TOBACCO CONTROL IS ONE MODEL

CALIFORNIA IS AN INTERNATIONAL LEADER IN TOBACCO CONTROL

- CA led the charge for smoke-free laws and taxation
- Lowest state-level prevalence

DESPITE BEING IN CA AND TIRELESS EFFORTS OF ADVOCATES IN THE REGION, THE SJV IS LAGGING BEHIND

- The state prevalence for adult smoking is 12%
- SJV-Sierra Foothill rates are 16%-20%
  - On par with traditionally high smoking-states of Alabama and Georgia
- 60% of rural adolescent males smoked in the past 30 days
WE CAN’T MAKE PROGRESS WITHOUT SUPPORT

THERE ARE MAJOR BARRIERS TO MAKING SIGNIFICANT IMPROVEMENTS IN TOBACCO CONTROL

- Disconnect between science and real-world conditions in the SJV
  - Most of the tobacco control interventions were devised in coastal metropolitan areas
  - Very little information about on-the-ground behaviors, attitudes, and knowledge about tobacco and cannabis
- Very little economic support to bolster efforts
- State under-utilizes the SJV’s biggest asset: Will and commitment of tobacco control advocates
CURRENT SUBSTANCE ISSUES

**ELECTRONIC NICOTINE DELIVERY SYSTEM (ENDS) USE, IS INCREASING AT LIGHTENING SPEED**

- Very little information and direction about how to combat ENDS, including e-cigarettes and JUULs, in all populations
- Many myths and misinformation about ENDS

**LEGALIZATION OF MARIJUANA CATAPULTED US INTO UNKNOWN TERRITORY**

- Significant confusion about cannabis safety
  - Medicinal benefits versus health consequences
- Our area was one of the first to be hit by the vaping-lung injury outbreak
TOBACCO CONTROL THROUGH RESEARCH, ADVOCACY, AND COLLABORATIONS

• EFFORTS TO UNDERSTAND TOBACCO and SUBSTANCE CONTROL IN THE SJV MUST BEGIN IN THE SJV
• HARNESS MOMENTUM IN THE SJV INTERNALLY (NOT EXTERNALLY)
HOW WILL THE NCPC HELP?

1. DISSEMINATE AND TRANSLATE THE RESULTS TO SUPPORT TOBACCO AND CANNABIS CONTROL EFFORTS
2. CONDUCT NICOTINE AND CANNABIS POLICY RESEARCH
3. OPEN CHANNELS BETWEEN POLICYMAKERS, CONTROL ADVOCATES, COMMUNITY MEMBERS, AND RESEARCHERS
WHICH COUNTIES ARE INCLUDED?

THE NCPC CATCHMENT AREA

The NCPC will be based in Merced but the research will be carried out in **11 counties** across the San Joaquin Valley. These counties include:

- San Joaquin
- Calaveras
- Stanislaus
- Tuolumne
- Merced
- Mariposa
- Madera
- Fresno
- Kings
- Tulare
- Kern
HOW IS THE NCPC STRUCTURED?

THE NCPC HAS FIVE KEY CORES

- The NCPC is staffed with
  - 10 UCM Faculty
  - 3 Stanford Researchers
  - 2 Community Partners
THANK YOU

NICOTINE & CANNABIS POLICY CENTER
EVIDENCE BASED SOLUTIONS FOR CENTRAL CALIFORNIA