



LASSEN COUNTY PUBLIC HEALTH

TOBACCO USE AND REDUCTION PROGRAM

Every year, winter seems to last longer... more time stuck inside in the cold, or stuck outside in the snow, or spending more and more on huge jumpers and thick socks! So, we really look forward to this time of the year, when the weather starts warming up. It's time to get ready for spring, and here are our top things to do!

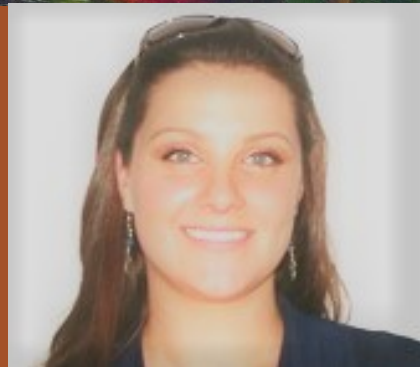
- * Clean your house. Now, I don't mean just dust. Take the time to deep clean, and when you finish, it will look like a brand new home and hopefully smell like it to!

- * Make that change. Is there something that you've been dreaming of trying out for a while now? Don't wait even longer and spend the time wishing you had done it.

- * You know it's coming...shorts, swim suits, and short-sleeves. So, because you will be exposing more skin soon, give yourself the gift of regular exercise – starting now. Whether it's a daily walk, jog, or trip to the gym, it's amazing how much easier it feels to slide on the shorts when you have been working out.

- * Find a new hobby. So there isn't a specific dream for you; start from scratch! Start a garden, cut back on sweets, read a book a month, join a club. Find a hobby that speaks to your heart and keep it up!

- * Change up your look. Get a new hairstyle, paint your nails, or change your wardrobe. Even if it's a small change, it will help you to feel refreshed and ready to take on the rest of your year



NEW TO TOBACCO!!!

NEW PROGRAM COORDINATOR / SENIOR ADMINISTRATIVE CLERK

We would like to welcome our new Program Coordinator, Vanessa Hanson. Whom has been with the County for 3 years, first joining as a Bilingual ICW, then moving on to Behavioral Health and now she joins Public Health as their new Program Coordinator for Tobacco . We are very excited about what we can implement these next few years to improve our community and the lives in our area.

Also new to the team is Marchelle Caires, our new Senior Administrative Clerk. Marchelle has several years working in the administrative field and first arrived at Public Health in the beginning of 2017. She is very excited to work for the betterment of her community .



MYTHS AND FACTS ABOUT E-CIGARETTES

There's been a significant increase in electronic cigarette (e-cigarette) use in recent years, particularly among kids and teens, as well as smokers looking for an alternative to traditional cigarettes. But lack of basic consumer protection and U.S. Food and Drug Administration (FDA) oversight leaves concerns unanswered about the health and safety of these products. So what do we know? Here's a look at some common misperceptions about e-cigarettes.

MYTH: E-cigarettes are safe.

FACT: E-cigarettes are unregulated tobacco products.

Nearly 500 brands and 7,700 flavors of e-cigarettes are on the market and none of them have been evaluated by the FDA. We don't know for sure what's in them. Studies have found toxic chemicals, including an ingredient used in antifreeze and formaldehyde in e-cigarettes.

MYTH: E-cigarettes don't have nicotine.

FACT: Almost all e-cigarettes contain nicotine—including many that claim they are nicotine-free.

A 2014 study showed wide-ranging nicotine levels in e-cigarettes and inconsistencies between listed and actual nicotine levels in these products.

MYTH: E-cigarettes can help smokers quit.

FACT: The FDA hasn't found any e-cigarette to be safe and effective in helping smokers quit.

Instead of quitting, many e-cigarette users are continuing to use e-cigarettes while still using conventional cigarettes. In 2015, 59% of the people who recently used e-cigarettes also currently smoked conventional cigarettes. The U.S. Surgeon General has found that even smoking a few cigarettes a day is dangerous to your health.

MYTH: E-cigarettes aren't marketed to kids.

FACT: E-cigarette use among middle and high school students more than tripled from 2013 to 2015.

With aggressive industry tactics such as cartoon characters and candy flavors including bubble gum, fruit loops, chocolate and strawberry, it's no surprise studies show a dramatic increase in kids using e-cigarettes. For the first time ever, teens are smoking e-cigarettes more than traditional cigarettes.

MYTH: There's no secondhand emissions from e-cigarettes.

FACT: E-cigarettes expose others to secondhand emissions.

The aerosol (vapor) emitted by e-cigarettes and exhaled by users contains carcinogens, such as formaldehyde, according to early studies. Little is known about these emissions or the potential harm they can cause.

New Bills for the 2017-2018 Legislative Session

The California legislature reconvened January 3 for the second year of the 2017-2018 legislative session. One bill that was introduced but not resolved in 2017 is no longer eligible for the 2018 session. Three tobacco-related bills surrounding state parks and beaches have been introduced and are moving through the legislature. While there is still a week to introduce more bills, committee hearings are currently underway and will continue over the next several months as they move forward in the legislative process.

Bills No Longer Moving Forward in 2018

SB 719 (Anderson – R, Alpine) STAKE Act: definitions.

Bills Moving Forward in 2018

AB 1097 (Levine – D, San Rafael) State beaches and parks, smoking ban

SB 835 (Glazer – D, Orinda) Parks: smoking ban

SB 836 (Glazer – D, Orinda) State beaches: smoking ban



TOBACCO ENDGAME

FINLAND 2040

The Tobacco Act of 2010 declared that it would put an end to the use of tobacco products in Finland. There was no target date but Savuton Suomi, a civil society movement for a tobacco-free Finland, challenged the Finnish government to make it 2040 and they accepted the goal.

Update 19 January 2017: - there are [reports](#) that the Finnish government are to bring the target forward 10 years to 2030.

NEW ZEALAND 2025

In New Zealand, the Tupeka Kore (tobacco-free) vision was launched by a range of concerned NGOs and advocacy groups in 2009. This proposed a target and a series of interventions to achieve close to zero tobacco smoking prevalence by 2020. Subsequently, the Māori Affairs Parliamentary Select Committee released a report recommending that New Zealand should be smokefree by 2025, and the [Government has since affirmed support for this goal.](#)

IRELAND 2025

The Irish Government tobacco strategy contains 60 recommendations to significantly reduce smoking over the next 12 years. They define a “tobacco-free” Ireland as one where less than five per cent of the population smoke.

Canada 2035

A proposed new strategy will seek to reduce Canada’s rate of tobacco use to less than 5% by 2035. This goal will require aggressive new measures that will focus long-term federal action to fight tobacco use.

COMMUNITY CALENDER/EVENTS

MAKE MEMORIES

Join your family and friends at some of these great community events.

Ranger-led Snowshoe Walk

Lassen Volcanic National Park hosts a Ranger-led Snowshoe Walk at 1:30 p.m. Sunday, Feb. 24th. Walks are open to those 8 years and older and last 1 ½ to 2 hours. A donation to cover snowshoe maintenance is appreciated. For more information, call 595-4480.

Susanville Symphony

The Symphony performs Classical Masterpieces. Friday 7:00 PM - 10:00 PM PST and Saturday at 2:30pm Susanville Assembly of God 473-465 Richmond Road Susanville CA \$30 each for premium tickets \$22 each for general seating (530) 310-811

Susanville's Best Of Broadway

Susanville's Best of Broadway performs at 7 p.m. Friday, March 2nd, 3rd , 7th , 9th and 10th at the Veterans Memorial Hall. For more information, call 260-6191 or go to suanvillebestofbroadway.org.

Lassen Co. Cattlemen & Cattlewomen

30th Annual " A Taste of Beef, A Sip of Wine" 3/10/18 at 5:30 PM - 8:30 PM PST Susanville Elks Lodge 400 Main Street (530) 570-3663

Honey Lake Valley Riders

Honey Lake Valley Riders Fully Woolly Fun Day 4/14/18 10:00 AM - 4:00 PM PDT www.honeylakevalleyriders.org Janesville Park Equestrian area

Spring Home and Garden Show

April 28 Lassen County Chamber Presents the Annual spring Home and garden show. Free admission 10-3p.m. Lassen County Fairgrounds. New This year Wedding Showcase More info call the Chamber 257-4323

Paiute Meadows Run

May 12 Paiute Meadows Trail Run Lassen Lands & Trails Trust Race to benefit Lassen Lands & Trails Trust. 7:00 AM - 4:00pm <http://www.paiutemeadowstrailrun.com/4-5-mile-run.html>

Susanville POW WOW

May 18 9th Annual POW-WOW Susanville Indian Rancheria Susanville Indian Rancheria presents the 9th Annual POW-Wow. Honoring Elders and Veterans.



THE FLAVOR TRAP

How Tobacco Companies Are Luring Kids with Candy-Flavored E-Cigarettes and Cigars



**81% OF KIDS WHO EVER USED TOBACCO PRODUCTS
STARTED WITH A FLAVORED PRODUCT, INCLUDING**



**81% OF KIDS WHO
EVER TRIED
E-CIGARETTES**



**65% OF KIDS WHO
EVER TRIED
CIGARS**