



**DATE:** December 12, 2016

**TO:** State Board of Health Members

**FROM:** Joseph Iser, MD, DrPH, MSc, Chief Health Officer

**SUBJECT:** Chief Health Officer Report

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#### Accreditation Update

The Southern Nevada Health District hosted a demonstration of a Nurse Call Line on November 7, 2016. The implementation of the call line was an activity identified in the Community Health Improvement Plan (CHIP) that will help to refer callers to the 9-1-1 system who are in need of traditional medical care versus emergency services. The Nurse Call Line will be staffed by a registered nurse who can provide health assessments, health education, and referrals to non-emergency callers. The call line is an opportunity to direct callers to appropriate health care resources and accessible care as well as a mechanism to keep emergency response lines open. The event was well attended by community partners.

The Healthy Southern Nevada website continues to be upgraded and new features include customized dashboard headers, the ability to develop new pages for the site, and updated comparison features. These new features can be accessed at: [www.HealthySouthernNevada.org](http://www.HealthySouthernNevada.org).

#### Vector Surveillance Activities

The Health District's routine vector mosquito surveillance activities ceased in October and will resume again in the spring. If complaints of mosquito activity are received or human cases of arboviral disease are reported, investigations will be initiated as appropriate.

#### Half My Plate

The Health District launched its newest app, Half My Plate, on October 24, 2016, the annual observance of Food Day, a day designated to inspire Americans to change their diets and to advocate for improved food policies. The Half My Plate app helps users determine the suggested amounts of fruits and vegetables they need based on the USDA's recommendations according to their age, gender, and physical activity level. The app is customized for each user to help them reach their goals to eat a healthy diet. Throughout the day, users can track the fruits and vegetables they have eaten and add them to their "plate." The app totals up the amounts and lets users know when they have achieved their goals. In addition, there is a searchable database of healthy recipes that feature fruits and vegetables for users to access.

In Clark County, 40.2 percent of adults report eating less than one serving of fruit per day, and 19.5 percent report eating less than one serving of vegetables. For moderately active adults, the recommended daily amount of fruit is two cups each day and two and a half cups of vegetables.

In addition to the Half My Plate app, the Health District's Office of Chronic Disease Prevention and Health Promotion offers a range of information and resources that encourage users to live a healthier lifestyle. Programs include online tools, educational materials, and apps designed to increase physical activity, prevent and/or manage diabetes, smoking cessation resources and tips, tools to identify sugar in beverages, healthy shopping options, and more. The Half My Plate app is available through [Apple Store](#) for iOS devices or from [Google Play](#) for Android. For all Health District apps, visit the Southern Nevada Health District website, [SNHD.info/apps](http://SNHD.info/apps).

### 2016 Pride Festival

On October 20, 2016 the Southern Nevada Health District's LGBT tobacco prevention program CRUSH and the organizers of the 2016 PRIDE Festival announced the two-day festival would be a smoke-free event. In addition to traditional cigarettes, e-cigarettes and vaping products were not allowed at the festival. PRIDE event coordinators announced they were pleased to join CRUSH in promoting a healthy, smoke-free lifestyle in the community and being able to provide a healthy environment at their signature event.

CRUSH is a decade-old tobacco prevention program targeted to the LGBT community between the ages of 18 and 24, a key demographic for tobacco companies. The program uses outreach strategies that include hosting smoke-free events and activities implemented after a 2005 Clark County Adult Tobacco Survey revealed that smoking rates for LGBT community members was disproportionately higher than other groups.

### Brief Tobacco Use Interventions

The Health District's Tobacco Control Program continues to offer Brief Tobacco Use Intervention training to health care providers. Brief Intervention is an evidence-based process that health care providers can use to identify current smokers in order to refer them to cessation resources. Health District staff has developed in-person and on-line training resources for providers. To date, 5,206 providers have been trained on how to deliver a brief tobacco use intervention. Additional tobacco control resources are available on the Health District website: [www.GetHealthyClarkCounty.org](http://www.GetHealthyClarkCounty.org).