

QUARTERLY NEWSLETTER

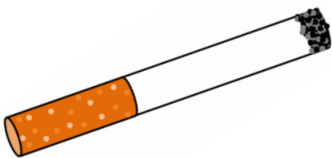
Merced County Tobacco Control Program

VOLUME 4 - ISSUE 03

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WHAT'S IN A CIGARETTE?

Approximately **600** ingredients compose a cigarette (1). These ingredients when burned create more than **7,000** chemicals and compounds. More than **70** of these chemicals are known to cause cancer and are toxic (2).

Let's take a look at some of these chemicals and where else they are found:



(1) <https://www.lung.org/stop-smoking/smoking-facts/whats-in-a-cigarette.html>
 (2) https://www.cdc.gov/tobacco/data_statistics/sgr/2010/pdfs/key-findings.pdf



LEGISLATIVE UPDATES



Eleven Tobacco-Related bills were introduced

- AB 131**
(Cunningham - R, Templeton)
Electronic smoking devices: manufactures: advertising
- AB 739**
(McCarty - D, Sacramento)
Flavored tobacco products
- AB 1625**
(Rivas, Robert - D, Hollister)
Unflavored Tobacco List
- AB 1626**
(Rivas, Robert - D, Hollister)
Cigarettes: administration: Attorney General

- AB 1627**
(Rivas, Robert - D, Hollister)
Cigarette Tobacco Directory
- AB 1691**
(Gloria - D, San Diego)
Cigarettes and Tobacco products licensing
- AB 1718**
(Levine - D, San Rafael)
State Parks: state coastal beaches: smoking ban

- SB 538**
(Rubio - D, Baldwin Park)
STAKE Act: definitions
- SB 8**
(Glazer - D, Orinda)
State parks: State coastal beaches: smoking ban
- SB 38**
(Hill - D, San Mateo)
Flavored tobacco products
- SB 39**
(Hill - D, San Mateo)
Tobacco products

Nicotine & the Brain

1 **Nicotine*** produces a pleasurable feeling by activating the reward circuits that are part of the Limbic system*.

2 This activation also causes the overproduction of the neurotransmitter dopamine* in the circuits.



3 the enzyme* responsible for breaking down dopamine is decreased due to nicotine use. This results in higher levels of dopamine.

★ The increase of dopamine pushed the tobacco product user to continue use as this results in pleasurable feelings.

Nicotine is so addictive in part because of this over production of the feel-good neurotransmitter, dopamine, and the decrease in its breakdown.

***Nicotine** - main toxic chemical in tobacco products that is highly addictive.

***Limbic System** - The complex system of nerves in the brain which control emotions such as pleasure and drives such as hunger, sex, needs.

***Dopamine** - a chemical released by nerve cells - this neurotransmitter plays a key role in reward-motivated behavior; associated with feel good feelings, euphoria, bliss, motivation, and many more.

***Enzyme** - molecules that assist with chemical reactions such as breaking down dopamine to be more easily absorbed - when this process is slowed, dopamine stays at a higher-than-normal level for a greater period.

(1)<https://teens.drugabuse.gov/teachers/mind-matters/nicotine>

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

April 9 | 10:30 am
April 16 | 10:30 am
April 23 | 10:30 am
April 30 | 10:30 am



For more information contact:
(209) 564-3669

COMMUNITY CORNER

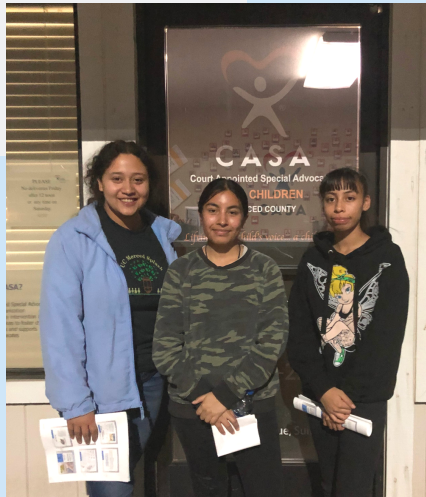
MERCED COUNTY **TOBACCO** CONTROL PROGRAM



California Health Collaborative - Merced County Tobacco Control Program & Unidos Por Salud project were interviewees for Despierta Valle Central with Univision!



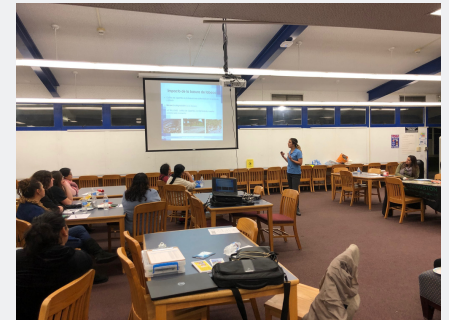
ACTION advocates Parent Institute event in Merced



ACTION advocates presented to CASA in Merced



ACTION advocates presented to Atwater Police Department



Program staff presented to Atwater High School English & Spanish Parent Resource Group

UPCOMING EVENTS

Flavors Hook Kids Community Forum

Gustine Unified School District

April 16 - 5:30 - 6:30PM

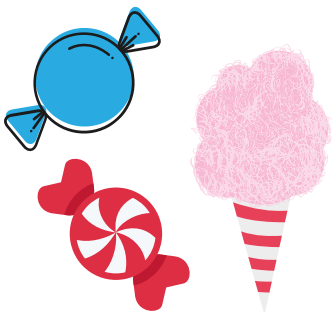
Gustine Middle School

Healthy Stores for Healthy Communities Training

April 20 in Merced

April 27 in Los Banos

(see page 7 for more details)



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

Tackling Tobacco Law Enforcement in Merced County



The Health Policy and Wellness Division of Merced County Department of Public Health has begun work on a new tobacco grant from the Department of Justice (DOJ) called the Tobacco Education and Enforcement Project (TEEP). This funding continues through June 2021. TEEP is a collaborative project between public health department staff, local law enforcement, and youth to improve safety and service to the community through enforcement, training, education and implementation of tobacco control policy.

Youth engagement is vital to improving tobacco law compliance in the county. Merced County youth are particularly at risk of joining the numbers of California youth that become new daily smokers each year because:

- Many experience known risk factors for increased rates of smoking, e.g., lower incomes, low educational attainment, and live in rural environments
- They live in environments where tobacco products are inexpensive
- Tobacco products are readily available to youth
- Tobacco marketing targets youth

This project aims to protect youth in Merced County from tobacco exposure and decrease sales of tobacco to minors. First, TEEP staff will work with youth and community partners to paint a picture of the current landscape of tobacco use among youth in Merced County. Next, youth will assist TEEP staff and law enforcement in investigating illegal tobacco sales, marketing of tobacco, and retail compliance checks. Finally, youth educators will present the tobacco issues facing them to decision makers and based on findings, advocate for enforcing existing tobacco policies and/or strengthening protection for minors.

Interested in finding out more about TEEP, please contact: **Nancy Tapia at (209) 381-1156 or ntapia@co.merced.ca.us**

ADVOCATES COUNTERING TOBACCO



IN OUR NEIGHBORHOODS

Youth advocates visit the state capitol to discuss E-Cigarette & Tobacco control with our state legislators!



"My experience with youth quest was truly remarkable, and something I'll never forget. The advisors helping in Youth Quest made me feel welcome, and helped me be informed and well educated with bringing individuals aware of the harms of tobacco. During Youth Quest, I was able to visit the state capitol in Sacramento and discuss local issues with senator, Anna Caballero. It was a great networking experience where I met many other students

who I can now call my friends. Youth Quest has opened me up to a new world where I am not scared to have a conversation and educate fellow classmates to bring awareness about the harms of tobacco." - **Kami** (Sophomore - Pacheco High School)

"Youth Quest, which is hosted by the California Youth Advocacy Network, is a great opportunity for all youth in tobacco control. It gives youth

the voice of empowerment to speak to our state legislators from local districts on their personal experiences and work in their community related to Tobacco control. Youth have a powerful voice that needs to be heard, they are experiencing the manipulation from the tobacco industry first from social media and in their day to day life" - **Patrik** (CHC - MCTCP - Youth Coordinator)



"Youth Quest was an amazing experience and I'd recommend it for anyone who feels strongly about tobacco control. The entire event was so much fun and since everyone there had the same ideas and same feelings toward



the situation, it was really easy to get along with all the fellow peers. Plus, I had a great time exploring the Capitol and meeting Ana Caballero. She was such a sweet person and so easy to talk to. Overall the trip was definitely one I'm not going to forget anytime soon, I hope to go next year and get more of my friends involved." - **Jonathan** (Senior - Pacheco High School)

HEALTHY STORES FOR A HEALTHY COMMUNITY

Who

In 2010, the California Tobacco Control Program began the Healthy Stores for a Health Community (HSHC) campaign. The California Health Collaborative - Merced County Tobacco Control Program is the lead agency organizing the campaign in Merced County with support from Merced County's Behavioral Health and Recovery Services and **A Community Counteracting Tobacco Coalition**

What

Assessing the retail environment and the role that it plays in the health of our communities.

Why

To inform and guide local policy changes that benefit the health of the community.

How

Data collection is possible through the participation of volunteers and partnering agencies.

Where

152 stores across Merced County

When

Local trainings are taking place at:

Merced

April 20th - 9 to 3:30pm

Los Banos

April 27th - 9 to 3:30pm



If you are interested in assisting with HSHC data collection please contact us!

A partnership between:





MERCED COUNTY ACCT

A COMMUNITY COUNTERACTING TOBACCO



ACCT Coalition

COALITION PARTNERS TRAINING

Pacific Grove, CA

Merced County Tobacco Control Program along with three ACCT Coalition members attend the Coalition Partners Training to learn more about how to engage Coalition members in tobacco control efforts.



From left to right: Stephanie Gonzalez (CHC - MTCP - Program Coordinator), Tashelle Wright (ACCT Coalition Chair), Maria Galvan (CHC - MCTCP - Community Engagement Coordinator), Jerome Raspberry (ACCT Coalition member), & Virginia Vega (ACCT Coalition member)

UPCOMING ACCT COALITION MEETINGS

Merced County ACCT Coalition: Quarterly Meeting

June 11, 2019

11 am - 1 pm

Location: TBA

Community Outreach Subcommittee

Meets 1st Friday of the month

12-1 pm | Location TBD

Media Subcommittee

Meets 3rd Friday of the month

12-1 pm | Location TBD

CONTACT US

Tashelle Wright

Coalition Chair

Jazmine Kenny

Coalition Co-Chair

acctcoalition@gmail.com

Unidos por Salud



From left to right: Alondra Texta (Senior), Elizabeth Roldan (Freshman), Joe Maldonado (Senior), and Maribel Chavez (Senior)

The Unidos por Salud Program had the opportunity to take four students from Dos Palos High School to attend Youth Quest!

Pictured above are the four of six students who have been actively involved in our Dos Palos Youth Coalition. If you or anyone you know is interested in joining or more information about the Dos Palos Youth Coalition please contact Morelia:

Morelia Marines

Community Engagement Coordinator

MMarines@healthcollaborative.org

(209) 725-8240

Unidos por Salud Project is a program of the California Health Collaborative, with funding from the California Department of Public Health, Tobacco Control Program

STAY CONNECTED - FOLLOW US ON FACEBOOK



@MercedCountyACCTCoalition

@Uniosporsaludhc

MEET OUR NEW INTERNS & VOLUNTEERS!



Student Intern: Karla Zavala

Karla is currently an undergraduate at UC Merced pursuing a B.A. in Public Health.

Interesting Fact: Karla enjoys going on hikes with her pitbull, Sugar!

Student Intern: Belen Beltran-Flores

Belen is currently an undergraduate at UC Merced pursuing a B.A. in Public Health.

Interesting Fact: Belen has traveled to 12 out of the 50 states on coming trips as a child; her favorite site was Mt. Rushmore in South Dakota!



Student Volunteer: Jovo Velasco

Jovo is a current undergraduate at UC Merced pursuing a B.A. in Public Health.

Interesting Fact: Jovo is not afraid of heights; he has skydived twice!



Student Volunteer: Imelda Gallegos

Imelda is currently an undergraduate at UC Merced pursuing a B.A. in Psychology.

Interesting Fact: Imelda is a 1st generation college student and her favorite T.V. show is Greys Anatomy!



MERCED COUNTY TOBACCO CONTROL PROGRAM

NEW COMMUNITY ENGAGEMENT COORDINATOR:

MARIA GALVAN

Maria is a recent UC Merced graduate. She received her B.A. in Public Health.

Interesting Fact: Maria enjoys creating photo realistic work and cooking!



CONTACT US!

For more information about the California Health Collaborative please contact:



Stephanie Gonzalez

Program Manger

SGonzalez@healthcollaborative.org



Patrik White

Youth Coordinator

PWhite@healthcollaborative.org



Maria Galvan

Community Engagement
Coordinator

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www.healthcollaborative.org

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!

 California Health Collaborative

@MCTCP209

MERCED COUNTY
TOBACCO
CONTROL PROGRAM 

