

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

Thursday August 25, 2016

Washoe County Health District (WCHD) Chronic Disease Prevention Program (CDPP) Report

New Staff

We are excited to welcome two new staff to the team, Erin Dixon, Public Health Supervisor, and Kalyne Mitchell, Public Service Intern.

Section News

The www.GetHealthyWashoe.com website is undergoing major updates and at the end of this calendar the URL will take visitors to the main chronic disease prevention page on the Washoe County Health District website (www.washoecounty.us/health).

Programming

The Chronic Disease Prevention Program strives to reduce chronic disease in Washoe County by focusing on physical activity, nutrition and tobacco use and exposure. Key approaches include efforts concentrating on policy, system and environmental change.

Physical Activity and Nutrition activities

- Coaches Challenge has kicked off for the fall 2016 school semester. Adapted from SNHD, UNR Coaches Challenge is a new collaborative effort between WCHD, Washoe County School District & the University of Nevada Athletics to promote physical activity and healthy eating to elementary school students in Washoe County. Participating and winning classrooms will receive visits from UNR coaches and athletes in addition to other prizes. A promotional video can be found at <http://www.gethealthywashoe.com/active-living/wolf-pack-coaches-challenge/home.html>.
- Open Streets took place in Reno on July 31st and will take place in Sparks on August 20th. Open Streets temporarily closes streets to automobile traffic so that people may use them for walking, jogging, bicycling, and social activities. Research has shown that open streets can increase physical activity, increase economic opportunities, and through collaborations increase the acceptance of multi-modal forms of transportation. Both events are also smoke and vape free.
- CDPP staff continues to chair the Washoe County School District's (WCSD) Student Wellness Advisory Committee. This committee has created a student wellness policy and administrative regulation for the WCSD and is working on implementation of the policy and wellness goals for the 16-17 school year. The policy will impact approximately 64,000 school students in areas of nutrition and physical activity.
- The We Order Well (W.O.W!) program is a program that helps restaurants expand their current menu selection to include smaller portion sizes. Restaurants can also choose to offer a healthier kids menu by providing more fruits and vegetables, decreasing fried food items and listing only beverages with no sugar or artificial sweeteners added. Planning is currently taking place with a roll-out of the program this fiscal year. The logo for the program is:



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Tobacco Prevention and Control Activities

- Through collaborations and resources from WCHD, Incline Village General Improvement District has developed and posted 40 tobacco free/vape free signs for their beaches, parks, facilities, ski resort, and golf courses. These restrictions will impact the 9,000 annual residents in addition to the 100,000 skiers, 35,000 golfers, and 160,000 beach goers every year.
- Studies show that 70% of smokers want to quit and professional assistance increases quit rates by 30%. WCHD developed a video to inform providers about the Nevada Tobacco User's Quitline. The video features a physician from Washoe County and can be used by tobacco prevention partners throughout the state. The 3 minute video encourages medical providers to enroll their patients with the Quitline and to learn more about assisting them in quitting. The video is not public yet, but it can be viewed at:
<https://www.youtube.com/watch?v=B0Fm7jFMqIY>
- TV and online media on the dangers of exposure to cigarette smoke in multi-unit housing ran in Northern Nevada with collaborative efforts between Washoe and Carson. Campaign reach by television was 95.5%, with a frequency of 20.6 times. Online viewing for Facebook was 130,930 times (with 11,784 views to 100%). Online viewing for YouTube was 146,815 with 32,299 views to 100%). "Views to 100%" means video was viewed in its entirety vs. 25%, 50% or 75% of the video.
- The Washoe County Smoke Free Housing Directory includes 36 multi-unit housing properties that have smoke free policies. Together these properties offer over 2,260 units that are free from exposure to secondhand smoke in Washoe County.
- WCHD has worked with Truckee Meadows Community College (TMCC) over the past year educating and providing information about tobacco free campuses. In the spring TMCC applied for a Truth Initiative grant and in June it was announced that TMCC was awarded \$10,000 to advance tobacco free campus efforts on their Northern Nevada campuses. WCHD continues to partner and offer assistance to TMCC in their efforts.
- The CDPP developed and presented three Hospitality Hero Awards to recognize several local service-industry businesses for providing a smoke-free environment for customers and employees. Awardees were Our Bar, The Stick, and Whitney Peak, and the awards were presented at the Washoe County Board of Health in June.