



## 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!](#)



Photo by [Truth Initiative](#)

## **E-Cigarettes: Healthier alternative to smoking? Think again.**

**Featuring a T.U.P.E. Guest Article**

Guest Article by Alejandra Lopez

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## **INTRODUCTION TO**

## E-CIGARETTES AND ITS' HEALTH ISSUES



A new e-cigarette product called the JUUL hit the market a few years ago. After their first introduction, JUULs quickly became popular. Much like other e-cigarettes, the JUUL devices heat up a liquid cartridge to create a vapor. Each cartridge provides 200 puffs and contains a variety of different flavors. Each cartridge also contains 59 milligrams per milliliter of nicotine, which is equal to the amount of nicotine found in an entire package of cigarettes. One distinguishing factor of these e-cigarettes is their small size - they can fit in the palm of your hand and they resemble a USB flash drive.

Youth use of nicotine in any form, including e-cigarettes, is unsafe, can cause addiction, and can harm the developing adolescent brain. Nicotine causes you to crave a smoke and in turn you have a high probability of withdrawal symptoms if you ignore that craving. It increases the chances of having a heart attack, chronic lung disease, and asthma to name a few. "As of Jan. 21, 2020, the Centers for Disease Control and Prevention (CDC) confirmed 60 deaths in patients with e-cigarette, or vaping, product use associated lung injury (EVALI)." It's clear there is nothing healthy about vaping.

## T.U.P.E. GUEST ARTICLE

The Colusa County Office of Education Tobacco-Use Prevention Education program is funded through the 1988 Proposition 99 California Tax and the 2017 Proposition 56 Research and Prevention Tobacco Tax Act. The goal of our program is to support school districts in developing and implementing tobacco education programs through various trainings and technical assistance with the goal of reducing tobacco use amongst Colusa County youth. All of Colusa County school district are tobacco-free certified by the California Department of Education and are working towards renewing their certification by the end of the school year.

CCOE also supports districts in administering the California Healthy Kids Survey (CHKS) every other year, which allows district staff to see what trends are occurring at their district. One of the key components that the CHKS provides is information on tobacco, drug, and alcohol use amongst students. This is helpful data to look at when considering what type of tobacco use prevention education curriculum school districts want to implement, as well as which strategies they will use in case they have to do tobacco use intervention education.

We have seen an increase in tobacco use amongst our students, especially those in high school. If a student gets caught with a tobacco product or other substances, many times they get suspended. In an attempt to reduce suspensions and increase intervention services, CCOE supports districts by providing Brief Interventions by the School Resource Officer, Deputy Valdivia from the Colusa County Sheriff's Office. These brief intervention meetings could be held individually or in small groups, depending on the current need. The intervention meetings focus on motivational interviewing, to support the student in pinpointing why they use tobacco products and education on the

long-term impacts of use. The goal of this program is to provide youth information on what they are putting into their bodies, so that they can make informed decisions.

Currently, CCOE is working alongside the California Department of Education to help implement strong, evidence-based tobacco use prevention curriculum to help reduce the use of tobacco with Colusa County youth.

If you have any questions or want to learn more about the TUPE program, please contact Alejandra Lopez at (530) 473-1350 ext. 10327 or [alejandralopez@ccoe.net](mailto:alejandralopez@ccoe.net).

Photo: Deputy Valdivia, Colusa County Sheriff's Office

The above picture shows the tobacco products confiscated from one Colusa County school in a one-week time span during COVID-19.

## **LOCAL USE OF E-CIGARETTES**

Youth use of e-cigarettes continues to be an issue in Colusa County. Youth use of e-cigarettes has increased significantly in recent years. As of March 2020, over 75 California jurisdictions passed local laws restricting the sale of flavored tobacco products, and 65 of them also restrict menthol cigarette sales. In Colusa County, four out of five kids who have used tobacco started with a flavored product. Why? Because it is appealing and it's advertised to taste great.

Governor Newsom signed legislation imposing stricter age verification requirements for tobacco products sold online or by mail. Locally, one policy that is enforced is Smoke-Free Parks. If we continue to enforce this policy, with the help of law enforcement, it will reduce the number of locations youth go to vape. It also will benefit the environment from pollution since e-cigarettes are not biodegradable.

We as a community need to limit youth access to tobacco products, it will help protect children from living with a lifetime addiction. The more knowledge community members have about this issue the usage rates within the youth will decrease. Community education is key; parents can have those discussions with their children and can advocate for a healthier community.

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### **Colusa County Partners for Health Meeting**

The next Colusa County Partners for Health meeting will be announced to those subscribed to the e-mail list. Please e-mail [TEP@ColusaDHHS.org](mailto:TEP@ColusaDHHS.org) to receive updates on meetings and coalition activities.

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### **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: Rafael Perez  
Phone: (530) 458-0380  
<http://www.countyofcolusa.org/tobaccoeducation>



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Interested in quitting smoking?



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