



Nevada Expanding Smoke-Free Events in Douglas County



Issue

Secondhand smoke harms children and adults. Most secondhand smoke exposure occurs at outdoor events and in homes and workplaces.^[1] Recent data from 401 respondents from the Douglas County Voter Survey indicated more than 61% of respondents feel exposure to secondhand smoke is a serious health hazard.^[2] The survey also indicated 68% of Douglas County residents would favor a smoke-free policy at beaches, parks, and hiking trails. Ninety-two percent of residents agreed everyone has the right to breathe clean air in public places and at work.^[2]



According to Surgeon General Reports, the only way to fully protect nonsmokers from secondhand smoke exposure is to eliminate smoking in all homes, worksites, and public places. ^[3]

Intervention

Outdoor events provide a wonderful opportunity for community activity and engagement. Taking a multi-community approach, Partnership Douglas County (PDC) collaborated with the county and other local agencies to organize and shift existing local outdoor events to include a smoke-free policy. Since most outdoor events in Douglas County are youth and family-oriented, PDC focused on protecting this specific population. Events took place over the course of the 2018 summer season and included Movies in the Park, the Summer Concert Series, an Active Living Fair, and other local events. The policy for the events was organized to eliminate smoking of all tobacco products, including combustible and aerosol tobacco products. Signage was provided for each event, and PDC staff attended events to encourage a smoke-free environment. Additionally, PDC collaborated with local schools and arranged a Smoke-Free Sign Design Contest. Local youth competed to influence the design of the next set of smoke-free signs for the upcoming smoke-free events.

Carson City Health & Human Services (CCHHS)

- Building partnership with CCHHS to advocate for smoke-free public places in Douglas County, including smoke-free parks & workplaces.

Empower YOuth & Douglas Co. School District

- Participated in Smoke-Free Douglas County Sign Design Contest.

DC Parks and Rec, Town of Minden & Gardnerville

- Provided signage to DC Parks and Rec and Towns of Minden & Gardnerville for promotion of smoke-free events.

Impact

A total of five (5) smoke-free events were hosted, reaching approximately 6,350 Douglas County residents.

Smoke-Free Events in Douglas County

From 2018 to 2019, in collaboration with Douglas County Parks and Recreation and the Town of Minden, PDC hosted two (2) smoke-free concerts in the park reaching 1,300 people.	In partnership with the Town of Gardnerville, two (2) movies in the park were hosted as smoke-free events, reaching 1,050 people over the course of the series.	Douglas County Parks and Recreation also hosted an Active Living Health Fair in January 2019 as a smoke-free event reaching approximately 2,000 attendees.	In Spring 2019, PDC collaborated with Douglas County School District to host a Smoke-Free Douglas Design Contest. This campaign helped spread awareness of smoke-free events and engaged residents to place ten (10) more signs throughout the community. The event has already reached over 2,000 members of the community.
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Sustainability

- **Maintain partnerships with Douglas County Parks and Recreation, Town of Minden, Town of Gardnerville, CCHHS, and other local agencies to promote more family-friendly smoke-free events.**
- **Build partnerships with the Town of Genoa and the Carson Valley Chapter of the Active 20-30 club.**
 - **One of largest events in Douglas County, the Candy Dance, is hosted by the Town of Genoa. It is a family fun event that brings in visitors from across the country.**
 - **Active 20-30 organizes Carson Valley Days, an event that includes a community parade, fair, and evening entertainment. Carson Valley Days reaches most of the community and visitors from neighboring jurisdictions.**

By partnering with these agencies, PDC will protect thousands of individuals from secondhand smoke exposure every year.



References

1. U.S. Department of Health and Human Services. A Report of the Surgeon General: How Tobacco Smoke Causes Disease: What It Means to You. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2010 [accessed 2017 Feb 21].
2. Douglas County Voter Survey. Nevada, 2016.
3. U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed 2017 Feb 21].