

**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)**

April 20, 2017

Section News

OCDPHP staff continues to be active participants in the SNHD accreditation process. Staff has provided considerable support for the development and implementation of the Community Health Improvement Plan (CHIP). Chronic disease was selected as one of three community priorities to be included in the CHIP. The chronic disease section of the CHIP focuses on promotion and enhancement of interventions to reduce obesity in Southern Nevada by increasing physical activity and promoting healthy diets and enhancement of interventions to reduce disease burden and lowered quality of life associated with tobacco use and secondhand smoke exposure in Southern Nevada. The CHIP is available at <http://www.healthysouthernnevada.org/content/sites/snhd/snhd-chip-20160617.pdf>.

OCDPHP includes an Injury Prevention Program. That program will launch the annual drowning prevention education campaign on April 3rd. The program is also partnering with the PACT Coalition to convene and facilitate the Southern Nevada Opioid Task Force Advisory Council.

Programming

Tobacco Control Program (TCP)

The Nevada Clean Indoor Air Act (NCIAA) was passed on November 7, 2006. The NCIAA bans smoking and protects people from exposure to secondhand smoke in most public places in Nevada. An event celebrating the 10th anniversary of the NCIAA was held on December 8th at the Governor's Mansion in Carson City. TCP staff assisted with the development of remarks that Dr. Iser delivered at that event. TCP staff also developed a press release related to the 10th anniversary of the NCIAA (<http://southernnevadahealthdistrict.org/news16/20161208-health-district-10-anniversary-of-clean-indoor-act.php>).

Staff maintains and promotes the Get Healthy Clark County Smoke-free Housing Directory to multi-unit housing residents, while also encouraging multi-housing owners and managers to adopt smoke-free policies for their communities. As of the end of February a total of 12,312 smoke-free units were listed in the Directory. The Directory can be accessed at <http://www.gethealthyclarkcounty.org/smoke-free-housing-directory/index.php>.

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/>.

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. As of the end of February, 10,517 providers have been trained on how to deliver a brief tobacco use intervention (BI). The TCP promoted the training among providers using targeted electronic placement in February. 5,208 providers were trained through the online module in February.

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To date, TCP staff and partners have trained over 200 youth leaders in how to plan, develop, and implement youth-led tobacco prevention advocacy projects. Students also learn about various tobacco control issues including the dangers of tobacco and myths surrounding emerging tobacco products.

In January, the TCP ran a media campaign leveraging the Centers for Disease Control and Prevention (CDC) 'TIPS From Former Smokers' campaign materials. The objective of the campaign was to encourage cessation efforts and promote the Quitline resources. The campaign reached 674,883 people during January.

Staff developed two Spanish language blogs for Viva Saludable in January. The "*Begin the Year Quitting Smoking*" and "*A Healthy Heart is a Happy Heart*" blogs related to the American Heart Association's Go Red Por Tu Corazón initiative and created awareness about heart disease in Latinas. The Viva Saludable blog averages more than 12,000 unique visitors each month.

Chronic Disease Prevention Program (CDPP)

In an effort to increase access to healthy foods and beverages, CDPP staff has been working with the Nevada Department of Employment, Training, and Rehabilitation (DETR) for over 2 years to develop a Nutrition Standards Policy for DETR's Business Enterprise Program (BEN). The BEN program provides clients of DETR's Bureau of Services to the Blind and Visually Impaired with training and on-the-job-experience managing businesses in public buildings. In January, DETR added the Nutrition Standards policy to their RFP for unassigned locations in Nevada and in February, the DETR Committee of Blind Vendors voted to adopt the Nutrition Standards Policy for all assigned locations in Nevada. The policy still needs to be approved by the U.S. Department of Education, but once that is complete, the policy will be in effect for 31 cafes and snack bars, and more than 900 vending machines in government buildings that are operated as part of the BEN program throughout the state. The policy establishes nutrition standards for beverages, meals and other menu items, and snack foods served in BEN cafes, micro-markets and vending machines. 50% of all items in vending machines will have to comply with the Nutrition Standards Policy. CDPP staff developed Technical Assistance Guides and will be working directly with BEN operators and subcontractors to support policy implementation. SNHD has also reached out to the large organizations in Clark County (cities, libraries, etc.) that will be impacted by the policy to provide information and technical assistance. We've also reached out to statewide partners to share information on the status of the policy including a presentation on the February agenda of the Nevada Nutrition Consortium. In February, CDPP staff and the DETR/BEN Executive Officer gave a joint presentation on healthy vending and the DETR/BEN Nutrition Standards Policy at the annual conference of the Randolph-Sheppard Vendors.

In February, CDPP staff kicked off the annual Million Hearts Initiative with coordinated paid and social media efforts as well as community outreach events to raise awareness of heart health and how to prevent cardiovascular disease and complications. The paid campaign included radio and social media. Additionally, staff coordinated messages in English and Spanish which were shared via blogs, Facebook, and Twitter. A press release sent out by SNHD generated 3 earned media opportunities for radio and print media. Community outreach events included 2 heart health outreach activities at SNHD for SNHD employees and clients. The activities featured heart health education sessions, chair yoga, and cooking demonstrations. MRC volunteers administered blood pressure checks for 59 SNHD staff and 20 visitors. On February 3rd, Wear Red Day in support of women's heart disease, staff distributed 'Red Dress' pins to

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staff and visitors wearing red. In addition to the activities at SNHD, staff also worked with the Body and Soul program to support Body and Soul outreach activities to educate and raise awareness on heart disease in the faith-based community. A presentation on heart attack warning signs and a workshop on uncommon heart attack warning signs in women were provided at First African Methodist Episcopal (FAME), one of the largest African-American churches in Clark County. In addition, educational materials were distributed to members throughout the month. Other churches also shared social media messages on Facebook to commemorate 'Go Red' for Women day.

In January, staff met with representatives from Southern Hills Hospital to discuss healthy vending initiatives. Staff conducted a Nutrition Environment Measurement Survey – Vending (NEMS-V) assessment on two public vending machines at the hospital. Staff analyzed the NEMS-V data and provided the results to the hospital representatives.

The CDPP nutrition incentive grant from Wholesome Wave ended in December, 2016. In January, staff compiled and submitted the final report, final financial report, and final data to be entered into the Wholesome Wave data portal per the grant requirement. The CDPP met the grant deliverable of implementing a nutrition incentive program in all markets that accepted Supplemental Nutrition Assistance Program (SNAP) benefits and was able to increase SNAP purchases at participating markets by almost 20% over the course of the project. SNHD requested a no-cost-extension from Wholesome Wave to spend the remaining \$650 on nutrition incentives for low-income families. The request was approved so the nutrition incentive program will operate temporarily at 3 partner markets until all incentive funding from the grant is exhausted.

The annual UNLV Coaches Health Challenge wrapped up in December. The program is a collaborative effort between SNHD, UNLV Athletics, and the Clark County School District (CCSD). The annual program encourages elementary school students to be physically active and eat fruits and vegetables. A total of 13,301 students were signed up to participate in the program by their teachers this year, representing 503 classrooms in 210 CCSD elementary schools. The winning classrooms were presented with tickets to a UNLV men's or women's basketball game in December. UNLV Head Coaches will make visits to the classrooms later in the spring. SNHD staff is also providing technical assistance to Washoe County Health District as they implement the program in Reno.

In January, a multi-component media campaign (television, radio, social media, and online ads) ran to promote the Care4Life program and diabetes awareness, prevention, and self-management. Care4Life is an evidence-based diabetes self-management program that is offered in English or Spanish and can be accessed via the internet or through a mobile device. As of the end of February there were 17 clinical and lay health providers that are making referrals to the Care4Life program and 1,882 referrals had been made. In January, CDPP reached its goal of 275 participants in the program. As of the end of February there were 356 participants enrolled in the program.