



Smoke-Free Colusa County Newsletter

The Smoke-Free Colusa County Subcommittee, part of the Colusa County Partners for Health, aims to improve the health of Colusa County residents through education and promotion of a tobacco-free lifestyle.

[Visit our website!](#)

New Survey Reveals Large Proportion of Colusa County Youth Think It Would Be Easy to Get E-Cigarettes

County-wide survey finds students susceptible to future tobacco use

New research shows that over 43% of students in Colusa County believe it would be easy to obtain e-cigarettes. These findings are part of new research released in October on student use of, knowledge of, and attitudes toward tobacco products, including cigarettes, e-cigarettes, smokeless tobacco, and marijuana.

Over 500 students from middle and high schools in Colusa County were surveyed as part of a public health campaign to address the current youth e-cigarette epidemic. On October 3rd, health advocates from Yuba, Sutter, and Colusa counties held a press event to release the results of this scientific survey, which is one of the most extensive tobacco-focused surveys conducted with students in the Tri-County area to this date.

“Overall, the findings indicate that use of traditional cigarettes has decreased to historical lows among youth, but the risk for future tobacco use of non-traditional tobacco products remains high,” said Amanda Pitts, Colusa County Public Health. “The thousands of flavored tobacco products on the market, along with the tech-inspired devices and predatory marketing by the tobacco industry fuel the rising popularity of e-cigarettes among adolescents. Most students in Colusa County that use tobacco products use flavored e-cigarettes and many non-users are at risk for future use.”

The survey found the following for Colusa County:

- Among Colusa County students who had never used tobacco, over one-third were susceptible to future use.
- Nearly 20% of students had been offered a tobacco product in the past 30 days.
- In Colusa County, almost 30% of middle and high school students have tried a tobacco products.

Over the last four months, lung injury outbreaks have occurred across the country, all associated with electronic cigarette use. Over 1,600 cases of lung injuries have been reported to the Centers for Disease Control. Thirty-four deaths related to these illnesses have occurred, three of which happened in California.

In the midst of these outbreaks, the Trump Administration announced plans to ban flavored e-cigarettes to reverse the epidemic of youth e-cigarette use that is impacting communities across the country. Shortly after this announcement, California Governor Gavin Newsom signed an executive order to confront the youth vaping epidemic. In the 2018 [U.S. Surgeon General's Advisory on E-Cigarette Use Among Youth](#), states and local communities are encouraged to take action by implementing evidence-based strategies to reduce e-cigarette use among young people, such as restricting young peoples' access to e-cigarettes in retail settings, licensing retailers, and implementing price policies.

“The widespread popularity of e-cigarettes is of particular concern and reflects the spike in use by teens and young adults” said Ted Mamoulelis, Health Program Specialist Supervisor for Colusa County Public Health. “We are also seeing cases of vaping-associated pulmonary injury in California, which should motivate our community to take the necessary steps to protect our county’s young people from the risks of e-cigarettes.”

Another goal of this survey was to examine the impact that secondhand smoke and secondhand aerosol has on youth in Colusa County.

This survey found that a large amount of students were exposed to secondhand e-cigarette vapor or secondhand smoke. There currently are no local smoke-free protections for children living in apartments. “Exposure to secondhand smoke and secondhand e-cigarette vapor continues to put at risk the health of non-smoking Colusa County residents, including youth, elderly, and other health-vulnerable populations” said Daisy Velasquez, Colusa County Public Health. “Children, especially, have limited choice to protect themselves from smoke and e-cigarette vapor. Building resilience starts with communities providing protections for their most vulnerable.”

Additional survey findings for Colusa County:

- Two in five students had been exposed to vapor from an e-cigarette or smoke from a traditional cigarette in a room or car within the last 30 days.
- Over 30% of students who reported seeing electronic cigarette advertisements saw advertisements that promoted use of these products.
- Four out of five students who had visited a convenience store in the last 30 days were exposed to flavored tobacco advertisements.

The rising popularity of e-cigarettes among youth in Colusa County continues to be a matter of concern. Current e-cigarette use among middle and high school students in Colusa County is 6.6%, which accounts for the majority of all youth tobacco use (9.8%). While youth use of traditional cigarettes has decreased, the majority of youth that currently use do so because of their access and addiction to e-cigarettes.

Colusa County Public Health is committed to continuing to work with local health

advocates and partners to provide accurate information and help make the healthy choice the easy choice for Californians.

For more information on youth tobacco use and e-cigarettes, please visit <http://countyofcolusa.org/flavoredtobacco>.

2017-2018 COLUSA COUNTY STUDENT TOBACCO SURVEY RESULTS

Over 500 middle and high school students were surveyed throughout Colusa County

- OVER 43%** BELIEVED IT WOULD BE EASY TO OBTAIN E-CIGARETTES
- NEARLY 20%** HAD BEEN OFFERED A TOBACCO PRODUCT IN THE PAST 30 DAYS
- TWO IN FIVE** HAD BEEN EXPOSED TO VAPOR FROM AN E-CIGARETTE OR SMOKE FROM TOBACCO IN THE LAST 30 DAYS

THE U.S. SURGEON GENERAL HAS DECLARED **YOUTH VAPING AN EPIDEMIC**

LOCAL COMMUNITIES ARE ENCOURAGED TO **TAKE ACTION TO RESTRICT YOUTH ACCESS TO E-CIGARETTES**

TAKE ACTION TO PROTECT YOUR CHILDREN

LEARN MORE AT COUNTYOFCOLUSA.ORG/FLAVOREDTOBACCO

OR CONTACT THE COLUSA COUNTY TOBACCO EDUCATION PROGRAM AT 530-458-0380

© 2019 California Department of Public Health. Funded under contract 13-06

Check out these links!

- [3 Ways JUUL Harms the Environment](#)
- [Everything You Ever Wanted to Know About the Vaping Health Crisis](#)

Next Colusa County Partners for Health Meeting

The next Colusa County Partners for Health meeting will take place on **November 14th** from 12:00-2:00. The location is to be determined.

Please RSVP to TEP@ColusaDHHS.org to receive updates on the location and be included in the lunch order!

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

Phone: (530) 458-0380

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



Like us on Facebook!



Share this newsletter!



Interested in quitting smoking?



Colusa County Public Health | Tobacco Education Program | (530) 458-0380 | 251 E. Webster Street
Colusa, CA 95932
