

**SNHD Office of Chronic Disease Prevention and Health Promotion (OCDPHP)
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease**

Thursday October 27, 2016

Section News

OCDPHP staff provided five breakout presentations and three poster presentations at the Nevada Public Health Association annual conference held in Las Vegas in September. The breakout presentations highlighted work being done by OCDPHP staff and community partners and provided information about youth tobacco prevention strategies, smoke-free multi-unit housing, brief intervention training to promote tobacco use cessation, The Road to Diabetes Prevention on-line education tool, and integrating equity and health in bicycle and pedestrian planning. The posters provided information about healthy vending, nutrition and physical activity improvements in child care centers, and use of social media to promote Million Hearts.

We encourage you to visit our newly updated Get Healthy (www.gethealthyclarkcountny.org) and Viva Saludable (www.vivasaludable.org) websites. Both sites have enhanced navigation and graphics and will now conform to any device being used to access the sites.

Programming

Tobacco Control Program (TCP)

TCP staff continues to work with community partners to promote smoke-free policies in jurisdictions/municipalities, multi-unit housing, meeting venues, and worksites. To date staff has identified 12,002 smoke-free apartment units and 154 smoke-free meeting venues in Clark County. Smoke-free multi-unit housing and smoke-free meeting venue directories have been created and are posted on the Get Healthy and Viva Saludable websites.

Brief Tobacco Use Intervention is an evidence-based process through which health care providers identify current smokers and refer them to cessation resources. TCP staff has developed provider training resources available in-person and on-line. To date, 5,206 providers have been trained on how to deliver a brief tobacco use intervention. Providers are encouraged to refer their patients to the Nevada Tobacco Quitline. Since April, 541 Clark County residents have called the quitline.

TCP staff has identified opportunities to utilize surveillance data to impact program decisions. Program evaluation results indicate that we may need to place an increased emphasis on hookah education as 48% of high school students who were tobacco users in a recent survey reported using hookah. Program materials will be modified and efforts will be made to enhance surveillance efforts. Staff participated in the state Youth Risk Behavior Survey (YRBS) steering committee planning meeting and advocated for a hookah prevalence question to be added as well as for modification of marijuana questions to incorporate terms that refer to using forms of marijuana in e-cigarettes. Both suggestions were well received and it appears the 2017 survey will include those modifications.

In September, TCP staff worked with Revolt Nightclub owners and their management team to encourage and implement the first smoke free (including electronic cigarettes) LGBT nightclub in Las Vegas. Staff worked with Revolt Nightclub staff on their opening launch party and helped to promote the new venue and policy to the LGBT community. Revolt opened inside the Planet Hollywood Hotel and Casino on the Las Vegas Strip on September 23rd.

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TCP staff has provided technical assistance to a group of community partners developing an application in response to a Request for Proposals published by Dignity Health. Staff received confirmation that the collaborative grant proposal to address tobacco-related issues in the LGBT community has been recommended for phase II of the application process.

According to the 2016 Clark County Adult Tobacco Survey Results, adult smoking prevalence in Clark County is 12.6%.

Chronic Disease Prevention Program (CDPP)

The 1.0 version of the Half My Plate mobile app was recently uploaded to the iTunes and Google Play stores. Several minor revisions to the app were completed after the soft-launch. The Half My Plate app promotes fruit and vegetable consumption by allowing users to track how many fruits and vegetables they eat each day. The app allows users to personalize consumption recommendations based on age and gender and also provides a database of healthy recipes that feature fruits and vegetables. SNHD staff is working with a contractor to develop a promotional video for the app and once that is completed will launch the app publically.

Complete Streets are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. SNHD staff worked with Nevada Department of Transportation (NDOT) staff to support their efforts related to Complete Streets. NDOT is developing a Complete Streets Policy and requested letters of support to accompany their draft policy when it is sent for final review and approval. SNHD staff organized and facilitated submission of letters of support to NDOT from SNHD, the Partners for a Healthy Nevada obesity coalition, and the Nevada Public Health Association. SNHD staff has offered to provide support and access to technical assistance resources.

At the request of the Vegas Public Broadcasting System (Vegas PBS), CDPP staff performed a Nutrition Environment Measurement Survey for Vending (NEMS-V) at Vegas PBS campus. NEMS-V is a standardized vending assessment tool. Results were analyzed and presented to the Vegas PBS finance manager who oversees the vending contract at Vegas PBS. Vegas PBS is interested in incorporating healthier items into their five vending machines and has requested technical assistance from SNHD staff. Next steps include working with Vegas PBS leadership to develop and administer an employee survey to gauge interest in healthy vending and healthy vending policy options.

To commemorate National Farmers' Market Week in August, SNHD ran a social media campaign the first week in August to raise awareness of the farmers' market options available in the valley and, in particular, those that accept Supplemental Nutrition Assistance Program Electronic Benefit Transfer (SNAP/EBT) and are participating in our nutrition incentive project. On September 9th, the Downtown 3rd Farmers Market began accepting SNAP/EBT benefits at their market on Casino Center Drive and Stewart Street. Chronic Disease Prevention Program staff has been working with and providing technical assistance to the Downtown 3rd Farmers Market to support their efforts to be able to accept SNAP/EBT benefits for almost two years. With the addition of the Downtown 3rd market we now have a total of 4 different farmers markets (with 7 locations), 1 community garden, 1 mobile market and 2 individual farmers that are now accepting SNAP/EBT benefits. All of these locations (with the exception of the 2 individual farmers) are also offering a nutrition incentive to SNAP users to incentive produce purchases

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courtesy of a grant received by the Health District from Wholesome Wave. The incentive program will run through December.

Our 2016 Soda Free Summer Initiative wrapped up in August. This year we focused our efforts on reaching the Hispanic community. Over the summer, SNHD staff gave educational presentations in Spanish at the Alliance Against Diabetes Clinic to raise awareness of the dangers of overconsuming sugar-sweetened beverages. A total of 74 people participated in one of these workshops and 69 participants signed a pledge to reduce or eliminate soda and sugar-sweetened beverage consumption over the summer. SNHD also issued a press release and staff participated in an earned media interview on the Contigo y para Ti television program on Telemundo to talk about the initiative. Soda Free Summer spotlights were also posted on the Get Healthy Clark County and Viva Saludable websites and information was shared via the Get Healthy and Viva Saludable blogs.

The annual Coaches Health Challenge program kicked off in September. As of the end of September, over 13,301 students have been signed up to participate. The annual program, which is a collaborative effort between SNHD, UNLV, and the Clark County School District, encourages students in elementary school to eat fruits and vegetables and be physically active. The program will run through December with winning classrooms receiving visits from UNLV Head Coaches and tickets to UNLV sporting events.

Chronic Disease Prevention Staff worked with Dr. Iser to develop and submit written testimony in support of the proposed amendments to the Nevada Administrative Code pertaining to physical activity and nutrition standards for licensed child care centers at a Public Hearing on the matter held in September. Partners for a Healthy Nevada also submitted written testimony in support of physical activity and healthy eating opportunities in early child care settings.