



Tobacco-free **SHASTA**

MISSION

Our mission is to promote a healthy community and to work to protect our residents from the harmful health and economic effects of tobacco and secondhand smoke.



education
policy
cessation
prevention

OUR PURPOSE

- Partner with business, organizations, and schools to prevent tobacco use and promote cessation.
- Advocate for tobacco control policies in the Shasta County community.
- Advise and assist the Shasta County Health & Human Services Agency on tobacco control efforts.



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Tobacco use devastates lives in Shasta County.

JOIN OUR EFFORTS TO PROTECT OUR COMMUNITY.

Tobacco use remains the #1 preventable cause of death in Shasta County and there is no safe level of exposure to secondhand smoke.

POLICY

The coalition promotes tobacco-free policies throughout Shasta County. Tobacco-free policies are important in protecting families, children, and community members from secondhand smoke and in supporting community norm change.

- PUBLIC PLACES
- PUBLIC ORGANIZATIONS
- PRIVATE BUSINESSES
- OUTDOOR RECREATION AREAS
- COLLEGE CAMPUSES



EDUCATION The coalition seeks to educate the community on the dangers of secondhand smoke and tobacco use through the media, participation in community events, and collaboration with community groups. It is the belief of the coalition that community education leads to the prevention of tobacco use, increases in cessation attempts, and the development of tobacco policies that protect community members.

providing education to the shasta county community

PREVENTION

The coalition seeks to prevent youth from using tobacco by empowering them with knowledge and skills to avoid tobacco use. Partnering with schools, community organizations, and youth-serving organizations is an important part of preventing tobacco use. The coalition also seeks to prevent exposure to secondhand smoke in the home and community by promoting cessation, education, and policy.

CESSATION

Quitting tobacco can be one of the most difficult things a person does in life. The coalition seeks to ensure that local information and resources on quitting tobacco are available in the community. The coalition promotes access to free self-help information, referrals to community resources, and tips for quitting smoking.



MEETINGS

Meetings are open to the public and are held monthly. Please contact the Coalition for meeting times and locations at (530) 225-5134.



WEBSITES

You may find additional resources on tobacco use, local laws, and quitting tobacco at www.tobaccofreeshasta.org. The coalition also maintains websites on local concerns, such as policy efforts, youth, and tobacco marketing tactics.



FACEBOOK

Visit our Facebook page to receive current news, resources, and community updates from the coalition and tobacco control groups around the world. Find us at www.facebook.com/ShastaTEC.



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