

**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 August 25, 2016

New Staff

New staff:

- Amineh Harvey will be joining the OCDPHP team as a Health Educator II in the Chronic Disease Prevention Program on Monday, August 15th. She has worked as a Health Educator at SNHD for the past 4 years in the Teen Pregnancy Prevention Program and as a case manager in the Clinical Services Division.
- Jessica Johnson will be joining the OCDPHP team as a Health Educator I in the Injury Prevention Program on Monday, August 29th. She has most recently been working as a Health Educator at the Mike O'Callaghan Federal Medical Center located at Nellis Air Force Base.

Staff Leaving:

- Aurora Buffington, MS, RDN, LD resigned effective March 31, 2016 to accept a position with the University of Nevada, Reno Cooperative Extension.
- Mike Bernstein, M.Ed. retired as the Injury Prevention Coordinator effective July 5, 2016.

Section News

OCDPHP is in the process of optimizing its Get Healthy Clark County and Viva Saludable (Spanish) websites. Staff noted a significant increase in the use of cell phones to access the websites. The optimization will assure that both websites will conform to any device being used to access the sites. There will also be enhanced navigation and graphics. The process should be completed by the end of September.

SNHD is currently facilitating development of a Community Health Improvement Plan (CHIP). Participating community stakeholders selected chronic disease as one of the three CHIP priority areas. The Chronic Disease CHIP Subcommittee, composed of multiple community partners, chose tobacco and obesity as priority risk factors to be addressed in the chronic disease section of the CHIP. OCDPHP staff worked with Chronic Disease CHIP Subcommittee members to provide updated data and to recommend evidence-based strategies for inclusion in the tobacco and obesity sections of the CHIP.

Programming

Tobacco Control Program

TCP staff works with community partners to support smoke-free events including outdoor events. The Clark County Fair and Rodeo was held in April. The outdoor fairgrounds and rodeo arena were both smoke-free for the 5-day event, with an estimated 10,000 Clark County residents in attendance.

Staff provided a plenary session presentation on e-cigarettes, emerging tobacco products, and the Tobacco Quitline at the American Lung Association Lung Force Expo on April 29th, 2016. Quitline materials were distributed.

To date, 648 student leaders have been trained from ten Clark County School District high schools on how to plan, develop, and implement youth-led tobacco prevention advocacy projects. In addition, students learned about various tobacco control issues including the dangers of tobacco and myths surrounding emerging tobacco products. The ten schools include Desert Oasis High School, Rancho High

**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 August 25, 2016

School, Shadow Ridge High School, Veterans Tribute Career and Technical Academy, Valley High School, Spring Valley High School, Las Vegas High School, Southwest Career and Technical Academy, Coronado High School, Cimarron Memorial High School, Foothill High School, West Career and Technical Academy, Clark High School, Legacy High School, and Sierra Vista High School.

In June, staff worked with the SNHD Public Information Office (PIO) to issue a Father's Day press release promoting the 1-800-QUIT-NOW tobacco quitline to men. According to the Campaign for Tobacco Free Kids, 20.2 percent of Nevada men smoke, and approximately 1,900 men die each year due to smoking-related illnesses. Since children from families who smoke are twice as likely to become smokers themselves, fathers were encouraged to remember the important role they play in influencing the choices their children make and consider quitting use of tobacco products. Promotion of the initiative occurred via social media as well.

Secondhand smoke exposure is a serious health issue, and one that is especially common in homes that have shared ventilation systems or where smoke can seep through windows, doors and vents such as apartment complexes. The Smoke-Free Housing Directory was created to highlight apartment and condominium communities in Clark County that offer smoke-free housing options for residents. A total of 8,946 smoke-free units in Clark County are now listed in the Smoke-Free Housing Directory on the Get Healthy website (<http://www.gethealthyclarkcounty.org/smoke-free-housing-directory/>). Of the 8,946 total units in the Smoke-free Housing Directory, 1,367 are categorized as low income/affordable housing or government subsidized housing.

Chronic Disease Prevention Program

As a partner in the SNHD PICH grant, the Clark County School District (CCSD) is expanding physical education and physical activity offerings in 50 local schools. As part of that project they hosted the "Friday Night Lights CrossFit Showcase Event" on April 29, 2016. Thirty-five CrossFit certified CCSD teachers and 430 students participated in the showcase event to celebrate fitness and individual achievement. Additionally, in April, over 1,038 CCSD students and 183 CCSD staff participated in before/afterschool CrossFit Functional Movement activities at 18 local schools. More than 140 CCSD teachers participated in professional development training to learn how to integrate activity breaks into the classroom.

Chronic Disease staff provided two training events in April on healthy vending in hospital and health care settings and improving the food environment. The first training was provided at the Nevada Dietetic Association's (NDA) annual meeting and the second training was provided for the Nevada Hospital Association's 5th Friday Club which is a meeting of Chief Nursing Officers and nurse leaders in Southern Nevada. Healthy vending materials were provided to attendees and attendees were surveyed post-training. Approximately 75 health professionals (mostly dietitians and dietetic interns) attended the NDA presentation and 20 nurses attended the 5th Friday Club presentation.

As part of the PICH grant, SNHD sponsored the Spring Fire Up Your Feet Program through the Clark County School District's Safe Routes to School Program. Fire Up Your Feet is a national program that was first implemented locally in 2015. It encourages students, staff, and parents at local schools to be physically active. Schools that track the most points earned for physical activity are eligible for prizes. The Spring Fire Up Your Feet Challenge launched in April and ran through early May. A total of 18

**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 August 25, 2016

schools participated in the Spring Challenge (increase of 20% over Fall Challenge) and over 7,965 students, staff, and parents at these schools participated in the challenge (increase of 18% over Fall Challenge).

Staff was asked to review the Clark County Transportation Element which will be updated in the Clark County Comprehensive Master Plan (2016-2035). Staff was able to advocate for and encourage inclusion of language that supported a transportation system in Clark County that supports all modes of transportation including bicycling and walking. The Transportation Element was posted on the Clark County Government website for public review and feedback. The comment period is now closed.

Staff was asked to present highlights of the SNHD Million Hearts Initiative on a National Association of County and City Health Officials (NACCHO) webinar in May. Approximately 60 individuals representing health departments across the country participated in the webinar. Million Hearts promotes improved quality of care for the ABCS of heart health:

- **A**spirin when appropriate
- **B**lood pressure control
- **C**holesterol management
- **S**moking cessation

As part of the Partnerships to Improve Community Health (PICH) grant, SNHD is working with the Regional Transportation Commission (RTC) to update and revise the Regional Bicycle and Pedestrian Plan for Southern Nevada. A Charrette (workshop) event was held in June with over 50 representatives from local jurisdictions and members from Stakeholder Advisory Groups. The draft network map, prioritization criteria, programs, and policies were shared with participants for feedback. Charrette materials were also posted online for public review and feedback. The revised Regional Bike and Pedestrian Plan will be finalized by the Spring of 2017 and will be included as an appendix in the Regional Transportation Plan that the RTC will be submitting in 2017.

SNHD is working with the Body & Soul Program to support disease prevention and health promotion efforts in the African American community. The Body & Soul Program is a faith-based, evidence-based healthy living program developed for African American churches. Body & Soul advocates have been trained to make referrals to the Care4Life diabetes texting program and began referring congregation members to the program in June. SNHD developed promotional and educational materials for use by Body & Soul advocates specifically for this project.

SNHD staff worked with Amerigroup who identified 187 of their members with diabetes. These members were then sent a personalized letter with both the Amerigroup and SNHD logo on it referring them to the Care4Life program and encouraging them to join. The letters went out in June and follow up via IVF (automated calls) to these 187 members will occur in July and August.

The Soda Free Summer (SFS) initiative launched in June. The initiative is designed to inspire participants to make a lasting commitment to health by reducing or eliminating sweetened beverages over the summer months. The general campaign will be promoted via the Get Healthy (GH) website and SFS spotlights and resources were posted to the GH website in June. This year, we are expanding the SFS outreach in the Hispanic community. Staff has organized several presentations for Spanish speaking clients of the Alliance Against Diabetes clinic that will occur throughout the summer. The first

**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 August 25, 2016

presentation took place in June with 15 people in attendance. All 15 participants took the SFS pledge. In addition, staff secured several earned media opportunities in June to promote the initiative including interviews on the “Encuentro con Nuestra Comunidad” radio program; newspaper articles in El Tiempo and El Mundo newspapers; and a news story on the Telemundo television station. The SFS initiative will run through August.