

Rural Projects Contact List by Region

Last updated: October 11, 2023



Rural Regional Projects

RISE is the Priority Population Coordinating Center focused on serving and supporting the tobacco work in rural communities and while our primary geographic focus includes the North Coast, North Valley, Gold Country and Central Valley regions, we provide support and technical assistance to any project who reaches out to us.

Gold Country

Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Nevada, San Joaquin, Stanislaus, Sutter, Tuolumne
Excludes: Placer, Sacramento, Yolo

Contact - Katie Moose

STAAND Against Big Tobacco,
 California Health Collaborative
 kmoose@healthcollaborative.org

North Coast

Del Norte, Humboldt, Lake, Mendocino
Excludes: Napa, Sonoma

Contact - Jay McCubbery

Tobacco-Free North Coast
 info@tobaccofreenorthcoast.org

North Valley

Butte, Colusa, Glenn, Shasta, Tehama, Yuba

Contact - Rexanne Greenstreet

Health Promotions Senior Manager,
 American Lung Association
 rexanne.greenstreet@lung.org

Central Valley

Kings, Madera, Mariposa, Merced, Tulare
Excludes: Fresno, Kern

Contact - Dulce Velazquez

Senior Tobacco Control Manager
 VIVA: Voices Inspiring Valley Action
 American Cancer Society Cancer Action Network
 dulce.velazquez@cancer.org



* County Local Lead Agencies (LLAs) had to self-identify as "Rural" on the 2014-2017 LLA plans to be included.

**Regions were identified as "Rural" if the rural population is 25% or more of the regional population.

North Coast

Last Name	First Name	E-Mail	Organization	Program	Title	County / Statewide / Regional
Giddings	Caitlin	cgiddings@co.humboldt.ca.us	Humboldt LLA	Tobacco Control	Project Director	Humboldt
McCubbrey	Jay	jay.tfnc@gmail.com	Del Norte LLA	Tobacco-Free North Coast	Project Director	Del Norte
Francis	Liberty	liberty.francis@lakecountyca.gov	Lake LLA	Tobacco Education	Project Director	Lake
Saccato	JoAnn	jsaccato@healthcollaborative.org	CHC	NorCal 4 Health	Community Engagement Coordinator	Del Norte, Humboldt, Mendocino, Lake
Wier	Amber	awier@healthcollaborative.org	CHC	NorCal 4 Health	Project Director	Del Norte, Humboldt, Mendocino, Lake
Wartell	Angela	wartella@mendocinocounty.org	Mendocino LLA	Community Wellness - Tobacco Control	Project Coordinator	Mendocino
Borges	Kelly	kborges@healthcollaborative.org	CHC	NorCal 4 Health	Communication Specialist	Del Norte, Humboldt, Mendocino, Lake
Yang	Crystal	crystal.yang@co.del-norte.ca.us	Del Norte LLA	Tobacco Control Program	Health Education Coordinator	Del Norte
Pantaleon	Ivan	pantaleoni@mendocinocounty.org	Mendocino LLA	Community Wellness	Program Specialist	Mendocino
Hogan	Elaine	ehogan@co.humboldt.ca.us	Humboldt LLA			Humboldt
Damron	Greg	gdamron707@gmail.com				Humboldt
Macedo	Jay	jaymacedoconsulting@gmail.com				
Emerson	Elizabeth	PDA-LLA@outlook.com				

North Coast

Last Name	First Name	E-Mail	Organization	Program	Title	County / Statewide / Regional
Ducharme	Bhavvy	ducharmeb@mendocinocounty.org	Mendocino LLA	Tobacco Control Program	Project Director	Mendocino
Lutge	Jennifer	lutgej@mendocinocounty.org	Mendocino LLA	Tobacco Control Program		Mendocino
Calleja	Alyssa	alyssa.calleja@co.del-norte.ca.us	Del Norte LLA	Tobacco Control Program	Health Educator	Del Norte
Hillman	Annelia	ahillman@yuroktribe.nsn.us	Yurok Tribe		Project Director	Del Norte & Humboldt
(Coyote Valley Band of Pomo Indians)						Mendocino
Eagle	Barbara	ta@hoplandtribe.com	Hopland Band of Pomo Indians		Project Director	Mendocino
Orozco	Uriel	uorozco@sherwoodband.com	Sherwood Valley Band of Pomo Indians		Project Director	Mendocino
(Redwood Valley Little River Band of Pomo Indians)						Mendocino

High Country

Last Name	First Name	E-Mail	Organization	Program	Title	County / Statewide / Regional
Berryhill	Amanda	aberryhill@healthcollaborative.org	CHC	Smoke Free High Country	Project Director	Siskiyou, Lassen, Plumas
Compton	Karen	kcompton@hrntrinity.org	Trinity LLA	Tobacco Control Program	Tobacco Education Program Coordinator	Trinity
Gannon	Caitlin	cgannon@healthcollaborative.org	CHC	Smoke Free High Country	Community Engagement Coordinator	Siskiyou, Lassen, Plumas
Modoc	Bill	billhall@co.modoc.ca.us	Modoc LLA	Tobacco Control Program	Project Director	Modoc
Johnson	Christine	cjohnson@co.lassen.ca.us	Lassen LLA	Tobacco Control Program	Project Director	Lassen
Robertson	Jade	jarobertson@co.siskiyou.ca.us	Siskiyou LLA	Tobacco Control Program	Project Director	Siskiyou
Gellor	Danielle	dgellor@co.siskiyou.ca.us	Siskiyou LLA	Tobacco Control Program	Project Director	Siskiyou

North Valley

Last Name	First Name	E-Mail	Organization	Program	Title	County / Statewide / Regional
Bible	Madison	mabile@co.shasta.ca.us	Shasta LLA	Tobacco Control Program	Project Coordinator	Shasta
Brantley	Shelly	sbrantley@healthcollaborative.org	CHC	RISE	Project Director	Statewide
Craig	Esther	ecraig@healthcollaborative.org	CHC	Si Se Peude	Program Coordinator	Regional
Diaz	Carolina	cdiaz@countyofglenn.net	Glenn LLA	Tobacco Control Program	Project Director	Glenn
Vasquez	Diego	dvasquez@countyofglenn.net	Glenn LLA	Tobacco Control Program	Health Educator	Glenn
Gideon	Jenny	jjgideon@co.shasta.ca.us	Shasta LLA	Tobacco Control Program	Project Director	Shasta
Kellogg	Carissa	carissa.kellogg@tchsa.net	Tehama LLA	Tobacco Control Program		Tehama
Maxey	Marissa	mmaxey@healthcollaborative.org	CHC	LEAD	Project Director	Butte, Yuba
Vasquez	Dolores	dvasquez@healthcollaborative.org	CHC	Si Se Puede	Outreach Coordinator	Regional
Lozano	Thomas	thomasl@enterpriserancheria.org	Enterprise Rancheria Estom Yumeka Maidu Tribe		Project Director	Butte
Greenstreet	Rexanne	rexanne.greenstreet@lung.org	ALA	North Valley Tobacco Control	Project Director	Regional
(Mooretown Rancheria)						Butte
Perez	Rafael	Rafael.Perez@countyofcolusa.com	Colusa LLA	Tobacco Control Program	Project Director	Colusa

North Valley Continued

Gold Country

Last Name	First Name	E-Mail	Organization	Program	Title	County / Statewide / Regional
Alvarado	Jorge	jalvarado@inyocounty.us	Inyo LLA	Tobacco Control Program	Prevention Specialist	Inyo
Glaz	Shannon	shannon.glaz@co.nevada.ca.us	Nevada LLA	Tobacco Control Program	Health Education Specialist	Nevada
Johnson	Katie	kjohnson@co.tuolumne.ca.us	Tuolumne LLA	Tobacco Control Program	Program Specialist	Tuolumne
Kemmeter	Lauren	lkemmeter@mono.ca.gov	Mono LLA	Tobacco Control Program	Community Health Program Coordinator	Mono
Tucker	Christian	ctucker@amadorgov.org	Amador LLA	Tobacco Control Program	Health Educator	Amador
Moose	Katie	kmoose@healthcollaborative.org	CHC	STAAND	Project Director	Regional
(Tuolumne Band of Me-Wuk Indians)						Tuolumne
Herrera	Kristina	kherrera@co.tuolumne.ca.us	Tuolumne LLA	Tobacco Control Program	Project Director	Tuolumne
Montoya	Jose	jmontoya@healthcollaborative.org	CHC	STAAND	"YAFT Coordinator"	Regional
Agostinho	Dalaina	dagostinho@healthcollaborative.org	CHC	STAAND	College Program Coordinator	Regional
Mote	Consie	Constance.mote@edcgov.us	El Dorado LLA	Tobacco Control Program	Project Director	El Dorado
Wozynski	Joshua	jwozynski@co.tuolumne.ca.us,	Tuolumne LLA	Tobacco Control Program	Project Director	Tuolumne

Gold Country Continued

Central Valley

Last Name	First Name	E-Mail	Organization	Program	Title	County / Statewide / Regional
Cummings	Vanessa	vcummings@mariposacounty.org	Mariposa LLA	Tobacco Control Program	Project Director	Mariposa
De La Paz	Freddy	fdelapaz@healthcollaborative.org	CHC	Unidos Por Salud	Community Engagement Coordinator	Regional
Keith	Kimberly	kkeith@mariposacounty.org	Mariposa LLA	Tobacco Control Program	Program Assistant	Mariposa
Zarate	Martha	martha.zarate@fresnoeoc.org	Fresno EOC	Tobacco Control Program	Program Coordinator	Regional
Munoz	Tina	tiara.munoz@maderacounty.com	Madera LLA	Tobacco Control Program	Project Director	Madera LLA
Valdez	Graciela	graciela.valdez@maderacounty.com	Madera LLA	Tobacco Control Program	Health Education Specialist	Madera
Gobea	Muriel	mgobea@healthcollaborative.org	Kings LLA (CHC Sub-contract)	Tobacco Control Program	Program Manager	Tulare
Avedikian	Isabella	iavedikian@healthcollaborative.org	Kings LLA (CHC Sub-contract)	Tobacco Control Program	Community Engagement Coordinator	Tulare
Xiong	Bao	bxiong@healthcollaborative.org	CHC	API PACT	Project Manager	Merced
Xiong	Sauci	sxiong@healthcollaborative.org	CHC	API PACT	Community Engagement Coordinator	Merced
Acidera	Jennifer	jacidera@healthcollaborative.org	CHC	Unidos Por Salud	Project Director	Merced
Quezada	Alejandra	quezadaa@kerncounty.com	Kern LLA	Tobacco Control Program	Project Director	Kern

Central Valley Continued

Last Name	First Name	E-Mail	Organization	Program	Title	County / Statewide / Regional
Alfaro-Perez	Natalie	Natalie.Alfaro-Perez@countyofmerced.com	Merced LLA	Tobacco Control Program		Merced
Velazquez	Dulce	dulce.velazquez@cancer.org	ACS CAN	VIVA: Voices Inspiring Valley Action	Senior Tobacco Control Manager	Regional
(Picayune Rancheria of the Chukchansi Indians)						Madera
Fowler	Raider	rfowler@mariposacounty.org	Madera LLA	Tobacco Control Program	Project Director	Mariposa