Welcome our new Tobacco Project Director

Environmental Justice in Tobacco Control Project

Efraim Lopez, MPH Candidate, is the new Statewide Tobacco Project Director for the Sierra Club. This Environmental Justice in Tobacco Control Project is focused but not limited to four California chapters: Mother Lode, San Francisco, Los Angeles, and San Diego Chapters.

He was formerly a Health Education Specialist at the California Rural Indian Health Board. In this capacity, he coordinated various statewide CDC-Funded projects in tobacco prevention, cessation and policy, and chronic disease, including type 2 diabetes, obesity, heart disease, and stroke.

Mr. Lopez has achieved the successful implementation of over 3 million dollars in public health grants. He produced the first-of-its-kind CDC-approved pilot program by creating a tailored Social Determinants of Health tool for Native Americans, which better serves communities. He has facilitated several successful tobacco policies and has certified dozens of new tobacco intervention counselors. Mr. Lopez was the Chair of the California Tribal Comprehensive Cancer Control Programs, Lung Subcommittee. Through this leadership, he cultivated a culturally tailored cessation referral workflow diagram used in clinics today.

Efraim’s collaborative spirit has led to a multitude of joint ventures and multisector partnerships, with organizations such as Kick it California, Public Health Law Center, Health Education Council, and the University of Arizona. Among such achievements is his influence and contribution to a national tobacco cessation virtual curriculum to respond to the COVID-19 pandemic. Mr. Lopez received his Bachelor of Science in Health Science at California State University Sacramento and is a Master of Public Health Candidate at the University of San Francisco. He has volunteered extensively as a former Emergency Medical Technician (EMT) in the Sacramento area and abroad in Peru and the Dominican Republic. Through this experience, he has remained committed to mentoring a new generation of public health professionals.