



# NEWSLETTER

## Project Updates

The Sí Se Puede Project is excited to announce a new logo, developed in collaboration with the Tobacco Education Clearinghouse of California (TECC). This refreshed design reflects our ongoing commitment to promoting healthy, tobacco-free communities.

In July 2025, the project began a new grant cycle and will continue focusing on key objectives: educating and informing community members and local elected officials about the harms of tobacco and nicotine, engaging Latino-serving organizations in our work, and advocating for the adoption of a local tobacco retailer license ordinance in the cities of Orland and Gridley. We look forward to another year of meaningful progress and positive impact in the communities we serve.

## SSP In The Community

Project staff tabled at National Night Out in Orland on 8/5/25, Ampla Health Week on 8/7/25, and Recovery Happens on 9/19/25. At these events, our community engagement coordinator, Sonya, collected letters of support and shared cessation resources. Additionally, project staff presented at the Orland Chamber of Commerce meeting on 10/2/25 to share about how tobacco and nicotine is effecting the Orland community and ways to combat this concern.

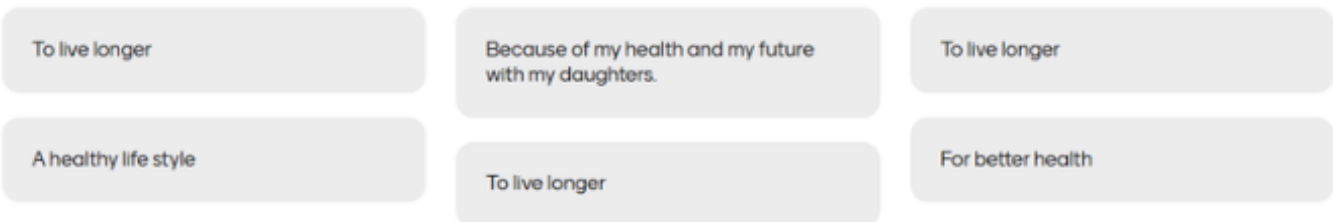


## Great American Smokeout

Every year on the third Thursday of November, communities nationwide take part in the American Cancer Society’s Great American Smokeout (GASO), a day that encourages people who smoke to quit for 24 hours or make a plan to quit for good. The event raises awareness about the harms of tobacco and promotes helpful quit resources.

This year, project staff partnered with the Glenn County Alliance for Prevention and Glenn County Behavioral Health to host a GASO event. Staff presented on the importance of the day, shared Kick It CA cessation services, and invited participants to answer an anonymous interactive question (see below). Staff also stayed after the presentation to help participants sign up for cessation support.

**If you decided to quit today, what is one reason or goal that would keep you going?**



## Orland Retail Observations

Earlier this month, project staff were in Orland conducting retail observations to document the availability and marketing of tobacco products across 19 local stores. Results will be shared in our next newsletter.

## Public Opinion Surveys

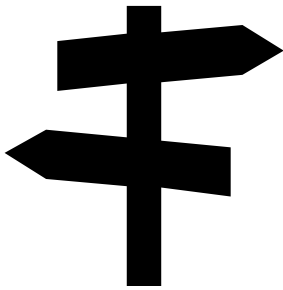
The Sí Se Puede Project has launched a new public opinion survey to learn more about community views on tobacco and nicotine. Over the next few months, project staff will be out in the community conducting surveys with residents in Orland and Gridley. The information gathered will help us better understand local opinions and will be shared with city councils and other elected officials to help guide future prevention efforts and policy decisions

**Scan QR Code To Take The Survey**



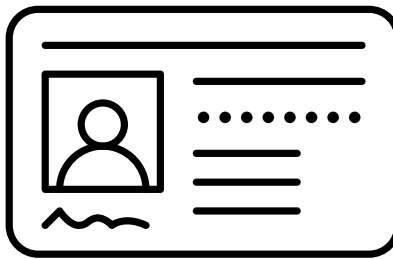
# Local Tobacco Retail Licenses

A tobacco retail license (TRL) is an effective tobacco control tool that requires every store that sells tobacco products to apply for a license.



### Track and Limit the Sale of Tobacco Products:

Licensing enables communities to know where tobacco products are being sold, and it can allow officials to set limits on the location, number, and types of stores that sell tobacco products.



### Enforce Tobacco Laws:

Fees from licensing can be used to fund compliance checks, giving officials the resources needed to enforce tobacco laws and consequently reduce illegal sales to youth.



### Curb Youth Use:

Local tobacco retail licensing helps communities track where products are sold and who they're sold to, while ensuring retailers are accountable for protecting youth by refusing sales of addictive products.

## Why does this matter?

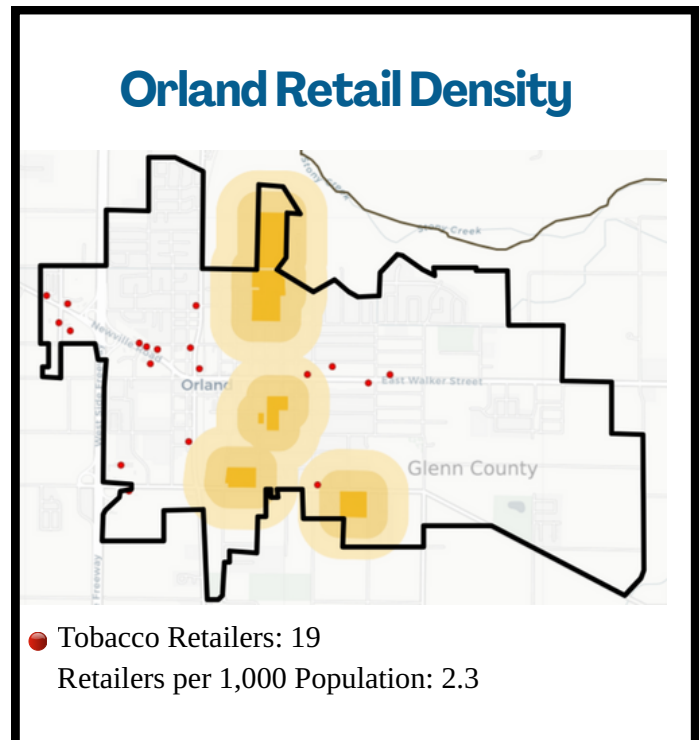
The density of tobacco retailers is **30% higher** in Latinx neighborhoods compared to the general population. This higher density means more exposure to tobacco products and marketing, putting youth at greater risk of starting to use tobacco.

## TRLs Protect Youth

**33** California communities that adopted strong TRL ordinances saw a



average **decline in youth sales rates.**



## Tobacco In The News

On October 3, Governor Gavin Newsom signed AB 573 into law. Starting July 1, 2026, tobacco retailers must pay a \$450 annual fee per location to the California Department of Tax and Fee Administration (CDTFA) for a state license to sell tobacco products. The law also requires a statewide report on tobacco retailer enforcement, including youth access, flavor bans, taxation, and licensing, to be submitted to the Legislature in 2027 and 2029.



Also on October 3, Governor Gavin Newsom signed AB 455 into law. Beginning January 1, 2026, home sellers must disclose if tobacco or nicotine products were ever used on the property. The law also adds California's first definition of "thirdhand smoke" and requires updates to state homebuyer materials to include information on this environmental hazard.

## What Is Thirdhand Smoke?



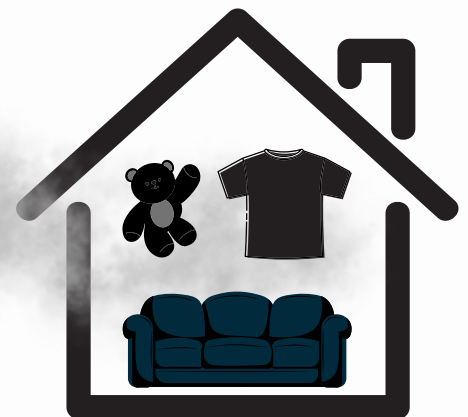
### Firsthand Smoke

Inhaled by a smoker



### Secondhand Smoke

the smoke that people breathe in when someone near them is using tobacco or vaping.



### Thirdhand Smoke

Toxic residue that sticks to surfaces and dust after the smoke clears

## Cessation Resource

The holiday season, with its stress and social gatherings, can make it even more difficult for people to resist the urge to smoke. Whether it's the pressure of holiday preparations or the desire to fit in at parties, these triggers can increase smoking behavior. However, there are resources available to help. Programs like Kick It CA offer free cessation services, including counseling and support, to help individuals quit smoking and manage cravings. If you're struggling this season, reaching out to a support service can make all the difference in staying smoke-free.



### >>> Services

[Telephone coaching](#)

[Self-help materials](#)

[Program free nicotine patches](#)

\*Free patches for qualified callers who are pregnant or caregivers of children ages 0-5, made possible by funding from First 5 California.



For more information visit: [www.kickitca.org](http://www.kickitca.org)

or call: 1-800-300-8086

### >>> Join Text Program

You must be 13 years or older to enroll. Message and data rates may apply. Message frequency varies. Text STOP at any time to opt out.

"QUIT SMOKING"  
TO 66819

"QUIT VAPING"  
TO 66819

**CHANGING HABITS IS  
HARD.  
BUT QUITTING IS  
POSSIBLE.**



**KICK / IT**  
California

Click or Scan QR code

**FOLLOW US ON OUR  
SOCIAL NETWORK**



**@SI\_SE\_PUEDE\_NORTHVALLEYREGION**

Newsletter Feedback  
and Request?  
Contact

[kisilva@healthcollaboartive.org](mailto:kisilva@healthcollaboartive.org)

## THANK YOU COMMUNITY PARTNERS



GLENN COUNTY  
**HHSA**  
HEALTH & HUMAN SERVICES AGENCY

