



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 11/4/2025

To: County of Sonoma Board of Supervisors

Department or Agency Name(s): Department of Health Services

Staff Name and Phone Number: Nolan Sullivan, 707-565-4774; Amelyn Olson, 707-565-2696

Vote Requirement: Majority

Supervisory District(s): Countywide

Recommended Action:

Adopt a Gold Resolution reaffirming the County's commitment to promoting health, wellness, and tobacco-free living by recognizing November 20, 2025 as the 2025 Great American Smokeout Day.

Executive Summary:

The Great American Smokeout, organized annually by the American Cancer Society, encourages individuals who smoke to make a plan to quit and raises awareness about the health and economic impacts of tobacco use. The impetus provided by this event has helped millions of Americans quit their habit of tobacco use. Adoption of this resolution reaffirms Sonoma County's commitment to reducing the harms of commercial tobacco, supporting prevention and cessation resources, and advancing health equity in alignment with local and state tobacco control priorities.

Discussion:

The [Great American Smokeout <https://www.cancer.org/cancer/risk-prevention/tobacco/great-american-smokeout.html>](https://www.cancer.org/cancer/risk-prevention/tobacco/great-american-smokeout.html) has been observed nationwide for nearly 50 years on the third Thursday in November, as a day when individuals who smoke are encouraged to begin their journey to quitting tobacco use. The American Cancer Society highlights that smoking remains the single largest preventable cause of disease and death in the United States, causing more than 480,000 deaths annually, including approximately 41,000 deaths resulting from exposure to secondhand smoke. Despite substantial progress in reducing smoking rates in California and Sonoma County, disparities persist. Tobacco use continues to disproportionately impact low-income communities, LGBTQ+ individuals, people with behavioral health conditions, and certain racial and ethnic groups.

Locally, Sonoma County has made strides in tobacco prevention and cessation. However, emerging products such as nicotine pouches continue to draw in new users, especially youth and young adults. County public health partners, schools, and youth-focused organizations-including the California Youth Advocacy Network and Sonoma State University student groups-are active participants in promoting the Great American Smokeout through education, advocacy, and campus activities. The County's Tobacco-Nicotine Prevention Program in the Public Health Division is working closely with Hearts of Sonoma County to educate healthcare providers and community partners. The results have been increased and improved screening practices, which have led to more people making quit attempts and being free from tobacco's grip. These efforts align with Sonoma County's strategic goals to improve health equity and reduce chronic disease.

In Sonoma County, 7% of adults smoke cigarettes, higher than the California rate of 5%, while 17% of adults use some form of tobacco or nicotine product, including vapes, pouches, or chew. Among youth, 10% of 11th graders reported vaping in the past 30 days, with rates rising to 25% among students at alternative high

schools. Cigarette smoking remains a major public health concern, increasing the risk of twelve types of cancer and contributing to heart disease, stroke, COPD, and other life-threatening conditions.

Sources: California Health Interview Survey (2023) and Sonoma County Youth Truth (2025)

Passing this resolution underscores the County's leadership in supporting cessation efforts and reinforces a community-wide commitment to a tobacco-free future. By recognizing November 20, 2025, as the Great American Smokeout, the Board will encourage residents who use tobacco to take advantage of local and statewide cessation resources, while highlighting the importance of sustained prevention and education programs.

Adoption of this resolution represents a continuation of the County's ongoing public health efforts to reduce the burden of tobacco-related disease.

Prior Board Actions:

N/A

FISCAL SUMMARY

Narrative Explanation of Fiscal Impacts:

N/A

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Attachment 1 - Resolution

Related Items "On File" with the Clerk of the Board:

None