

2023



## COMMUNITY WORKSHOP 5

### **MEETING REPORT**

#### **UC Merced and Cultiva La Salud – COMMUNITY AND TRAINING CORES**

NICOTINE & CANNABIS POLICY CENTER | 5200 N. LAKE ROAD,  
MERCED, 95340



## Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO

**Event Title:** NCPC/Cultiva La Salud Primer Congreso Valle Central de Tabaco: DALE  
LUZ A LA SALUD, NO AL CIGARRO

**Location:** 5200 North Lake Rd. Merced, CA 95343

**Date:** June 24th, 2023

### **Meeting Agenda** (*Appendix A*):

#### Morning Session:

10:00am - Arrival and Introductions

10:15am - Cultiva La Salud: The Importance of the Promotoras

10:40am - Promoting a Center Focused on Health and Anti-Tobacco Policy in the San  
Joaquin Valley

11:20am - Break out into groups

11:30am - Games & Group Art Activities for Children

11:30am - Building Positive Parent-Child Relationships: Part I

11:30am - Stem Cells & the Art of Origami: Cellular Plasticity and Unlimited  
Potential

12:20pm - Lunch & Bathroom Break

#### Afternoon Session:

1:00pm - Building Positive Parent-Child Relationships: Part II

1:00pm - Big Tobacco Targeting a New Generation: Youth

2:00pm - End of Day Discussion & Farewells

**Speakers:** Arturo Durazo, PhD; Claudia Corchado, Anabel Serna, Cultiva La Salud  
Promotoras, Mayra Bámaca, PhD; Marcos García-Ojeda, PhD; Celeste  
Ramos, and Sauci Xiong





# Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO

## Promoting a Center Focused on Health and Anti-Tobacco Policy in the San Joaquin Valley

- In his Spanish-led presentation, Dr. Arturo Durazo discussed the NCPC's focus on health and anti-tobacco policies in the San Joaquin Valley (*Appendix B*).

### 1. Tobacco and nicotine products

- Tobacco or nicotine products can be:
  - Smoked
  - Chewed
  - Snorted
  - Inhaled from tobacco vapor

### 2. How does nicotine work in the body?

1. It is found naturally in tobacco
2. It is absorbed through the lungs and reaches the tissues.
3. In the brain, it releases dopamine and other neurotransmitters.
4. It is addictive and not risk-free.

- **The Importance of Developing and Implementing the Nicotine & Cannabis Policy Center at UC Merced**

### 1. Tobacco is still an issue

- Smoking is still the largest cause of preventable deaths
  - 1 out of 5 deaths are due to smoking
  - 1,300 people die from smoking every day
- Smoking costs \$300 billion each year (in the United States)
  - Medical care for adults due to smoking-related disease
  - Lost productivity due to disease and death due to secondhand smoke (SHS)
- 1 in 5 Latinas/os smokes cigarettes
- 4 out of 5 smokers regret smoking
- 7 out of 10 smokers want to quit smoking
- Every day, 3,200 young people start using tobacco
  - The onset of tobacco use is between 10 and 12 years of age
  - Many start out of curiosity or imitation
  - Among Latina/o high school students:
    - 1 in 5 use any kind of tobacco or nicotine product
    - 4% smoke
    - 23% use electronic cigarettes





## Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO

### 2. In our region, tobacco is a problem

- Globally, California leads the way in smoke-free and tobacco control policies
  - California led the charge for smoke-free laws and taxation
  - California is the state with the lowest smoking rate compared to the United States
- Despite being in California, our region is behind
  - The state prevalence of adult smokers is 9% (2020)
  - The smoking rates in our region are 16%-20%
    - On par with states like Alabama and Georgia, where rates are the highest
  - 60% of rural young men smoked in the past 30 days

### 3. What are the counties in our region?

- The NCPC Catchment Area
  - The NCPC is based in Merced, but investigations are conducted in **11 counties** in the San Joaquin Valley (SJV).
  - San Joaquin, Calaveras, Stanislaus, Tuolumne, Merced, Mariposa, Madera, Fresno, Kings, Tulare, and Kern
- The 11 counties are home to more than 4 million people and includes some of California's poorest counties and populations.
- With statewide smoking rates reaching 10% in 2020, disparities in tobacco control implementation in California have resulted in adult smoking rates of 16% in the SJV, with rates reaching 19% in Fresno and 20% in Tuolumne, Calaveras, and Mariposa.

### 4. What about cannabis?

- Proposition 64 drastically changed the policy landscape for marijuana
  - Recreational use is legal, but it remains restrictive
  - Do people understand the risks involved with cannabis use?
  - Do people know and/or support cannabis policies and restrictions?
  - What is the intersection between tobacco and cannabis?
    - Will the increase in cannabis use have an impact on tobacco use?
- NOTE: The NCPC is examining nicotine and cannabis policy. It does not research any plants, extracts or their physical and mental effects.





## Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO

### **5. Are there challenges with tobacco control?**

- **Historically, tobacco control has been difficult in the San Joaquin Valley and the local Sierras**
  - The severe lack of infrastructure, unequal policy enforcement, and lack of support for anti-smoking policies among the population has created gaps in tobacco and cannabis control effectiveness.
  - SJV localities have failed to effectively implement regulations on emerging tobacco control issues, including regulations of nicotine products such as e-cigarettes.
  - The legalization of cannabis also poses a major policy enforcement issue in the heavily agricultural area, where cannabis is perceived as a potential cash crop.

### **6. Why is more data needed?**

- **The San Joaquin Valley (SJV) and the local Sierras have been largely overlooked and neglected**
  - The SJV contains many ethnically diverse and under served groups with numerous health problems, including tobacco-related diseases, and yet very little data exists on the region.
  - More knowledge about whether people support tobacco and cannabis control ordinances and regulations will help determine when to develop policies that might be advantageous, where gaps in enforcement occur, and how tobacco control measures might best be communicated to the public.
  - The SJV has also been prone to non-regional researchers who have conducted in the area, only to make those efforts short-lived, without long lasting benefits.
- **UC Merced and NCPC are dedicated, over the long term, to community outreach, research, and tobacco control policy to improve the health of San Joaquin Valley residents.**





# Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO

## Big Tobacco Targeting a New Generation: Youth

- From California Health Collaborative, Celeste Ramos, Project Coordinator of Unidos Por Salud Program and Sauci Xiong, Project Coordinator of API PACT Program, presented on the tobacco industries' marketing strategies that motivate youth to become their new tobacco and nicotine products consumers (*Appendix C*).

### 1. Meet the facilitators!

- Celeste Ramos
  - Project Coordinator
  - Unidos Por Salud Program
- Sauci Xiong
  - Project Coordinator
  - Asian Pacific Islander Partners and Advocates Countering Tobacco (API PACT) Program

### 2. California Health Collaborative (CHC) Mission Statement

- With a mission of changing lives by improving health and wellness, the California Health Collaborative (CHC) was founded in 1982 as a nonprofit public corporation under code 501 (C) 3.
- API PACT and Unidos Por Salud are tasked with reducing tobacco-related health disparities and improving health equity among Asian and Pacific Islander (API) and Latinx populations in the Central Valley.

### 3. Icebreaker

- Using your whiteboards, share...
  1. Where you are from?
  2. Your favorite sweet treat
  3. What are you looking forward to during the summer?
- **Traditional Tobacco and Commercial Tobacco**
- Traditional Tobacco
  - Tobacco grown or harvested and used by American Indian Nations for ceremonial or medicinal purposes.
- Commercial Tobacco
  - Tobacco marketed for profit.





## Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO

### 5. Marketing to Youth & Young Adults

- When smokers started dying, tobacco companies needed replacement smokers.

### 6. Secret Reports

- "Hitting the youth can be more efficient even though the cost to reach them is higher, because they are willing to experiment, they have more influence over others in their age group than they will later in life, and they are far more loyal to their starting brand."  
A Phillip Morris Executive, 1957
- "Attract young smoker to replace the older ones who were dying or quitting ... I was part of a scam, selling an image to young boys. My job was to get half a million kids to smoke by 1995."  
Lead model for Reynolds for 7 years, 1992

### 7. Targeting a New Generation: Youth

- Through modern smoking devices flavored tobacco, cheap prices, colorful packaging and their favorite artists influencers.

### 8. Tobacco Use Among Youth

- Overall, nearly 1 in 6 (14.9%), Hispanic high school students are current users of any tobacco product.
- Vapes were the most common tobacco product used among California high school youth in 2022.

### 9. What is vaping?

- Vaping stimulates smoking.
- Vaping creates an aerosol that is inhaled into the lungs where nicotine and chemicals cross over into the bloodstream.

### 10. Nicotine = Brain Poison

- Some tobacco products are designed to deliver nicotine to the brain within seconds.
- Modern vaping devices have as much as 6x the nicotine concentration of first generation e-cigarettes.





## Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO

### 11. Know the Risks of Vaping

- Brain Development
  - Nicotine products can rewire the teen brain to crave more of the substance.
- Dependence & Behavior
  - Nicotine use can lead to regular use of tobacco products, resulting in long-term exposure to toxic chemicals and long-lasting health effects.
- Aerosol & Other Chemicals
  - E-cigarettes contain nicotine, ultra fine particles, heavy metals, and volatile organic compounds.

### 12. Nicotine Use in Young Adults Can Worsen...

- Anxiety
- Irritability
- Impulsivity
- Decision-making
- Increased risk of dependence to other substances

### 13. Vaping Resources Available for Youth

- Kick It California: Text NOVAPES to 66819
- Text DITCHJUUL to 88709 88709
- Text START MY QUIT to 1-855-891-998989
- National Cancer Institute

### 14. Become a Youth Advocate

- Is there a health club in your school?
- What changes do you want to see in your community to protect your peers from tobacco?
- Take a stand for your community!

### 15. Ways to Bring Awareness to Your Community

- Earth Day: April 22nd
- World No Tobacco Day: May 31st
- Red Ribbon Week: October
- The Great American Smoke Out: November

### 16. Head, Heart, Feet

- What did you learn today?
- How did it make you feel?
- What will you do now?







## Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO

### Press Release

- Prior to the day of the event, the summit received news coverage from the newspaper Vida en el Valle, a part of The Fresno Bee, and was reported by María G. Ortiz-Briones (*Appendix D*).
- *Families invited to UC Merced to an event on the dangers of smoking this Saturday, June 24*
  - The UC Merced Nicotine and Cannabis Policy Center (NCPC) and Cultiva La Salud Merced County invite families from the surrounding area to a free Spanish-language event at UC Merced on Saturday, June 24th to discuss the dangers of smoking.
  - The event, scheduled from 10AM to 2PM, will begin with a welcome message by Claudia Corchado, director of Cultiva La Salud and Dr. Arturo Durazo, Interim NCPC Director, HSRI Community Engaged Scientist, in the Dr. Lakireddy Auditorium, followed by several workshops in Student Services Building.
  - Workshops for parents will include discussions on the health effects of vaping, possible policies to protect children, and more.
  - Teens and young children will also have the opportunity to attend their own workshops.
  - Information about the university will be available along with giveaways. Free lunch will also be provided.
  - The quota is limited. Families interested in attending must register online: <https://ucm.edu/iRYCnl>.





Primer Congreso Valle Central de  
Tabaco: DALE LUZ A LA SALUD, NO  
AL CIGARRO

## APPENDIX A

The poster features a grey background with wisps of white smoke. At the top left is the NCPC logo. In the center, the text 'UC Merced y Cultiva La Salud Los invita a:' is in orange, followed by 'Primer Congreso Valle Central de Tabaco' in teal. The main title 'Dale Luz A La Salud, No Al Cigarro' is in large teal letters, with an orange hand-drawn circle around the word 'No'. Below the title is a lit cigarette with a teal prohibition sign over it. At the bottom, the event details are listed in orange: 'Sabado 24 de Junio, 2023 10:00 AM - 2:30 PM UC Merced'. The 'CULTIVA SALUD' logo is in the top right, and a stylized orange building icon is in the bottom right corner.

UC Merced y  
Cultiva La Salud  
Los invita a:

Primer Congreso Valle Central de Tabaco

**Dale Luz  
A La Salud,  
No Al Cigarro**

Sabado  
24 de Junio, 2023  
10:00 AM - 2:30 PM  
UC Merced



# Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO

## APPENDIX A

El Centro de Políticas de Nicotina y Cannabis (NCPC) de la Universidad de California, Merced y Cultiva La Salud

### Dale Luz a la Salud, No al Cigarro

24 de junio de 2023 en la siguiente dirección:  
5200 Lake Rd Merced, CA 95343

10:00am - 10:15am	La Llegada e Introducciones	Claudia Corchado Directora, Cultiva La Salud & Dr. Arturo Durazo, PhD, Director Interimo NCPC, Científico Comprometido con la Comunidad HSRI
10:15am - 10:40am	Cultiva La Salud, "La Importancia de Las Promotoras"	Claudia Corchado, Anabel Serna y Las Promotoras
10:40am - 10:50am	"La Historia de la Colaboración de NCPC y Cultiva"	Dr. Arturo Durazo, PhD, Director Interimo NCPC, Científico Comprometido con la Comunidad HSRI
10:50am - 11:00am	Dividir en grupos en SSB 160 & 170	Personal de NCPC
11:00am - 11:50pm	Juegos y Actividades de Arte de Grupos para Niños SSB 150	Personal de NCPC
11:00am - 11:50pm	"Construyendo Relaciones Positivas entre Padres e Hijos" Una Charla para Padres SSB 160	Dra. Mayra Bámaca, PhD, Escuela de Ciencias Sociales, Humanidades y Artes, Profesora Asociada en UC Merced
11:50pm - 12:30pm	Almuerzo y Descanso Para ir al Baño	Personal de NCPC
12:30pm - 1:30pm	Actividad del Café Mundial SSB 160	Dr. Arturo Durazo, PhD, Director Interimo NCPC, Científico Comprometido con la Comunidad HSRI
1:30pm - 2:00pm	Discusión de Fin de Día y Despedidas	

El Centro de Políticas de Nicotina y Cannabis (NCPC) de la Universidad de California, Merced y Cultiva La Salud

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11:00am - 11:50pm	Juegos y Actividades de Arte de Grupos para Niños SSB 150	Personal de NCPC
11:00am - 11:50pm	"Construyendo Relaciones Positivas entre Padres e Hijos" Una Charla para Padres SSB 160	Dra. Mayra Bámaca, PhD, Escuela de Ciencias Sociales, Humanidades y Artes, Profesora Asociada en UC Merced
11:50pm - 12:30pm	Almuerzo y Descanso Para ir al Baño	Personal de NCPC
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Primer Congreso Valle Central de  
Tabaco: DALE LUZ A LA SALUD,  
NO AL CIGARRO

## **APPENDIX B**

**1. NCPC Spanish-led Presentation  
"Impulsando un Centro enfocado a la  
salud y la política antitabaco en el Valle  
de San Joaquín"**

**By  
Dr. Arturo Durazo**

**\* Presentation adapted from "UC  
Merced NCPC General Presentation"**

**By  
Dr. Anna Song**

**NCPC General Presentation link:  
[https://ncpc.ucmerced.edu/sites/  
ncpc.ucmerced.edu/files/documents/  
ncpc\\_general\\_presentation\\_2018.pdf](https://ncpc.ucmerced.edu/sites/ncpc.ucmerced.edu/files/documents/ncpc_general_presentation_2018.pdf)**



# Universidad de California en Merced (UC Merced) NICOTINE & CANNABIS POLICY CENTER

**Impulsando un Centro enfocado a la salud y la política antitabaco en el Valle de San Joaquín**

**Dr. Arturo Durazo**

Director Interino, Nicotine & Cannabis Policy Center  
Científico de la Salud, Health Sciences Research Institute

24 de junio de 2023





## Se ha revelado el secreto.

Si su producto matara a **8 millones** de personas cada año,  
usted también buscaría una nueva generación de clientes.



*Proteger a los jóvenes de la manipulación de la industria  
y evitar que consuman tabaco y nicotina.*

~ Organización Panamericana de la Salud  
~ Organización Mundial de la Salud


**OPS**
#TobaccoExposed

**PRODUCTOS DE MARCA**

*Distribución de productos de marca promocionales.*




**Fumar en las pantallas...**

**...mata en la vida real.**

En 2018, al menos la mitad de las películas con escenas de gente fumando se consideraron aptas para jóvenes.

**Alcemos la voz. #TobaccoExposed**


**OPS**


**OPS**
#TobaccoExposed

**EVENTOS**

*Financiación de eventos y fiestas para promocionar productos de tabaco.*





# Productos de tabaco o nicotina

Los productos de tabaco o nicotina se pueden:

- Fumar
- Masticar
- Aspirar
- Inhalar el vapor del tabaco



# ¿Cómo actúa la nicotina en el cuerpo?

Se encuentra naturalmente en el tabaco



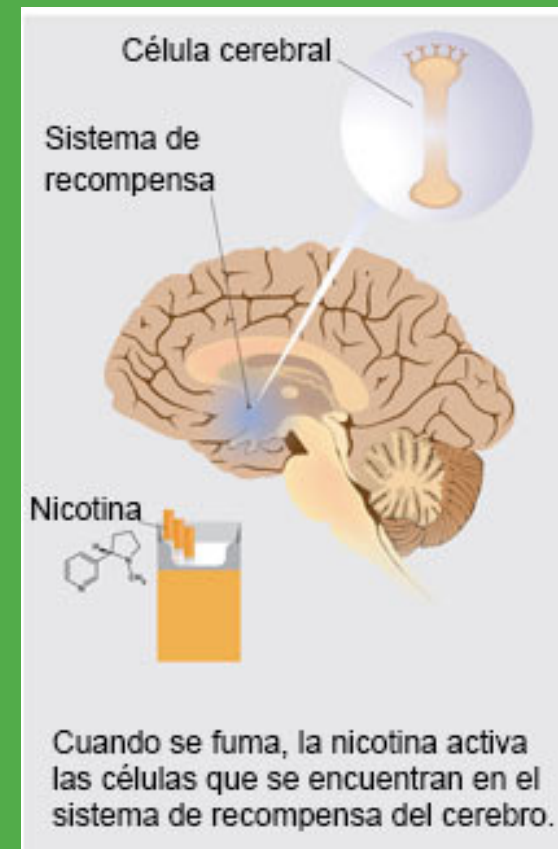
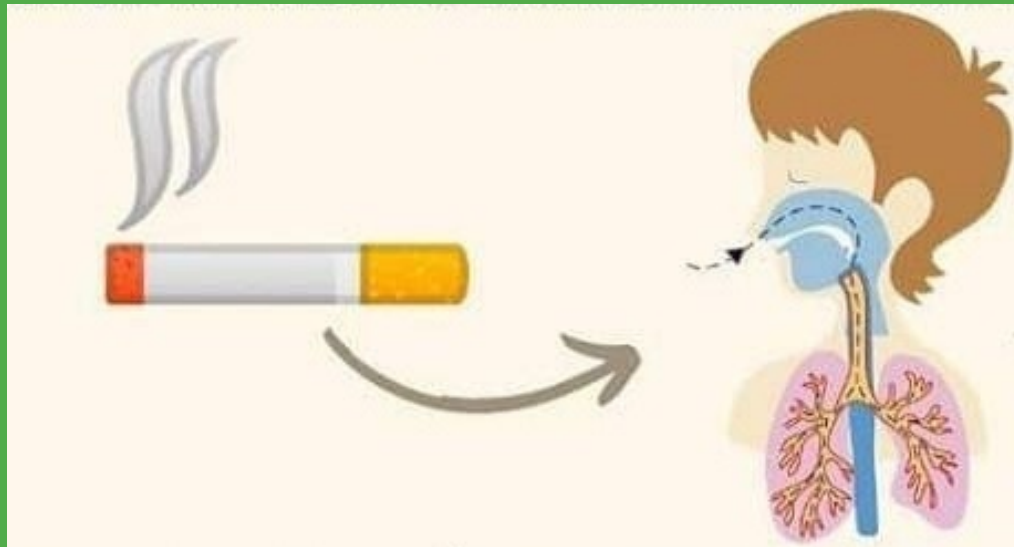
Se absorbe a través de los pulmones y llega hasta los tejidos



En el cerebro, libera dopamina y otros neurotransmisores



Es adictiva y no está libre de riesgos



# LA IMPORTANCIA DE DESARROLLAR E IMPLEMENTAR EL *NICOTINE & CANNABIS POLICY CENTER* EN UC MERCED



**NICOTINE & CANNABIS POLICY CENTER**

Soluciones basadas en la evidencia y ciencia



# El Tabaco Sigue Siendo Un Problema

---

- ◊ El fumar tabaco sigue siendo la principal causa de muertes evitables
  - De 1 de cada 5 muertes son debido al fumar
  - Son 1,300 personas que mueren diariamente debido al tabaco
- ◊ El fumar cuesta 300 mil millones de dólares al año (🇺🇸)
  - A base de la atención médica debido a las enfermedades causadas por el tabaquismo
  - Pérdida de productividad debido a las enfermedades y muerte a causa del humo de segunda mano



# El tabaco sigue siendo un problema

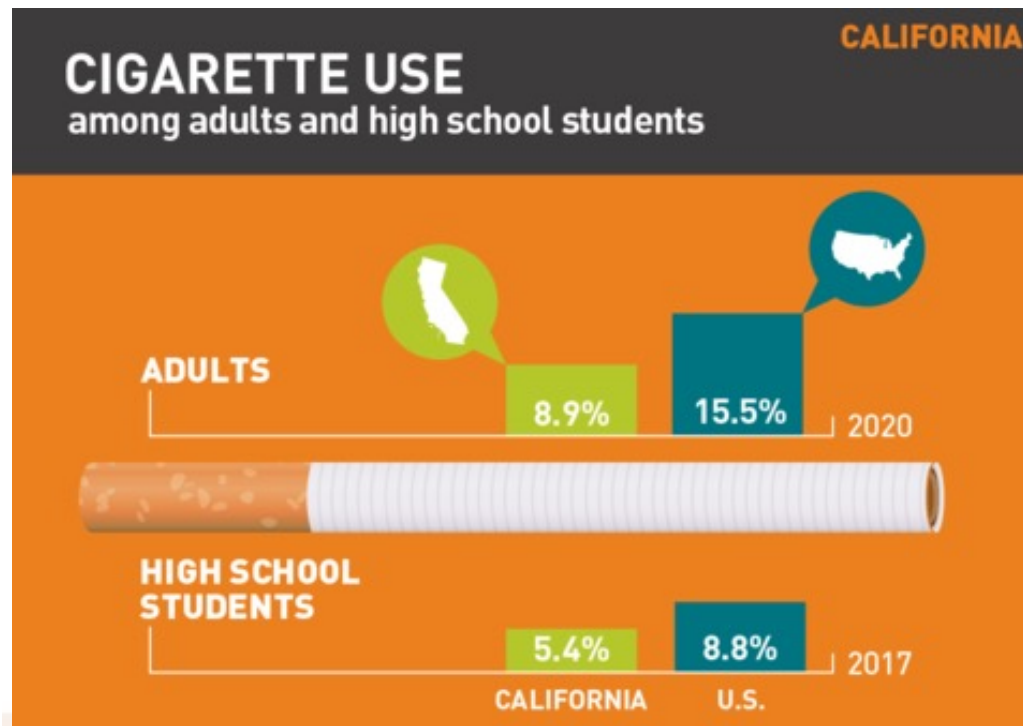
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- De 1 de cada 5 latinas/os fuma cigarrillos
- De 4 de cada 5 fumadores lamentan fumar
- De 7 de cada 10 fumadores quieren abandonar el hábito de fumar
- Diariamente, 3,200 jóvenes inician el consumo de tabaco
  - Inicio de consumo de tabaco es entre 10 y 12 años de edad
  - Muchos comienzan por curiosidad o por imitación
  - Entre estudiantes latinas/os de secundaria:
    - De 1 de cada 5 usan cualquier producto de tabaco y nicotina
    - El 4% fuman
    - El 23% usan cigarrillos electrónicos



# En nuestra región, el tabaco es un problema

- Al nivel mundial, CA lleva la batuta en las políticas antitabaco y el control del tabaco
  - CA lideró el cargo de leyes e impuestos libres de humo
  - Estado con la tasa de fumar más baja comparada a 🇺🇸



# En nuestra región, el tabaco es un problema

---

- ◊ Al nivel mundial, CA lleva la batuta en las políticas antitabaco y el control del tabaco
  - CA lideró el cargo de leyes e impuestos libres de humo
  - Estado con la tasa de fumar más baja comparada a 🇺🇸
- ◊ A pesar de estar en CA, nuestra región va atrasada
  - La prevalencia estatal de fumadores adultos es 9% (2020)
  - Las tasas de tabaquismo en nuestra región son de 16%-20%
    - En pie de igualdad con Alabama and Georgia donde las son las más altas
  - El 60% de los varones jóvenes rurales fumaron en los últimos 30 días



NEWS > HEALTH

## Nicotine and cannabis policy center established at UC Merced



UC MERCED-COURTESY Anna Song, director of the UC Nicotine and Cannabis Policy Center and professor of health psychology

By **WOODLAND DAILY DEMOCRAT** |

PUBLISHED: July 24, 2018 at 12:00 a.m. | UPDATED: August 30, 2018 at 12:00 a.m.

UC Merced has been awarded a \$3.8 million grant to establish the UC Nicotine and Cannabis Policy Center (NCPC), positioning UC Merced and the San Joaquin Valley region as a leading center for the study of public health and policy matters related to tobacco and marijuana.





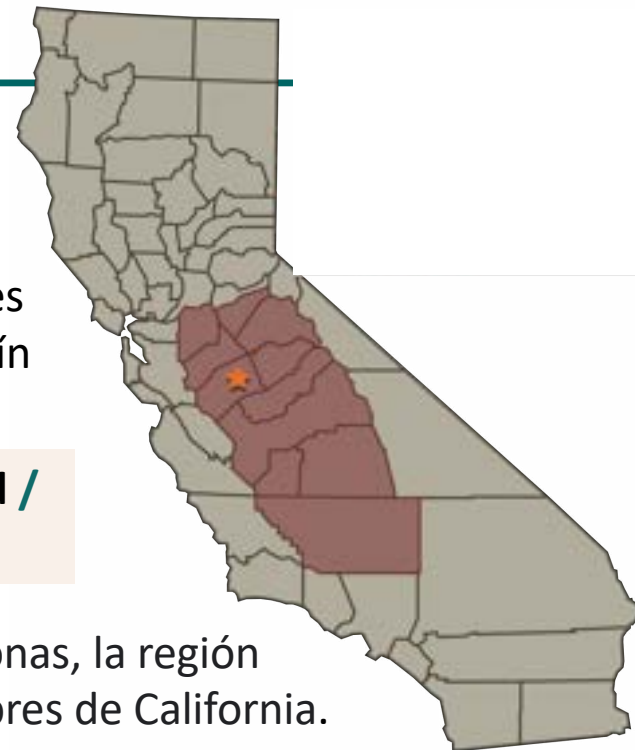
# ¿Cuales son los condados?

## ÁREA DE CAPACITACIÓN

- El NCPC esta basado en Merced, pero las investigaciones se llevan a cabo en **11 condados** del Valle de San Joaquín (VSJ).

**San Joaquin / Calaveras / Stanislaus / Tuolumne / Merced /  
Mariposa / Madera / Fresno / Kings / Tulare / Kern**

- Los 11 condados albergan a más de 4 millones de personas, la región incluye algunos de los condados y poblaciones más pobres de California.
- Con tasas de tabaquismo estatal que alcanzaron el 10% en 2020, las disparidades en la implementación del control del tabaco en CA han resultado en tasas de tabaquismo en adultos del 16% en el VSJ, con tasas que llegan al 19% en Fresno y 20% en Tuolumne, Calaveras y Mariposa.



# Y el cannabis, ¿qué tal?

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## ◈ La Proposición 64 cambio drásticamente el panorama político

- El uso recreativo es legal, pero sigue siendo restrictivo
- ¿Entienden las personas los riesgos que implica el consumo de cannabis?
- ¿Conocen y apoyan las personas las restricciones de cannabis?
- ¿Cuál es la intersección entre el tabaco y el cannabis?
- ¿El aumento de su consumo impactará en el tabaquismo?

**NOTA: El NCPC examina la política de nicotina y cannabis. NCPC no investiga la planta, los extractos y sus efectos físicos y mentales.**



# ¿Hay retos con el control del tabaco?

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1

**Históricamente, el control del tabaco a sido difícil en el Valle de San Joaquín y en las Sierras Locales**

- La grave falta de infraestructura, la aplicación desigual de las políticas y la falta de apoyo de las política contra el tabaquismo entre la población ha creado fallas en la eficacia del control del tabaco y el cannabis.
- Las localidades de SJV no han implementado de una manera efectiva las regulaciones sobre los problemas emergentes de control del tabaco, incluidas las regulaciones de productos de nicotina como los cigarrillos electrónicos.
- La legalización del cannabis también plantea un problema importante de aplicación de políticas en el área fuertemente agrícola, donde el cannabis se percibe como un cultivo comercial que generará ingresos.



# ¿Por qué se necesitan más datos?

2

## El Valle de San Joaquín (VSJ) y las Sierra locales han sido en gran parte pasados por alto y desatendidos

- El SJV contiene muchos grupos étnicamente diversos y desatendidos con numerosos problemas de salud, incluidas enfermedades relacionadas con el tabaco y, sin embargo, existen muy pocos datos sobre la región.
- Más conocimiento sobre si las personas apoyan las ordenanzas y regulaciones de control del tabaco y cannabis ayudarán a determinar cuándo desarrollar política pública que puede ser ventajosa, dónde se encuentre fallas en su realización y cuál es la mejor manera de comunicar al público las estrategias para el control del tabaco.
- El SJV también ha sido propenso a investigadores fuera de la región y que han realizado investigaciones en el área, solo para que esos esfuerzos sean de corta duración, sin beneficios duraderos.

**UC Merced y NCPC están dedicados, a largo plazo, a la vinculación con la comunidad, a la investigación y a la política contra el tabaquismo para el mejoramiento de la salud de los residentes del Valle de San Joaquín.**



**NICOTINE & CANNABIS POLICY CENTER**  
EVIDENCE BASED SOLUTIONS FOR CENTRAL CALIFORNIA





Primer Congreso Valle Central de  
Tabaco: DALE LUZ A LA SALUD, NO  
AL CIGARRO

## APPENDIX C

### **2. Big Tobacco Targeting a New Generation: Youth** **By: Celeste Ramos & Sauci Xiong**



# Big Tobacco: Targeting a new generation

YOUTH

UC MERCED | 06/24/2023



CALIFORNIA HEALTH  
COLLABORATIVE  
changing lives by improving health and wellness

# MEET THE FACILITATORS!



CELESTE RAMOS  
Project Coordinator  
Unidos Por Salud Program



SAUCI XIONG  
Project Coordinator  
API PACT Program





**CALIFORNIA HEALTH  
COLLABORATIVE**  
changing lives by improving health and wellness

**WITH A MISSION OF CHANGING LIVES BY IMPROVING HEALTH AND WELLNESS, THE CALIFORNIA HEALTH COLLABORATIVE (CHC) WAS FOUNDED IN 1982 AS A NONPROFIT PUBLIC BENEFIT CORPORATION UNDER CODE 501 (C) 3.**

API PACT & Unidos Por Salud are tasked with reducing tobacco-related health disparities and improving health equity among API & Latinx populations in the Central Valley.



**API PACT**  
PROGRAM

Asian Pacific Islander Partners & Advocates Countering Tobacco



**Unidos por Salud**

# ICEBREAKER

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Using your whiteboards, share

1. Where you are from?

2. Your favorite sweet treat

3. What are you looking forward to during the summer?



## TRADITIONAL TOBACCO

Tobacco grown or harvested and used by American Indian Nations for ceremonial or medicinal purposes.



## COMMERCIAL TOBACCO

Tobacco marketed for profit



# EARLY TOBACCO MARKETING

To keep a slender figure  
*No one can deny...*




Reach  
for a  
**LUCKY**  
instead of a  
sweet



**LUCKY STRIKE**  
CIGARETTES

**"It's toasted"**  
No Throat Irritation • No Cough



*"I've been a two-pack-a-day man for fifteen years and I've found much milder Chesterfield is best for me."*  
*Perry Como*

**NOW...10 Months Scientific Evidence For Chesterfield**


**A MEDICAL SPECIALIST** is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

*no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.*

**MUCH MILDER CHESTERFIELD IS BEST FOR YOU**

*First and Only Premium Quality Cigarette in Both Regular and King-Size*



CONTAINS TOBACCO OF BETTER QUALITY AND SMOKES FASTER THAN ANY OTHER KING-SIZE CIGARETTE

Copyright 1955, American Tobacco Co.

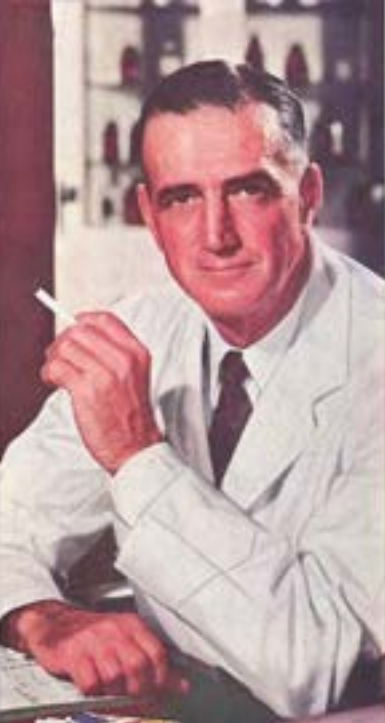


*According to repeated nationwide surveys,*

**More Doctors Smoke CAMELS than any other cigarette!**

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them, Camels have cool, cool mildness, pack after pack, and a flavor unmatched by any other cigarette. Make this sensible test: Smoke only Camels for 30 days and see how well Camels please your taste, how well they suit your throat as your steady smoke. You'll see how enjoyable a cigarette can be!

**THE DOCTORS' CHOICE IS AMERICA'S CHOICE!**

MORRIS FARR says: "I pick Camels. They agree with my throat and taste wonderful!"

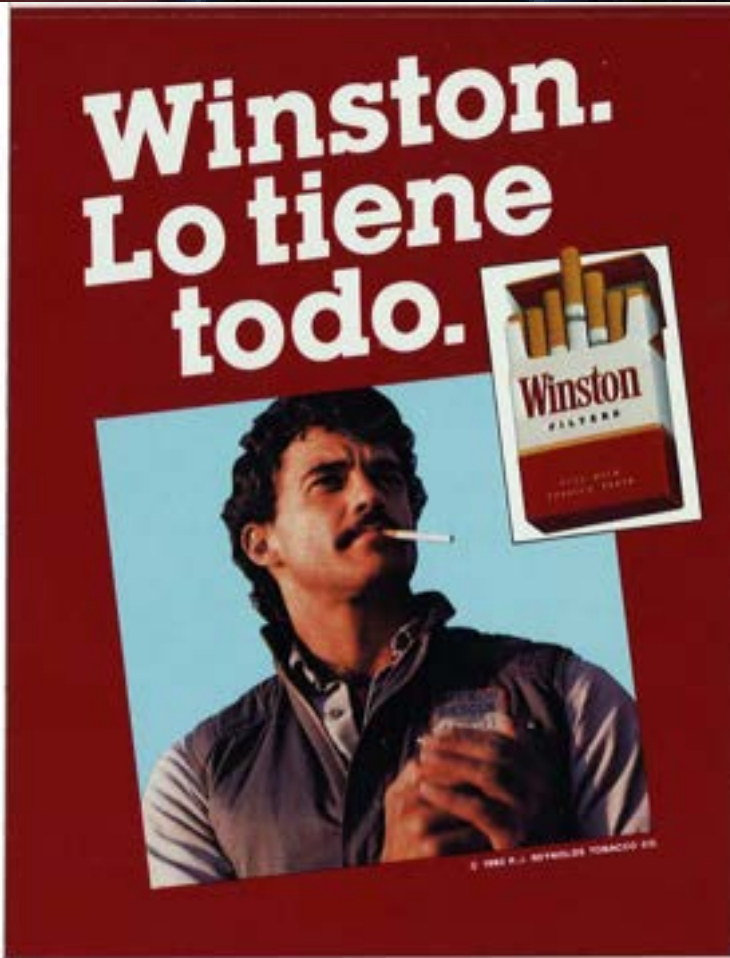
DR. BARRY says: "I go over a pack a day. Camels are the only ones I can smoke from any other brand."

DR. WILLIAM says: "Camels suit my taste and throat. I've smoked 'em for years!"

*For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).*

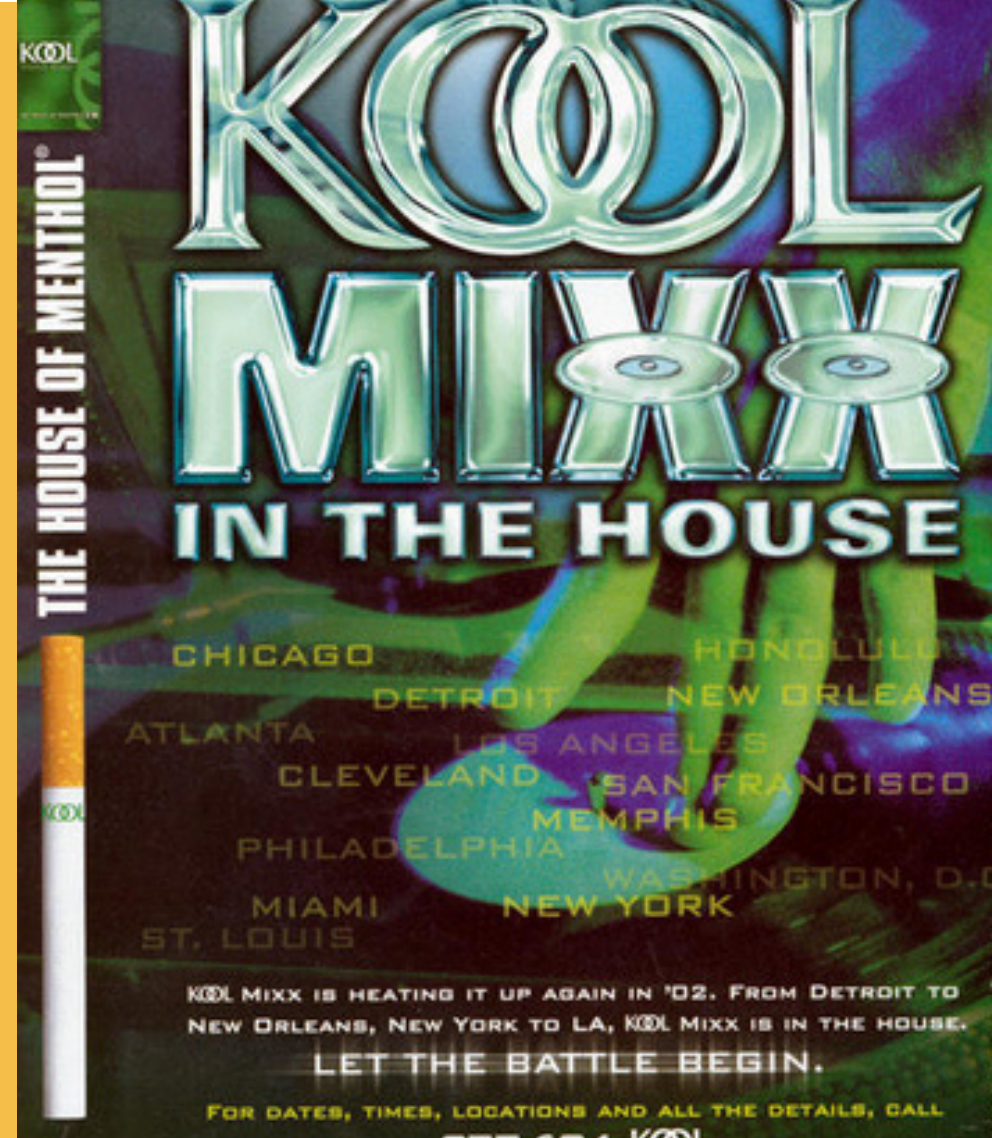


# TARGETING MINORITIES



# MARKETING TO YOUTH & YOUNG ADULTS

When smokers started dying,  
tobacco companies needed  
replacement smokers





# SECRET REPORTS

"Hitting the youth can be more efficient even though the cost to reach them is higher, because they are willing to experiment, they have more influence over others in their age group than they will later in life, and they are far more loyal to their starting brand."

*A Phillip Morris Executive, 1957*

"Attract young smoker to replace the older ones who were dying or quitting ... I was part of a scam, selling an image to young boys. My job was to get half a million kids to smoke by 1995"

*Lead model for RJ Reynolds for 7 years, 1992*





# TARGETING A NEW GENERATION

## YOUTH

Through modern smoking devices, flavored tobacco, cheap prices, colorful packaging and their favorite artists influencers



# TOBACCO USE AMONG YOUTH

**Overall, nearly 1 in 6 (14.9%) Hispanic high school students are current users of any tobacco product.**

**Vapes were the most common tobacco product used among California high school youth in 2022**

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# WHAT IS VAPING?

Vaping simulates smoking

Vapes create an aerosol that is inhaled into the lungs where nicotine and chemicals cross over into the bloodstream.





**CAN YOU THINK  
OF AN AEROSOL?**

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# VAPOR

vs

# AEROSOL



# VAPING & CANNABIS



# E-LIQUID COMPONENTS

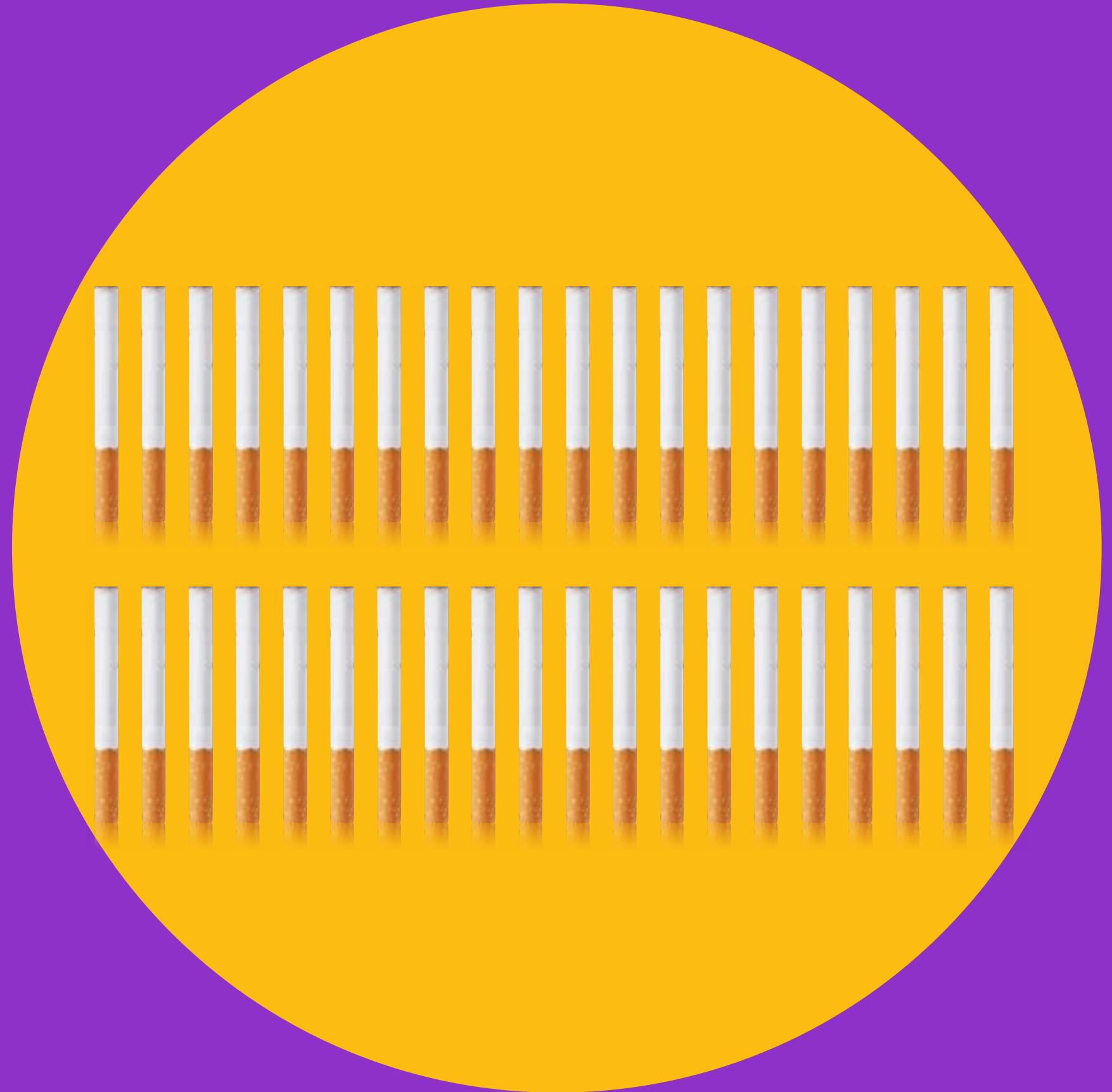
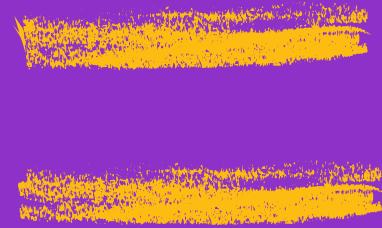
**DIACETYL**  
Linked to permanent lung disease

**ACROLEIN**  
Cancer-causing chemical present in vape juices

**FORMALDEHYDE**

**NICOTINE**  
Linked to mood disorders and impulse control

# HIGH QUANTITIES OF NICOTINE





# NICOTINE = BRAIN POISON

Some tobacco products are designed to deliver nicotine to the brain within seconds.

Modern vaping devices have as much as 6x the nicotine concentration of first generation e-cigs.



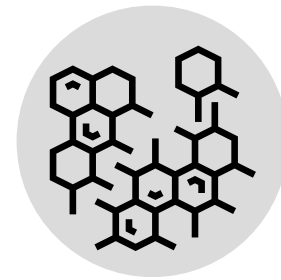
# KNOW THE RISKS OF VAPING



## BRAIN DEVELOPMENT

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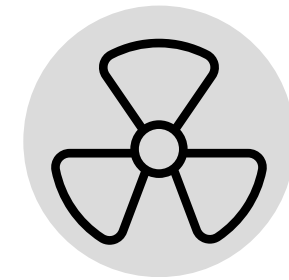
Nicotine products can rewire the teen brain to crave more of the substance



## DEPENDENCE & BEHAVIOR

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Nicotine use can lead to regular use of tobacco products, resulting in long-term exposure to toxic chemicals and long-lasting health effects



## AEROSOL & OTHER CHEMICALS

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E-cigarettes contain nicotine, ultrafine particles, heavy metals, and volatile organic compounds

# NICOTINE USE IN YOUNG ADULTS CAN WORSEN...



**ANXIETY**



**IRRITABILITY**



**IMPULSIVITY**



**DECISION-  
MAKING**



**INCREASED RISK OF  
DEPENDENCE TO OTHER  
SUBSTANCES**



# WHAT ARE COMMON STRESSORS IN A TEEN?

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# VAPING RESOURCES AVAILABLE FOR YOUTH



Kick it California: Text NOVAPES to 66819



Text DITCHJUUL to 88709



Text START MY QUIT to 1-855-891-9989



National Cancer Institute

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# Become a *youth* ADVOCATE!



Is there a health club in your school?

What changes do you want to see in your community to protect your peers from tobacco?

Take a stand for your community!

# WAYS TO BRING AWARENESS TO YOUR COMMUNITY



April 22



May 31



RED  
RIBBON  
WEEK

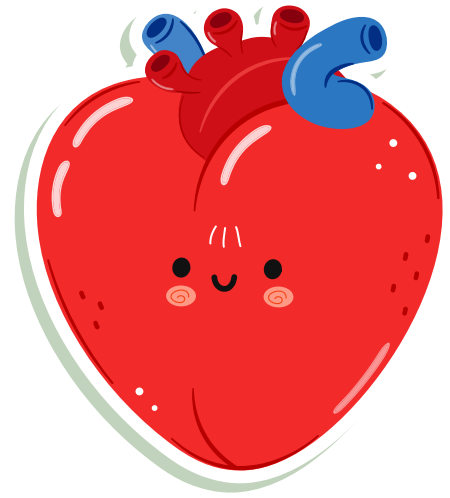
October



November



HEAD



HEART

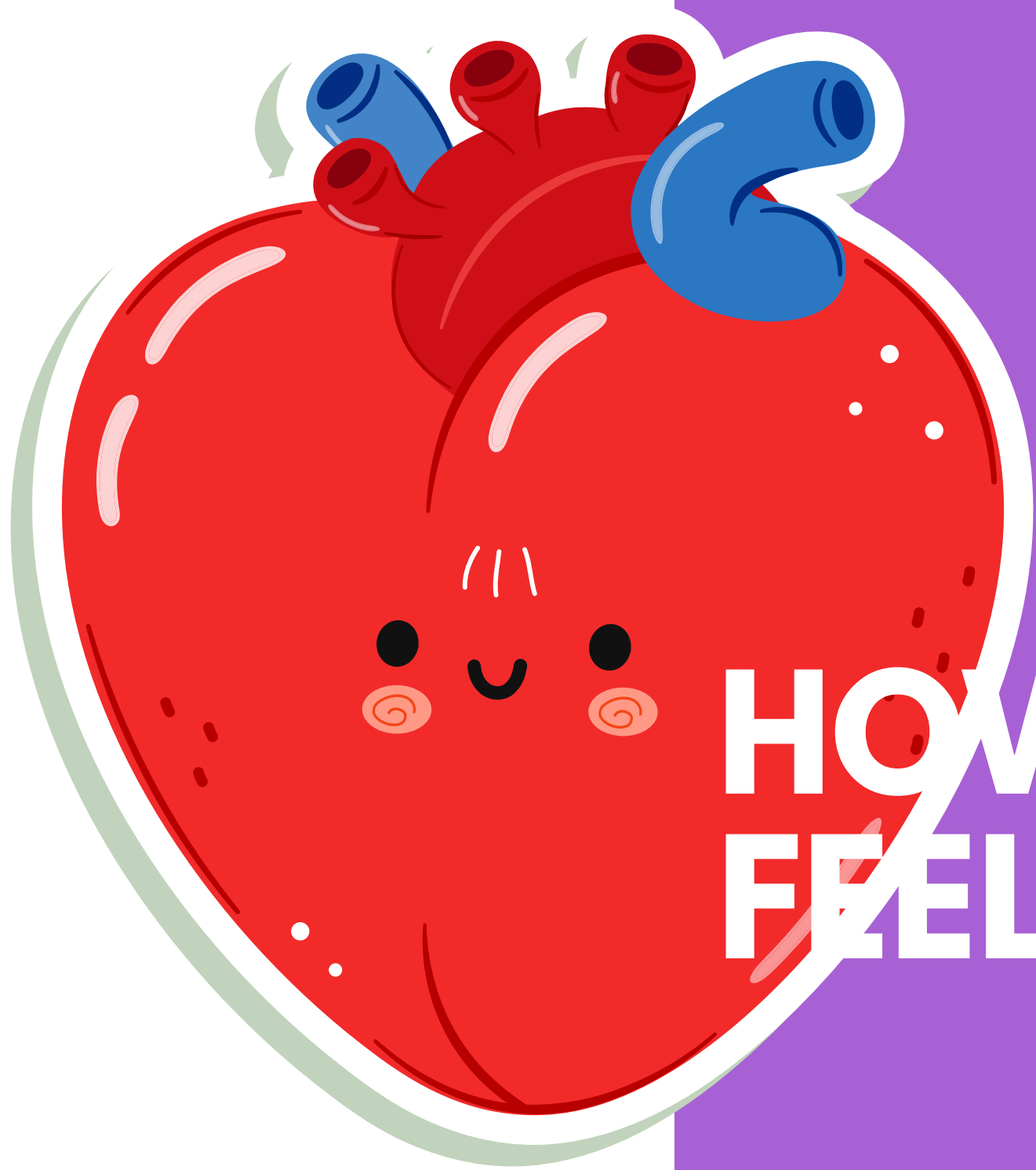


FEET





**WHAT DID YOU LEARN  
TODAY?**



**HOW DID IT MAKE YOU  
FEEL?**



**WHAT WILL YOU DO  
NOW?**

# Contact



**Unidos**por**Salud**

**Celeste Ramos**

cramose@healthcollaborative.org



**@unidosporsalud**



**@unidosporsaludchc**



**API PACT**  
PROGRAM

Asian Pacific Islander Partners & Advocates Countering Tobacco

**Sauci Xiong**

sxiong@healthcollaborative.org



**@api.pact**



**@apipact**



Primer Congreso Valle Central de  
Tabaco: DALE LUZ A LA SALUD,  
NO AL CIGARRO

## APPENDIX D

### **3. Spanish-language News Article** ***Familias invitadas a UC Merced a*** ***evento sobre peligros de fumar este*** ***sábado 24 de junio***

**By**

**The Fresno Bee**





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# Vida en el valle

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Noticias Entretenimiento eEdition Deportes

MERCED

## Familias invitadas a UC Merced a evento sobre peligros de fumar este sábado 24 de junio

**POR MARÍA G. ORTIZ-BRIONES**

JUNIO 23, 2023 1:10 PM



ORDER REPRINT →



Según los Centros para el control y prevención de enfermedades (CDC), en el 2014 los jóvenes consumieron más tabaco fumando cigarrillos electrónicos que fumando cigarrillos convencionales. DIEDRA LAIRD MCT



Only have a minute? Listen instead

Powered by **Trinity Audio**

00:00



1.0x

01:09

MERCED

El [Centro de Políticas de Nicotina y Cannabis de UC Merced \(NCPC\)](#) y [Cultiva La Salud Merced County](#) invitan a las familias del área a un evento gratuito en español en UC Merced el sábado 24 de junio para hablar sobre los peligros de fumar.

El evento, programado de las 10 a.m. a las 2 p.m., dará inicio con un mensaje de bienvenida por Claudia Corchado, directora de Cultiva La Salud y el Dr. Arturo Durazo, director Interino NCPC, Científico Comprometido con la Comunidad HSRI en el Auditorio Dr. Lakireddy, seguido de varios talleres en el edificio de servicios estudiantiles.



Las sesiones de trabajo para padres incluirán debates sobre efectos del vapeo en la salud, las posibles políticas para proteger a los niños y más.

Los adolescentes y niños pequeños también tendrán la oportunidad de asistir a sus propios talleres.

Habrá información disponible sobre la universidad junto con obsequios. También se proporcionará almuerzo gratis.

El cupo es limitado. Las familias interesadas en asistir deben registrarse en línea: <https://ucm.edu/iRYCnl>



MARÍA G. ORTIZ-BRIONES

f e 559-441-6782

María G. Ortiz-Briones is a reporter and photographer for McClatchy's Vida en el Valle publication. She covers issues that impact the Latino community in the Central Valley. | María G. Ortiz-Briones es reportera y fotógrafa de la publicación Vida en el Valle de McClatchy. Ella cubre temas que impactan a la comunidad latina en el Valle Central.

[Apoye mi trabajo con una suscripción digital](#)

### California Gov Will Cover The Cost To Install Solar If You Own A Home In These Zip Codes

California Solar | SunValue | Sponsored

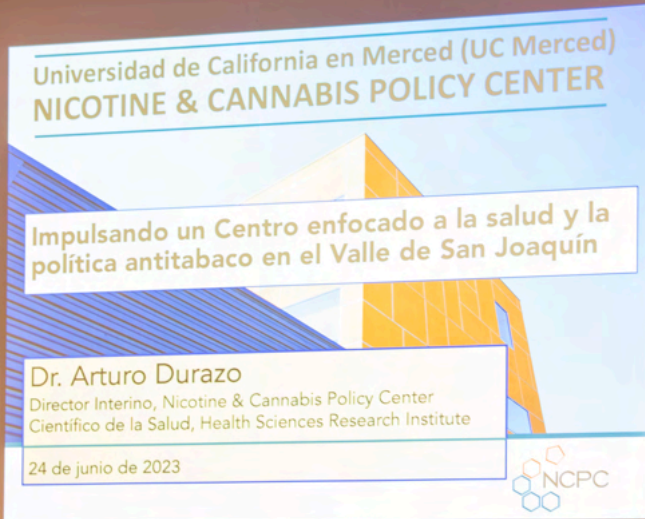
[Learn More](#)

### Here's What Gutter Guards Should Cost You In 2023



## APPENDIX E

### 4. Pictures from the DALE LUZ A LA SALUD, NO AL CIGARRO Event



# Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO



# Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO



## Primer Congreso Valle Central de Tabaco: DALE LUZ A LA SALUD, NO AL CIGARRO

