

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

January 19, 2017

Section News

OCDPHP received Preventive Health and Health Services Block Grant (PHHSBG) funding in October as approved by the ACWCD. Staff has begun working to assess the feasibility of incorporating bi-directional referral capability into the new electronic health record system being implemented at SNHD. OCDPHP staff is meeting with clinical staff to identify work flow and other logistical changes that may need to be made to support referrals.

Programming

Tobacco Control Program (TCP)

TCP staff and community partners have created the Smoke-Free Meeting Directory which provides a one-stop resource with information for meeting planners to find smoke-free meeting venues in Clark County. The Directory can be accessed on the Get Healthy Clark County website at <http://gethealthyclarkcounty.org/smoke-free-meetings/>. In October Summerlin Library Performing Arts Center, West Charleston Library Performing Arts Center, West Las Vegas Performing Arts Center, Whitney Library Performing Arts Center, and Windmill Library Performing Arts Center were added to the Smoke-free Meeting Directory.

TCP staff was asked to provide technical assistance to Las Vegas PRIDE organizers to adopt and implement a smoke-free (including electronic products) festival. The two-day event included both the PRIDE Festival and the PRIDE Pets Day. Both events were promoted heavily as smoke-free and there was considerable smoke-free signage throughout the festival to inform participants that there was to be no use of tobacco products at the event venues. Cessation resources (1-800-QUIT-NOW) were also promoted. Festival organizers estimate that more than 10,000 people attended the events over the course of two days.

Brief Tobacco Use Intervention is an evidence-based process through which providers identify current smokers and refer them to cessation resources. TCP staff has developed a provider training and expanded availability of that training to include a broad range of health-related service providers. On November 15th staff conducted a Brief Tobacco Use Intervention training, which included a module on emerging tobacco products, at the Southern Nevada Veterans Administration to 74 primary care providers.

Chronic Disease Prevention Program (CDPP)

CDPP staff coordinated the health section of the Fiesta Telemundo health fair at the Container Park in downtown Las Vegas in October. This event is always a well-attended event in the Latino community. Staff helped secure vendors to provide free and low-cost health screenings and staffed a table at the event. Approximately 500 pieces of educational materials including information on Care4life diabetes management texting program, Nutrition Challenge, Walk Around Nevada, Neon to Nature, and tobacco cessation were distributed at the event. Approximately 3,500 people participated in the event.

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The Half My Plate mobile app was officially launched in October to help commemorate Food Day, a national initiative that encourages Americans to be healthier by eating more locally and sustainably grown food including fruits and vegetables. CDPP staff also provided educational materials to support the UNLV Dietetic Association's outreach efforts on Food Day. The Half My Plate app provides customized information on how many fruits and vegetables people should consume daily and allows users to track consumption in a fun and engaging way. The app also provides a healthy recipe database with recipes featuring fruits and vegetables. SNHD sent out a press release announcing the availability of the free app and staff coordinated a social media promotion. As of the end of November, the Half My Plate app had over 971 downloads.

CDPP staff participated in Get Outdoors Nevada Day in October. The event was held at Lorenzi Park in Las Vegas. This free community event introduces people to outdoor activities in Nevada and the free resources available in our community for physical activity and active transport. Information on the Neon to Nature and Walk Around Nevada programs, sugar sweetened beverages, Get Healthy website, and other programs and resources were shared. Nearly 1,000 pieces of educational materials were distributed among the more than 2,000 people who attended the event.

SNHD sponsored the fall 2016 Fire Up Your Feet Program through the Clark County School District (CCSD) Safe Routes to Schools Program in October. The program ran throughout October with a total of 16 schools and 17,394 students, teachers, and parents participating. Prizes awarded to local schools will help them purchase Physical Education equipment and support health and wellness efforts at their schools. Fire Up Your Feet is a physical activity challenge program for schools that engages students, staff, and families. This is the second year that SNHD has been a sponsor of the program.

Staff planned and coordinated the *Celebrando Tu Salud* community health event held on November 12th at the Alliance Against Diabetes clinic. Telemundo, Univision Radio, and Alliance Against Diabetes sponsored the event. The purpose of the outdoor, tobacco-free event was to raise awareness about diabetes and to help connect individuals to diabetes prevention and self-management resources including the Care4Life program. Free blood glucose and other health screening services were provided. Information on other healthy living resources and programs including Quit cards promoting the Helpline were distributed. Approximately 180 people, mostly Spanish-speaking, attended to the event. Of the 123 people who received a free blood glucose screening:

- 37 people were identified as having a blood glucose reading in the Type 2 Diabetes range
- 51 people were identified as having a blood glucose reading in the pre-diabetes range
- 97 people were overweight
- 32 people had high blood pressure
- 19 people were identified as being at risk for diabetes neuropathy
- 94 people were referred to the Care4Life program.

All those who were screened were offered follow up appointments at the Alliance Against Diabetes Clinic and 30 of them scheduled appointments at the low-cost clinic.

Staff provided educational and promotional materials at a booth at the Paiute Tribe diabetes health fair. Approximately 75 people attended and approximately 100 pieces of educational material was distributed.

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In November a social media campaign promoted the nutrition incentive program currently being offered at local farmers' markets that accept Supplemental Nutrition Assistance Program (SNAP) benefits. The campaign generated over 12,700 visits to the Farmers' Market webpage on the Get Healthy Clark County website. Nutrition incentives will continue to be offered to SNAP recipients at the 4 participating farmers' markets (7 different locations), community garden, and mobile farmers' market that are participating in the project through December.