

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)

August 17, 2017

Section News

Chronic Disease Prevention Program (CDPP) staff continued to collaborate with SNHD Clinical Services staff to explore integration of referral prompts into the electronic health record system (EHR) being implemented at SNHD. While there have been some delays in implementation of the EHR, staff have promoted integration of referral capabilities. In the interim, staff has recommended modifications to client intake forms to better collect chronic disease data. Staff is also continuing to work with Clinical Services staff to improve non-electronic referral of SNHD clients to community-based programs and identify opportunities to place educational materials in clinical waiting areas.

Tobacco Control Program (TCP) and CDPP staff has been working with Division of Public and Behavioral Health staff to develop work plans to continue tobacco and chronic disease program activities including a new initiative to address tobacco retail store interventions.

Programming

Tobacco Control Program (TCP)

TCP staff worked with Telemundo to prepare for and promote the Spanish language CDC Quitline promotion called *Linea de Ayuda*. Staff modified the Viva Saludable website to assure that the Quitline was listed as the first Spotlight on that site and that staff was prepared for an increase in community inquiries during the May CDC promotion. The CDC/Telemundo media project was designed to drive Spanish-language calls to the Quitline, but results in other communities showed that tobacco programs also received increased community contact.

TCP staff, community partners, and members of the Nevada Tobacco Prevention Coalition (NTPC) have continued to provide technical assistance regarding tobacco and clean indoor air policy development to members of the Mesquite Citizens for Clean Indoor Air Coalition. In April, staff worked with the American Lung Association and the American Cancer Society Cancer Action Network to convene local, state, regional, and national partners for a full day meeting to discuss the smoke-free efforts in Mesquite. As a result, partners received support from national organizations and came away with a more concrete plan and timeline for the efforts. TCP staff was interviewed by the *Desert Valley Times* for a story related to smoke-free efforts in Mesquite in April.

TCP staff continued to provide tobacco control advocacy training for youth leaders. The trainings included how to plan, develop, and implement youth-led tobacco prevention advocacy projects. Students also learned about various tobacco control issues including the dangers of tobacco and myths surrounding emerging tobacco products. The project goal is to reach 100 youth leaders and to date 164 youth have been trained.

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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, developed an on-line training module available on the Get Healthy Clark County website, and expanded availability of that training to include a broad range of health-related service providers. The training does include electronic referral to the Quitline. One of the Year 3 goals of the Partnerships to Improve Community Health (PICH) grant is to reach 300 providers but staff, in conjunction with the American Lung Association, has already far exceeded that figure by training 14,954 providers. The Southern Nevada Veteran's Administration (VA) requested a copy of the Brief Intervention training presentation that staff provided in November for VA primary care providers. The VA would like to offer the training to all nurses. In June, staff provided technical assistance and model language on how to capture smoking status and how to refer patients to the Quitline to Dr. Elizabeth Fildes, who serves on the WestCare Board. WestCare provides mental and behavioral health services.

Staff is currently working with multiple entities to secure a health systems change by implementing a system for electronic referral to the Tobacco Quitline directly from the healthcare provider. In March, staff met with the Paramedicine program coordinator to discuss e-referral to the Quitline. UMC requested additional information related to e-referral to the Quitline for incorporation into their electronic health record (EHR). Staff also met with SNHD Clinical Services division leadership to discuss e-referral to the Quitline and modification of tobacco use status questions on SNHD intake forms.

Staff sent an e-mail blast to 150 members of the Nevada Minority Health and Equity Coalition to encourage them to be listed in the Smoke Free Meeting Directory. To date, there are 178 total venues listed in the Smoke Free Meeting Directory (<http://www.gethealthyclarkcounty.org/smoke-free-meetings/>).

Staff was asked to provide technical assistance to Las Vegas PRIDE organizers to adopt and implement a smoke-free (including electronic products) festival last Fall. The TRUTH Initiative recently featured the Smoke-free Las Vegas LGBT Pride Festival as a highlight in their nationwide newsletter as a success and model policy in tobacco control.

In May, the Stratosphere Hotel and Casino designated their sports book as a non-smoking environment.

Chronic Disease Prevention Program (CDPP)

Over the course of an 18-month period, the Regional Transportation Commission (RTC) worked to update the Regional Bicycle and Pedestrian Plan. This effort was supported by SNHD and PICH grant resources. The effort included multiple public input opportunities as well as meetings and charrettes with key stakeholders. The draft plan was presented to the Regional Transportation Commission (RTC) Executive Advisory Board for approval in April. In May, the plan was presented to the RTC Board and was adopted unanimously. The plan includes recommendations to expand the bicycle network to 2,023

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miles of bike facilities – a 133% increase. With a focus on rider experience, the plan recommends increasing the network from 46% to 73% high comfort bike facilities. The plan also identifies policies and programs to support biking and walking in Southern Nevada. The revised Regional Bicycle and Pedestrian Plan will be included as an appendix in the Regional Transportation Plan that the RTC will be submitting in 2017.

The City of North Las Vegas (CNLV) has been working with project partners, including SNHD, to develop a Complete Streets Policy for over a year. The final draft policy has been reviewed by city staff, SNHD, and the National Complete Streets Coalition and was presented for a conformity review at the Southern Nevada Regional Planning Commission Planning Directors Meeting in March. The conformity review was required by Nevada Revised Statute because CNLV also wanted to make amendments to the Comprehensive Master Plan to memorialize the policy and assist with future implementation of the complete streets policy guidelines. The Complete Streets Policy and the proposed amendments to the Comprehensive Master Plan were presented at a public hearing in April at the City of North Las Vegas Planning Commission meeting. In May, after receiving approval from the City of North Las Vegas Planning Commission, the City of North Las Vegas (CNLV) adopted a Complete Streets Policy and amended their Comprehensive Master Plan to include the policy. CNLV is the first city in Southern Nevada to adopt a policy that includes all 10 of the recommended elements in a model Complete Streets Policy. Adoption of this policy by CNLV also represents the completion of a major PICH grant objective.

As part of the PICH grant, Clark County School District (CCSD) and SNHD staff collaborated to expand CrossFit programming to 50 elementary, middle, and high schools. CrossFit is a fitness program that includes a regimen of constantly varied, functional movements performed at high intensity in a communal environment. The programming includes weight training, gymnastic drills, and endurance conditioning in as many combinations as possible. CCSD has also provided training for teachers to help them incorporate physical activity breaks into the classroom and has hosted several events to highlight many of the schools and students who have been participating in CrossFit courses.

The free on-line (http://www.gethealthyclarkcounty.org/walk_new/en/index.php) Walk Around Nevada (WAN) program was designed to help participants reach their physical activity goals by tracking daily physical activities. Staff worked with MGM to promote the WAN program to employees through a six week health challenge led by MGM health coaches to increase physical activity among MGM employees. Over 500 MGM employees participated in the program. Staff is working with MGM health coaches to promote the same program at other MGM properties in Southern Nevada.

Soda Free Summer (SFS) Initiative activities kicked off in April. The SFS challenge is designed to inspire participants to make a lasting commitment to health by reducing or eliminating sugar sweetened beverages from their diets over the summer months. The annual initiative will feature information on

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both the Get Healthy and Viva Saludable websites and targeted outreach to the Hispanic community. In April, staff distributed SFS information at two community events.. In June, a press release in Spanish was developed and distributed. Staff participated in several earned media interviews on the Entre Mujeres television and radio program and on the Encuentro con Nuestra Comunidad radio program. Staff also wrote an article on the Soda Free Summer initiative in Spanish which was published in the El Tiempo newspaper. In addition, staff developed and presented an educational class about sugar-sweetened beverages to a group of approximately 25 people at the Alliance Against Diabetes Clinic in June.

Staff attended the American Heart Association/American Stroke Association's Las Vegas Get with the Guidelines Cardiovascular & Stroke Workshop. Staff disseminated both high blood pressure and stroke toolkits at the conference. Approximately 183 healthcare professionals attended the conference. Staff worked with the NDPBH this year to distribute 50 high blood pressure and stroke toolkits to health care providers in Southern Nevada. In addition, staff developed an educational initiative to commemorate Stroke Awareness month. Efforts included developing and printing stroke prevention and awareness posters that were sent to Body & Soul church partners for display, a stroke awareness spotlight on the Get Healthy website and a small social media campaign. As African Americans have a greater risk of stroke, the campaign and overall initiative was geared towards African Americans.