

# Smoke-Free Colusa County Monthly

Colusa County Tobacco  
Prevention Coalition

Issue: 1 July 2017

## Welcome!

### First E-Newsletter

Welcome to the very first Smoke-Free Colusa County Monthly Newsletter! This newsletter will be e-mailed out monthly and contain the latest updates on new tobacco research, local data, tobacco control activities, and on the Colusa County Tobacco Prevention Coalition.

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## Spring Recap – Youth Coalition

Colusa County youth presented during a segment on Fox40 Live! and to Colusa City Council to bring attention to the issue of secondhand smoke in apartments



Colusa County  
Tobacco  
Prevention  
Coalition



The Tobacco Prevention Coalition aims to improve the health of Colusa County residents through education and promotion of a tobacco-free lifestyle.

*Smoke-Free  
Air  
Everywhere*



## Spring Recap Continued....

Colusa County is lucky to have a group of passionate and hardworking youth committed to making Colusa County a healthy and smoke-free place to live. The Colusa County Advocates Against Tobacco (CCAAT), all students from Colusa High School, presented during a Fox40 Live! segment in February and at the May 22<sup>nd</sup> Colusa City Council Meeting. CCAAT members discussed the topics of tobacco

marketing towards youth, secondhand smoke, thirdhand smoke, the dangers of smoking in multi-unit housing, and local tobacco use rates.

February was the first time CCAAT presented on the dangers of smoking in apartment complexes. These five brave members took an impressive leap and presented this topic on live television. Their segment can be found at the following link:

<http://fox40.com/2017/02/23/the-dangers-of-secondhand-smoke/>.

After becoming experts on the topic, CCAAT members were excited to present this topic to local decision makers at the May 22<sup>nd</sup> Colusa City Council Meeting. One member shared a personal experience of her health being impacted by secondhand smoke when she lived in an apartment complex.



## E-Cigarettes and County Youth Use Rates

Colusa County youth tobacco use rate is nearly **10% higher than all of California**

Youth use rates in Colusa County remain high above the rest of California. In Colusa County, almost 23% of youth are using tobacco products in some form.<sup>1</sup> The state average is almost 10% lower at 13.8%.<sup>1</sup> New and emerging products attribute to the consistently high youth use rates. New products like electronic cigarettes and flavored tobacco products are heavily marketed toward youth and are creating the next generation of nicotine addicts.

*Youth that use e-cigarettes are almost 4 times more likely to smoke traditional cigarettes*

Those youth using electronic cigarettes are more likely to use traditional cigarettes later in life. A study released in June of 2017 concluded that e-cigarette use was associated with a greater risk for subsequent cigarette smoking initiation. Youth that used e-cigarettes were almost 4 times more likely to smoke traditional cigarettes than

youth that never smoked e-cigarettes.<sup>2</sup> E-cigarettes are not an FDA approved method of quitting and can put adolescents at risk for a lifetime of addiction.

1. California Student Tobacco Survey, 2016
2. Soneji, Samir, et al. "Association Between Initial Use of e-Cigarettes and Subsequent Cigarette Smoking Among Adolescents and Young Adults." JAMA Pediatrics, 2017, doi:10.1001/jamapediatrics.2017.1488.

### Resources

Interested in a meeting or community presentation to learn more about secondhand smoke, thirdhand smoke, tobacco marketing towards youth, or the Colusa County Tobacco Education Program? Contact us directly to schedule an appointment:

[Colusa County Tobacco Education Program](#)

Contact: Amanda Pitts, Project Director

Phone: (530) 458-0380

<http://www.countyofcolusa.org/tobaccoeducation>

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Interested in quitting smoking?



<https://www.nobutts.org/>