

# QUARTERLY NEWSLETTER

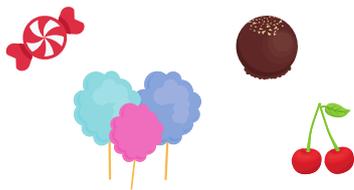
Merced County Tobacco Control Program

VOLUME 4 - ISSUE 04

JUNE 2019

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MERCED COUNTY  
**ACCT Coalition**  
A Community Counteracting Tobacco

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California Health Collaborative

MERCED COUNTY  
**TOBACCO**  
CONTROL PROGRAM 

# FLAVORED E-JUICE: KNOW THE FACTS

Containing Nicotine\* one teaspoon of E-juice can be fatal for an adult; for a child a deadly dose is much smaller<sup>4</sup>

Sweet flavors may increase the risk of tooth decay when inhaling the aerosol produced by these e-juices<sup>5</sup>



**MINT**

**COTTON CANDY**



**CHERRY**

**CHOCOLATE FUDGE**



**\*Nicotine:** Main toxic chemical in tobacco that is highly addictive

Although some chemicals found in flavorings are safe to eat; inhaling them can cause harm to our health<sup>1</sup>

Formaldehyde, acetaldehyde and acrolein are just a few of the chemicals found in e-juice known to cause cancer<sup>3</sup>

**Do these flavors sound scary? Didn't think so. Sweet flavors such as bubble gum, cinnamon crunch, and candies appeal to our youth. However, E-juices contain toxins and harsh chemicals!<sup>2</sup>**

(1) Fowles, J., & DiBartolomeis, M. (2017). Toxicological Concerns from Inhaled Food Flavorings Found in Electronic (E-) Cigarette Aerosols (p. 0-36, Rep.). Richmond, CA: Environmental Health Investigations Branch: California Department of Public Health.  
(2) Sassano, M. F., Davis, E. S., Keating, J. E., Zorn, B. T., Kocher, T. K., Wolfgang, M. C., ... Tarran, R. (2018). Evaluation of e-liquid toxicity using an open source high-throughput screening assay. *PLoS biology*, 16(3), e2003904. doi:10.1371/journal.pbio.2003904  
(3) Sleiman, M., Loguè, J., Montesinos, V., Russell, M., Litter, M., Gundel, L., & Destallats, H. Emissions from Electronic Cigarettes: Key Parameters Affecting the Release of Harmful Chemicals. *Environmental Science & Technology* (2016) 50 (17), 9644-9651. DOI:10.1021/acs.est.6b01741  
(4) Tobacco Control Legal Consortium. (2015). Policy Approaches to Prevent Liquid Nicotine Poisonings | Brochure). Minnesota: Author.  
(5) Kim SA, Smith S, Beauchamp C, Song Y, Chiang M, Giuseppetti A, et al. (2018) Carcinogenic potential of sweet flavors in electronic cigarette liquids. *PLoS ONE* 13(9): e0203717. <https://doi.org/10.1371/journal.pone.0203717>

**THE CENTER**  
for Tobacco Policy & Organizing

## LEGISLATIVE UPDATES

**AMERICAN LUNG ASSOCIATION**  
IN CALIFORNIA

### Five 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

#### **SB 424**

(Jackson - D, Santa Barbara)

Tobacco products: single-use and multiuse components

#### **SB 538**

(Rubio - D, Baldwin Park)

Electronic cigarettes

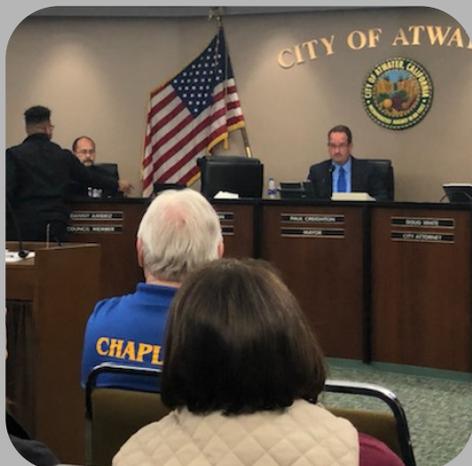
Legislative Updates gathered from American Lung Association's The Center for Tobacco Policy & Organizing

# COMMUNITY CORNER

## MCTCP PRESENTS AT ATWATER CITY COUNCIL MEETING



On the 8th of April, 2019 Merced County Tobacco Control Program along with a youth advocate and a concerned parent from Atwater presented to Atwater City Council. The group was able to present pressing topics such as flavored tobacco products, tobacco retail licensing, and how our youth are affected by tobacco products.



Both Atwater Mayor and Chief of Police expressed their support which shows a promising future for Atwater. This presentation marks a small victory in MCTCP's goals towards a healthier and safer environment for Atwater residents.



If you would like to be a part of this promising process please contact us as we prepare for future plans within Atwater!



For more information please contact MCTCP  
(contact information on page 10)

# COMMUNITY CORNER

## Join the Policy Change Effort

### Merced County Department of Public Health

The Merced County Department of Public Health (MCDPH) became a formal subcontractor for the California Health Collaborative (CHC) in April. Public health staff is excited to join forces with CHC's Merced County Tobacco Control Program to further tobacco control efforts in Merced County. The long-term goal for public health's tobacco campaign is to pass a tobacco retail license (TRL) in the city of Merced with provisions banning the sale of flavored tobacco products. Reaching this goal will not be easy, but public health staff are confident they will achieve this goal by the deadline of June 2021.

The reason for this optimism is due to recent tobacco control policy wins already achieved in Merced. On January 1, 2016, the Housing Authority of Merced County adopted a 100% smoke-free indoor and outside policy for all Housing Authority's properties throughout Merced County. Later that year, two privately owned low-income housing properties within the city of Merced adopted 100% smoke-free indoor and outdoor policies. On September 2016, the Merced City Council approved an ordinance to prohibit all new tobacco retailers from locating within a 1000-foot buffer zone around schools, playgrounds, parks, or city owned recreational centers in the city of Merced. In the fall of 2017, Merced College implemented a strict 100% tobacco-free policy that included a ban on electronic cigarettes for both the Merced and Los Banos college campuses. Each of these environmental policy changes contribute to decreasing community members' exposure to the harms of secondhand smoke, lessens the chances a young person will start using tobacco, and eases the quitting process for current smokers because non-smoking become the community norm.

Policy change is a heavy lift even in the best of circumstances. Success requires an evolving strategic plan and a committed, engaged group of coalition members pooling together their community assets to obtain the goal. In June, Nancy Tapia, public health staff member, attended a fantastic three-day Midwest Academy Strategic Planning training sponsored by the California Tobacco Control Program. This active, hands-on training took participants through the planning steps and role-play examples to illuminate the best practices recommended to launch a successful community organizing policy change campaign.

Energized by this experience, the Merced County Department of Public Health is ready to hold a Strategic Planning session for Merced city. This is a call out to any ACCT Coalition member or resident of Merced city who is interested in joining this effort.

#### Save the date

Wednesday, July 31st

3:00pm - 5:00pm

Merced County Department of Public Health in the Auditorium

260 East 15th Street

Merced, CA 95341

For more information, please contact:

Nancy Tapia

NTapia@co.merced.ca.us

(209) 381 - 1156





## Youth present to Los Banos Mayor



The ACTION Youth Coalition based in Los Banos is off to a great start! After less than a year since the groups start date; this groups proactive members earned them a meeting with Los Banos Mayor, Mike Villalta. On May 29th, 2019 the group had the opportunity to discuss pressing concerns within youth tobacco use and tobacco litter affecting their community.



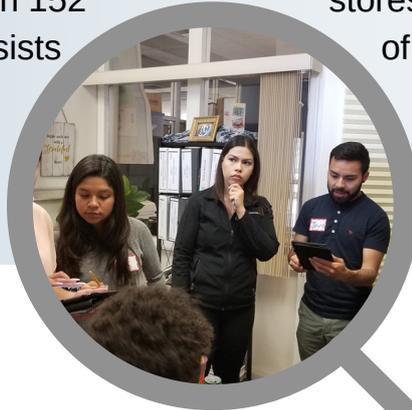
Mayor Villalta showed much interest as one of the youth explained how not a lot of kids will stand up and go against what's trending within their peers. This new trend to use E-cigarettes at all times and locations throughout school; in the halls, classes, lunch, highlighting popularity of these electronic nicotine delivery systems within grade school. Peer pressure, wanting to fit in, not wanting to be picked on could all be possible reasons. Understanding why our youth will not stand up and take action against this trending fad could minimize the amount of youth users in this area.

# HEALTHY STORES FOR A HEALTHY COMMUNITY

The California Health Collaborative - Merced County Tobacco Control Program in partnership with Merced County Behavioral Health and Recovery Services, and A Community Counteracting Tobacco Coalition have completed data collection for the HSHC campaign!

## IN CASE YOU MISSED IT:

data collection was collected through the help of volunteers and partnering agencies within 152 collection consists the role that it The end goal guide local health of the

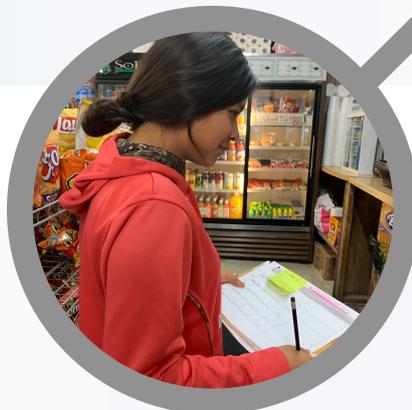


stores across Merced County! The data of assessing the retail environment and plays in the health of our community. of this campaign is to inform and policy changes that benefit the community.

Two successful training sessions took place in Merced where volunteers and partners were trained on how to collect data, what to look for and how to address certain situations.



volunteers put their training to the test as they collect data at designated retail locations throughout Merced County!



For more information, contact the Merced County Tobacco Control Program

(contact information on page 10)





As the 2018-2019 fiscal year comes to an end, the ACCT Coalition members had the opportunity to vote for a new Chair and Vice-Chair. We say good-bye to our 2018-2019 Chair, Tashelle Wright & Vice-Chair, Jazmine Kenny; whom we thank for all of their hard work and efforts within Merced County. Their commitment to reduce and prevent the use tobacco and exposure to secondhand smoke was widely present throughout their official term.

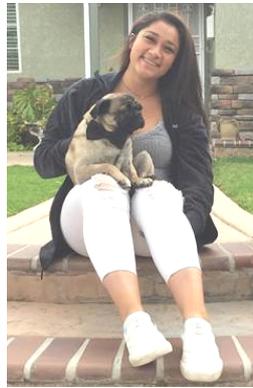


**Introducing our new Chair & Vice-Chair!**



**Salvador Vazquez - Chair**

"My name is Salvador Vazquez. I was born and raised in Watsonville and currently live in Atwater and have lived in the central valley for 19 years. I oversee health services for the Migrant Education Program under the umbrella of MCOE. I am honored to have been elected as ACCT Coalition chair and am eager to continue the great work our previous chair, co-chair and coalition have done. Although Tobacco Control is a daunting challenge I look forward to working to make as positive an impact as possible. I don't have much in terms of hobbies that really interest me except for soccer. It is an activity that provides me great fun and as added bonuses keeps me in shape, healthy, is a stress reliever and is a great way to meet new people, friends and socialize."



**Morelia Marines - Vice-Chair**

"It's a pleasure to be able to serve as your incoming Vice-Chair. I am a UC Merced graduate with a Bachelor's in Public Health and Psychology. I am originally from the Riverside area in Southern California, so coming to Merced was very different for me, but it has helped me grow and become more passionate about helping the community. I have had the opportunity to explore various parts of Merced County, and I see the need that there is to bring resources to its rural communities. I am really looking forward to creating a healthier, more equitable, and tobacco-free Merced County!  
A couple of fun facts about me are that I love playing/ watching basketball, going hiking and I own a Pug named Archie."

**CONTACT US**

**Salvador Vazquez**  
Coalition Chair

**Morelia Marines**  
Coalition Vice-Chair

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

**UPCOMING ACCT COALITION MEETINGS**

**Merced County ACCT Coalition: Quarterly Meeting**  
September 10, 2019  
11 am - 1 pm  
Location: TBA

**Coalition Recruitment Subcommittee**  
Meets bi-monthly

**Media Subcommittee**  
Meets bi-monthly

**Flavored Tobacco ENDS Now Subcommittee**  
Meets once a month

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



**@MercedCounty ACCTCoalition**

# RESOURCE CORNER

## UPCOMING EVENTS

### Healthy Stores for a Healthy Community Campaign



Be on the look out for future updates!  
We look forward to sharing data results and information with you all. Make sure you keep up to date with our social media pages and emails.  
If you would like to be added to our emailing list please contact us!



### Atwater & Los Banos

Want to create change in your community? How can you get involved? Join us as we prepare for the next steps in Atwater and Los Banos.

For more information please contact us at (209) 725-8240

## 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

July 9	10:30am - 11:30am
July 16	10:30am - 11:30am
July 23	10:30am - 11:30am
July 30	10:30am - 11:30am

For more information contact: (209) 564-3669



# MERCED COUNTY TOBACCO CONTROL PROGRAM



MERCED COUNTY  
**TOBACCO**  
CONTROL PROGRAM

Educational presentations

Community Events

Trainings

Working with our youth

& Much More!

Contact us for more information  
&  
how to get involved!

## UNIDOS POR SALUD PROJECT



The Unidos Por Salud Project hosted their first Annual Central Valley Hispanic/ Latino Leadership Summit in Fresno! The objective of the summit was for individuals from the Central Valley to increase their ability to advocate for local change and reduce tobacco-related health disparities among Hispanic/ Latino populations, along with leadership development. It will be hosted again next year, and will be open to members of the Merced community.

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

# CONTACT US!

Merced County Tobacco Control Program has been providing numerous resources to communities in 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 directly. Thank you!

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

**Stephanie Gonzalez**

Program Manger

[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**