

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

**Thursday April 28, 2016**

**New Staff**

Welcome to the team new staff:

- Dr. Michael Johnson has been appointed as the Director of Community Health at SNHD. Dr. Johnson holds a PhD in Clinical and Community Psychology, a Master's in Behavioral Medicine, and a Bachelor's in Psychology. He has over 28 years of experience evaluating chronic disease and injury prevention programs both nationally and internationally.

**Section News**

- In November 2015, CDPP staff was notified that they had been awarded a Nutrition Incentive Program Support & Innovations grant from Wholesome Wave in the amount of \$10,000 for the Farm Fresh Out Of the Desert, PLUS (F<sup>2</sup>OOD+) program. F<sup>2</sup>OOD+ is a supplemental component of the existing Farm Fresh Out Of the Desert initiative to increase access to healthy foods among low-income residents by increasing the number of local farmers' markets that accept Supplemental Nutrition Assistance Program (SNAP) benefits. The F<sup>2</sup>OOD+ funding will be used to provide incentive funding at local farmers' markets for fruit and vegetables purchased by SNAP recipients. This effort will also complement the Farmers' Market Promotion Program (FMPP) grant work. The F<sup>2</sup>OOD+ program will run from March through September 2016.
- ODCPHP staff is developing a continuation application due April 29, 2016 for Year 3 of the Partnerships to Improve Community Health (PICH) grant. The PICH grant is a three-year grant award to reduce tobacco use and exposure; improve nutrition; increase physical activity; and improve access to chronic disease prevention, risk reduction, and management opportunities

**Programming**

**Tobacco Control Program**

Brief Tobacco Use Intervention is an evidence-based process through which providers identify current smokers and refer them to cessation resources. SNHD TCP staff has developed a provider training and expanded availability of that training to include a broad range of health-related service providers. In February, staff delivered a total of six brief tobacco use trainings to Southern Nevada Division of Welfare (DWSS) program social workers. Four trainings took place at the Belrose District Office on February 17<sup>th</sup> and 18<sup>th</sup> and two trainings occurred at the Henderson office on February 24<sup>th</sup>. A total of 107 DWSS providers were trained in Southern Nevada.

TCP staff has trained a total of 2,073 providers in the current budget period.

A group of residents in Mesquite have requested technical assistance to help them explore opportunities to reduce their exposure to secondhand smoke within their community. In January TCP staff and community partners attended the Mesquite Chamber of Commerce luncheon and meeting; held an advocacy training for 16 interested stakeholders in Mesquite; and hosted a Red Ribbon student competition, awards ceremony, and reception with over 114 in attendance. Twenty area students received awards from Mayor Al Litman and Councilman Rich Green at a Mesquite City Council meeting. Dr. Iser was asked to meet with the Mayor and two council members on behalf of the coalition. TCP staff will continue to provide technical assistance as requested.

TCP staff has identified a total of 7,220 smoke-free apartment units in Clark County. Those units are listed in the Smoke-Free Housing Directory posted on the Get Healthy website. The Directory is

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currently being promoted through paid media. In February the Directory had more than twice the number of unique visitors when compared to previous months since it was developed. 12,125 unique visitors viewed the Directory in February.

The Centers for Disease Control and Prevention contacted TCP staff to request that a Lesbian, Gay, Bisexual, Transgender (LGBT) tobacco-related success story developed as part of our Communities Putting Prevention to Work grant be allowed to be used as a teaching tool for other communities. Our success story was distributed to Partnerships to Improve Community Health (PICH) grantees and used as an example for the Quarterly PICH Program Managers' call.

**Chronic Disease Prevention Program**

In February, staff coordinated the annual Million Hearts Initiative to raise awareness of the importance of 'knowing your numbers' such as blood pressure and to encourage participation in chronic disease self-management classes. The 3-component initiative included a coordinated 4-week social media education effort with information on how to prevent, detect, screen and manage chronic diseases; a paid media campaign that included on-line and radio ads; and an in-person component that provided free blood pressure checks and education for almost 100 SNHD employees and clients at the main SNHD campus.

The Walk Around Nevada mobile app was publically launched in January, 2016. Walk Around Nevada, first developed as an online program, promotes and provides a mechanism to track physical activity. A press release generated several earned media opportunities. This is the fourth mobile app developed by the Chronic Disease Prevention Program in partnership with SNHD Information Technology staff and other stakeholders and provides yet another way for the public to participate in CDP programs and initiatives. The app is now available for free on both the Apple App store and the Google Play store. As of the end of March, 272 people had downloaded the WAN app.

OCDPHP has also released the SNAP Cooking, Neon to Nature, and Sugar Savvy Beverage apps. There have been 6,260 downloads of these apps to date. For more information on all of these apps: <http://www.gethealthyclarkcounty.org/apps/>

The annual UNLV Coaches Health Challenge program wrapped up in December, 2015. The program encourages elementary school students in grades 1-5 to engage in daily physical activity and eat fruits and vegetables. The 2015 program had 11,490 students signed up from 352 different elementary school classrooms representing 78 different elementary schools. Participating students tracked their fruit and vegetable consumption and their physical activity to earn points for their classrooms. The winning classrooms were selected in December and each received tickets to either a UNLV men's or women's basketball game. In addition, UNLV Head Coaches will visit all the winning classrooms in the spring of 2016.

For people with diabetes, self-management is crucial to staying well and keeping the disease in check. The Southern Nevada Health District CDP offers a free diabetes self-management program called Care4life, which can be accessed online or via mobile phones. The program is designed for people with Type 2 diabetes as a tool to help them better manage their diabetes and offers

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education, recipes and nutrition tips, and physical activity information as well as tools to set reminders to check blood glucose levels or for medical appointments. Care4life can be used to set weight and exercise goals. There are currently 122 people enrolled in Care4Life.

OCDPHP also offers an online diabetes prevention program, 'The Road to Diabetes Prevention Program.' The free, 6-module program utilizes the CDC's Road to Health toolkit to help prevent type 2 diabetes and can serve as a resource for individuals that have financial and/or transportation barriers to participating in other, community diabetes prevention programs. Currently 235 people are enrolled in the program.

As part of the PICH grant, the Clark County School District (CCSD) selected new CrossFit Program schools through a competitive application process. With the addition of the new schools, a total of 50 CCSD schools will be implementing CrossFit functional movement classes by the end of the 2015-2016 school year. In February, over 1,200 CCSD students and staff participated in before/after school CrossFit functional movement activities at participating schools and 118 CCSD teachers participated in PICH-related professional development trainings. Also as part of the PICH project, CCSD developed and distributed Wellness Resource Binders to Wellness Coordinators at over 360 schools to support implementation of the CCSD Student Wellness Regulation.