



Statewide Rural Coordinating Center

FOR IMMEDIATE RELEASE

Media Contact: Sarah Kotko (530) 749-4948
skotko@co.yuba.ca.us

GREAT AMERICAN SMOKE OUT®

Chico CA, - RISE (Rural Initiatives Strengthening Equity), the Statewide Rural Coordinating Center and a program of the California Health Collaborative, is encouraging all Northern California residents to commit, or re-commit, to healthy, smoke-free lives by participating in the American Cancer Society's 47th Annual Great American Smokeout® on Thursday, November 17, 2022.

According to the California Tobacco Facts and Figures Report, an estimated 40,000 Californians die each year from tobacco-related diseases, while many others experience painful conditions and reduced quality of life. Unfortunately, Northern California Counties are disproportionately affected by the tobacco industry. Marginalized rural residents, low-income populations, and ethnic minority groups use tobacco at higher rates, experience greater secondhand smoke exposure, and have higher rates of smoking-related disease.

In addition, a new generation of youth tobacco users are becoming addicted to nicotine found in standard vaping devices, many of which come in candy or fruit flavors and often contain a higher nicotine content for a lower price than cigarettes.

Peach Tree Health, a Northern California Federally Qualified Health Center, provides quality care to residents at nine (9) different sites spanning Butte, Sutter, Yuba, and Sacramento Counties. As a committed community partner and advocate of well-being, Peach Tree is making systematic changes to create an environment free of secondhand smoke to ensure the health, wellness, and safety of its staff, patients, and visitors.

In an effort to engage and educate the community on these initiative's, Peach Tree has collaborated with Local Tobacco Control Funded agencies across four (4) counties to participate in the Great American Smokeout®. Local agencies including Yuba, Sutter, Butte and Sacramento Public Health Departments, First 5 Yuba County and Yuba County Probation are collaborating and providing support by tabling at various Peach Tree sites to increase patient awareness, provide education materials and distribute cash incentives to residents who turn in their tobacco products.

RISE would like to acknowledge and highlight this exceptional collaboration across multiple agencies to collectively combat California's number one leading preventable cause of disease and death.

The Great American Smokeout® is more than a reminder of the dangers smoking poses to your health. It's a call to act. No matter your age, or how long you've been smoking, quitting improves your health both immediately and over the long term. Mark the date. Make a plan. Start living life smoke-free.

For free help to quit smoking, vaping, chewing, or using any tobacco or nicotine product, visit KickItCA.org.

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