannabis Policy Center. This forum was free for the community which included school administrators, teachers, community health workers, and medical providers.



Dr. Gordon Arakawa speaking during *Let's Talk Health: Vaping & Tobacco Forum*

The Merced County Department of Public Health, Health Equity in the Retail Environment (HERE) staff is available to provide educational presentations to youth serving organizations, and service clubs. If you have a group that is interested in receiving a presentation in the City of Merced regarding vaping, and the effects of tobacco, please contact Natalie Alfaro Perez at (209) 381-1272 or via email Natalie.Alfaro-Perez@countyofmerced.com.

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

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

Schedule may change due to COVID-19. 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:

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MCTCP209

www.healthcollaborative.org