

# TOBACCO TALK

A HEALTHIER FUTURE FOR GLENN COUNTY RESIDENTS

GLENN COUNTY TOBACCO EDUCATION PROGRAM



**NEXT MEETING:**

*(Tentative)*

**MAY 13, 2020**

**ORLAND ROUNDTABLE**

**2:15-3:30 PM**

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Looking to get  
involved with  
SWAT?  
Check out the  
last page!



## FDA BANS SOME FLAVORED NICOTINE VAPING PRODUCTS

In an effort to combat the rising levels of teen e-cigarette use, a new policy has been approved that outlaws the sale on many flavored tobacco products. Restricted products include fruit, candy and desert flavors from small, cartridge based e-cigarettes, including **JUUL**.

While the policy is a start in combating the youth vaping epidemic, it has raised concern among several public health organizations due to its outstanding exemptions. For example, the flavor restriction exempts large, **tank-based vaping devices** which allow users to fill the device with a custom flavor of their choice.

The restriction also exempts the sale of **disposable e-cigarettes** such as the Puff Bar, which have flooded the market and can be purchased for \$7-10/bar. The Puff Bar design is just as sleek, and even more colorful, which mirrors similar marketing tactics that JUUL has used.

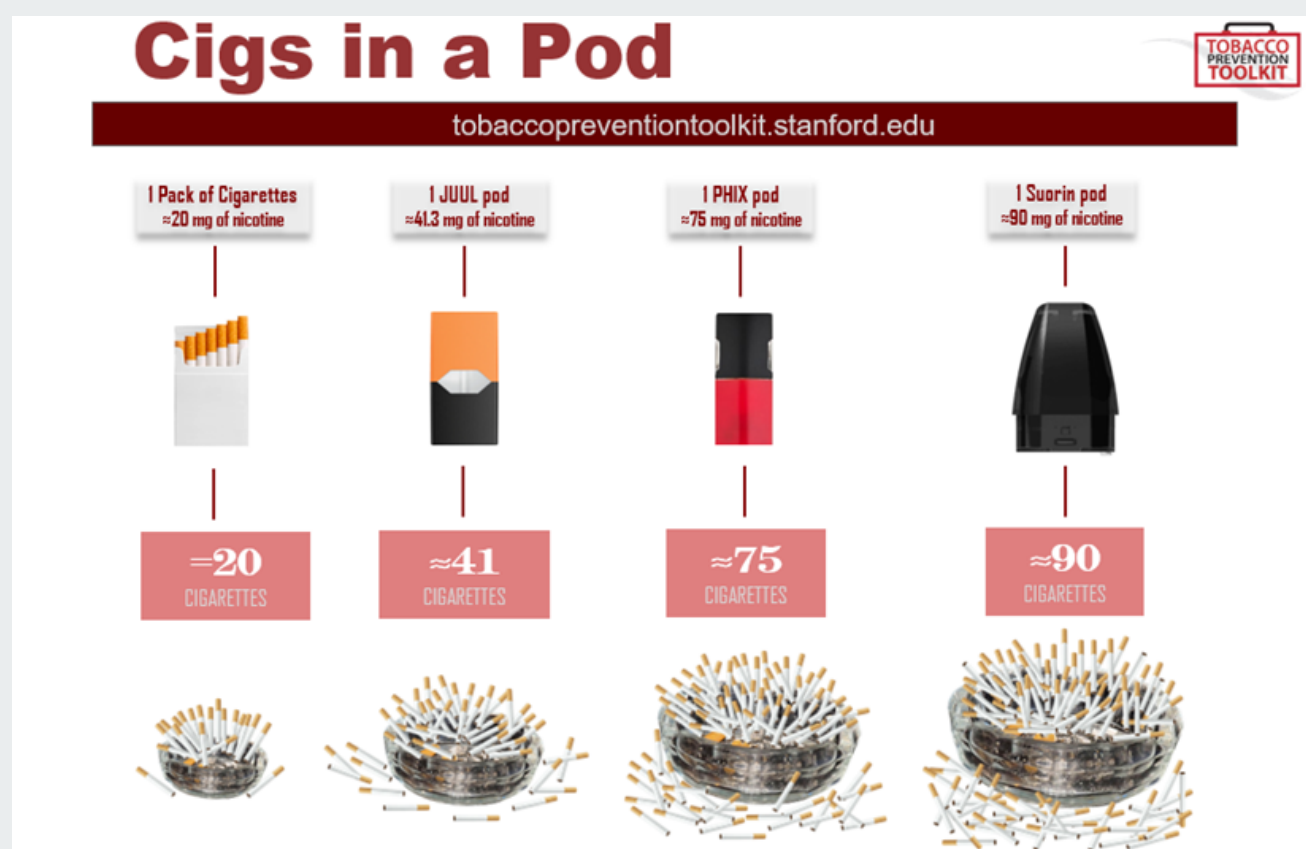
In addition, it also exempts all **menthol-flavored products**, which remains a top public health concern. Menthol allows smoking to feel less irritating on the throat and suppresses the coughing reflex, further contributing to addiction in youth smokers. Menthol continues to be most commonly used among smokers who are young, female or part of a sexual or ethnic minority.

The new policy will preserve a significant portion of the multi-billion dollar vaping market. As of **March 2020**, over **2,800** people have been hospitalized for vaping related illnesses in the 50 states. **The Centers for Disease Control and Prevention (CDC) has continued to recommend that people not use e-cigarettes or vaping products.**

Source: FDA, Centers for Disease Control and Prevention (Outbreak of Lung Injury Associated Use of E-Cigarette, or Vaping, Products)



# NICOTINE CONSUMPTION IN POPULAR E-CIGARETTES



The Cigs in a Pod graphic was created by **Stanford Medicine** to highlight the increase of nicotine consumption in popular e-cigarette products used by youth. A standard pack of cigarettes contains 20 cigarettes, with 1 milligram of nicotine absorption per cigarette, resulting in about 20 milligrams of nicotine in the whole pack. According to JUUL Labs, one JUUL pod contains 41 milligrams of nicotine. **This is equal to the amount of nicotine you can find in about 40 cigarettes, or two packs of cigarettes.**

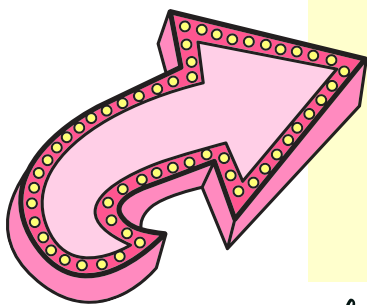
The largest public health concern with these products is that youth are being introduced to a high amount of nicotine, developing a tolerance quickly, and becoming addicted as a result. This often leads to dual use of both e-cigarette products and traditional tobacco products, such as menthol cigarettes, small cigars, and chew.



**E-cigarettes and vaping devices are not FDA approved as smoking cessation products**

If you or someone you know wants to quit smoking, vaping or using chew, the The California Smokers' Helpline can help. They provide free services and can help you develop a quitting plan that's right for you. You can reach them by calling **1-800-NO-BUTTS**





## YOUTH SPOTLIGHT



# SWAT

STUDENTS WORKING  
AGAINST TOBACCO

### Virtual YOUTH QUEST



In an effort to practice social distancing due to the COVID-19 outbreak, our dedicated SWAT team was unable to physically attend Youth Quest in Sacramento, CA. Despite this, Tobacco Education Program staff was still able to conduct a smaller-scale local Youth Quest with SWAT thanks to CYAN's web based training. The team learned more about youth nicotine addiction and grew in their advocacy skills in preparation of educational meetings with local decision makers. We appreciate your dedication and flexibility, SWAT!

### BIG NEWS!



The SWAT logo received a new look this year! The new icons are representative of the school mascots at all three high schools in Glenn County where SWAT regularly meets- Willows, Orland and Hamilton.



## WHAT IS A PUFF BAR?

Puff Bars share many similarities to JUUL, but have some key differences. Just like a JUUL, a Puff Bar is small enough to fit in a pocket, resembles a flash drive and heats up a cartridge containing an e-liquid. Each pod device is pre-charged and disposable after their use. Their most popular flavors include sour apple, menthol, O.M.G. (orange, mango and guava) and lemonade.

**A Puff Bar's nicotine content is close to two packs worth of cigarettes.  
That is a lot of nicotine!**





## ENVIRONMENTAL CLEANUPS



### WILLOWS HIGH SWAT



Willows SWAT members include:  
Melissa Medina, Skylar Millspas, Sinai Lopez, and Ricky Gutierrez

In January, Willows SWAT conducted an environmental cleanup at county-owned, **Memorial Park** located within the City of Willows, across from Willows High School. **Our SWAT team was shocked to find so much tobacco litter in such a small area. 10** pieces of tobacco litter were found concentrated near the **bus stop**, alone!

Many studies have identified transportation settings such as bus stops with high levels of smoking and cigarette butt littering. This is a huge concern due to the secondhand smoke exposure, environmental impacts, and fire risk. In response to this issue, transportation settings such as bus stops are increasingly being covered by smoke free legislation throughout the state.

### HAMILTON HIGH SWAT

During February and March, Hamilton SWAT conducted two waves of environmental cleanups at school-owned, **Edgewater Park**, and county-owned, **Community Park**.

At Edgewater Park, SWAT found over **58** total pieces of tobacco litter that included cigarette butts, vape mouthpieces, vape pods, and cigarillo wrappers. Most litter was found near the parking lots, baseball fields and along the tree lines where spectators can sit as they watch soccer games.

At Community Park, SWAT found over **63** total pieces of tobacco litter with a heavy concentration of litter closest to the bus stops and basketball courts.

Tobacco use in parks exposes children and families to the harmful effects of secondhand smoke, which can lead to lung disease, heart disease, and even cancer. **There is no risk-free level of exposure to secondhand smoke.** Hamilton SWAT continues to advocate for smoke-free parks and youth sensitive areas to de-normalize smoking and improve the health of their community.



Hamilton SWAT members include:  
Ana Orozco, Jessica Hamm, Sandra Rubio, Crystal Morales, Alexia Ramirez, Abigail Cruz, Lisette Haro, and Victor Leyva





## RETAILER EDUCATION VISITS

### ORLAND HIGH SWAT



Tobacco retailers play a critical role in protecting youth from nicotine addiction and the harmful effects of tobacco. They serve as the first line of defense in preventing tobacco sales to those who are underage. Orland SWAT worked with **Si Se Puede**, a competitive grantee through California Health Collaborative, to provide Orland retailers with educational packets that included information on the harmful health effects of traditional and flavored tobacco products on youth. Additionally, retailers received the latest handbook on tobacco laws in the state of California.

**This retailer engagement training and outreach empowered SWAT members to become advocates and leaders in preventing the impacts of tobacco in their community.**

**Way to go SWAT!**

Stores visited include: Walgreens, Dollar General, SavMor, Arco  
AMPM & more.

Orland SWAT members pictured include: Daisy Lopez, Melissa Camarena,  
Marciela Garcia, Magie Torres, Anahi Ibanez-Mercado, Allison Thomas



# MYTH

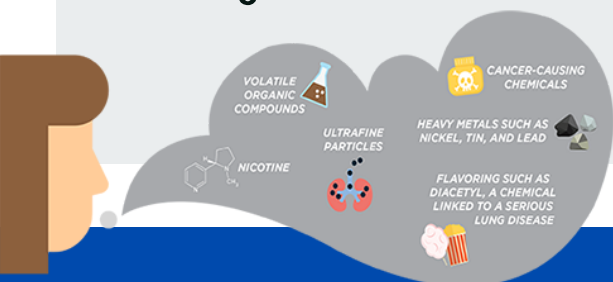
vs. **FACT?**

**"E-cigarettes are a safer alternative compared to traditional tobacco products"**

The reality is that **"safer" does not mean they are safe**. Many e-cigarettes contain higher amounts of nicotine than traditional cigarettes and have been linked to thousands of cases of serious lung injury

**"E-cigarettes emit water vapor"**

E-cigarette users don't inhale or exhale water vapor. E-cigarettes produce an **aerosol** that is a mixture of nicotine, metal particles, and many of the same toxic chemicals found in secondhand cigarette smoke





## WILLOWS VAPING FORUM



Pictured above: Greg Felton, Sheriff's Sergeant, Glenn Investigations and Narcotics Task Force (GLINTF)

In February, the Glenn County Alliance for Prevention Coalition, Glenn County's Tobacco Education Program, California Health Collaborative Si Se Puede, American Lung Association, and the Glenn County Office of Education held a free education night to address the **youth vaping epidemic** in the city of Willows. The education night was tailored for parents, educators, and community members who work with 6th through 12th graders.

Topics included electronic cigarettes, dangers of vaping for youth, how to identify vaping products, and how we can all protect our community from big tobacco.

## CA SMOKERS' HELPLINE

Smokers and people who vape are at an increased risk of developing respiratory infections. COVID-19 puts those who smoke or vape at a higher risk for serious complications. Many scientists and health professionals suggest that quitting smoking and vaping can reduce COVID-19 risks.

**The California Smokers' Helpline provides free tobacco cessation counseling by trained specialists and can connect you to obtaining free nicotine patches for those who live with children under the age of 5.**

You can reach the California Smokers' Helpline by calling:

# 1-800- NO-BUTTS



**Smoking & Vaping  
could make you  
more susceptible  
to COVID-19**

**Protect your lungs.**

**Quit Smoking & Vaping.**



## TOBACCO TALK- A HEALTHIER FUTURE FOR GLENN COUNTY RESIDENTS



## LETTER TO THE EDITOR- DENSITY

**ALLISON THOMAS**  
**OHS SWAT**



Dear Editor,

My name is Allison Thomas and I am the Vice President of the Students Working Against Tobacco (SWAT) youth coalition at Orland High School. I have been a SWAT youth coalition member since 2019. During my time in SWAT, I have become very passionate about tobacco advocacy work.

Participating in SWAT has helped me gain numerous skills. I have been able to help conduct statewide surveys, attend Youth Advocacy conferences and participate in educational tobacco presentations at local elementary schools.

As I conducted statewide surveys, I learned that youth accessibility of tobacco products, as well as the mass amount of tobacco marketing targeted towards youth, is extremely extensive in Glenn County. **This deadly combination is hooking the next generation of tobacco addicts, which has extremely negative effects on our community as a whole.** The Orland High School SWAT youth coalition is doing amazing tobacco advocacy work within our community. SWAT has granted me with many fantastic opportunities and my coalition will continue to help create a healthier environment for the residents of Orland.

Sincerely,

**Allison Thomas, SWAT Vice President**



## LETTER TO THE EDITOR- SMOKE-FREE PARKS

Dear Editor,

My name is Maricruz Montes De Oca and I am the Secretary of the Students Working Against Tobacco (SWAT) youth coalition at Hamilton High School. During my time in SWAT, we have conducted many park cleanups in the Hamilton City parks, and have found that tobacco continues to be the most littered item. We have collected countless amounts of cigarette butts, cigarillos, e-cigarette devices and pods, and much more. Hamilton parks are meant to improve our health by promoting an active lifestyle, and providing opportunities to engage with the community.

**Tobacco use in parks exposes children and families to the harmful effects of secondhand smoke, which can lead to lung disease, heart disease, and even cancer.**



**MARICRUZ MONTES DE OCA**  
**HHS SWAT**

Please join SWAT in continuing to promote a smoke-free park policy. Our families deserve to enjoy these facilities without having their health negatively impacted.

Sincerely,

**Maricruz Montes De Oca, SWAT Secretary**

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GLENN COUNTY TOBACCO EDUCATION PROGRAM

## THANK YOU SWAT 2019-2020!



The Glenn County Tobacco Program planned to recognize the 2019-2020 SWAT members work in tobacco control with an end of the year meeting and awards day at Rare Air in Chico, California. In an effort to practice social distancing, the Tobacco Education Program will be coordinating with each SWAT chapter to deliver their awards once stay at home orders have been lifted in California.

**Thank you SWAT for your commitment to creating local change for healthier and tobacco-free communities!**



*We hope to see you next academic year!*

For more information on future meeting dates, visit our social media pages



@GlennSWAT



@glenncountyswat

Questions? Contact the Tobacco Education Program at Glenn County Public Health  
Vanessa Mercado, Project Director, (530) 934-6588

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, GLENN COUNTY WILL MAKE AVAILABLE TO PERSONS WITH A DISABILITY DISABILITY-RELATED MODIFICATION OR ACCOMMODATIONS. IF REQUESTED, THIS DOCUMENT AND OTHER MATERIALS CAN BE MADE AVAILABLE IN AN ALTERNATIVE FORMAT FOR PERSONS WITH A DISABILITY WHO ARE COVERED BY THE AMERICANS WITH DISABILITIES ACT.

THIS NEWSLETTER WAS MADE POSSIBLE BY FUNDS RECEIVED FROM THE CALIFORNIA HEALTHCARE, RESEARCH, AND PREVENTION TOBACCO TAX ACT- PROPOSITION 56- UNDER CONTRACT #17-11 WITH THE CALIFORNIA TOBACCO CONTROL PROGRAM OF THE CALIFORNIA DEPARTMENT OF PUBLIC HEALTH.