

Chronic Disease Prevention and Health Promotion Section Report

Southern Nevada Health District (SNHD):

Office of Chronic Disease Prevention & Health Promotion (OCDPHP) Report

Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease

August 2018

Staff

- No staffing changes to report

Section News

- No Section News to Report

Programming

Chronic Disease Prevention Program (CDPP)

- Staff and student interns participated in community outreach events in April to share information on chronic disease and injury prevention programs and resources. Information was shared in English and Spanish. Community events were selected because of the opportunity to reach out and engage with low-income and minority communities at greater risk for chronic disease and injury.
- Staff continues to work to expand healthy vending practices/policies in hospitals, educational settings and worksites. We are also working closely with the Nevada Department of Education Training and Rehabilitation (DETR) Business Enterprise Program (BEN) to ensure full implementation of the DETR BEN Nutrition Standards Policy. We have completed an assessment of locations most likely to consider implementation of nutrition guidelines and are prioritizing our efforts in these locations. In April, staff gave a presentation on healthy vending and healthy hospital food environments to members of the SNHD Facilities Advisory Board (FAB). The FAB is comprised of the CEOs of Southern Nevada Hospitals. Staff also met with several representatives at UNLV including Student Government representatives to discuss a possible healthy vending initiative.
- Our annual Soda Free Summer (SFS) Initiative kicked off in May. Educational efforts are focused on the Hispanic community which typically has higher rates of sugar-sweetened beverage consumption than other population groups. As part of the kick off, staff participated in a live network program on KCTV to talk about SFS. The interview was conducted in Spanish and was viewed by approximately 6,000 people. Educational efforts in May also included a blog and website spotlight. In June, staff provided a presentation to Spanish-speaking clients at the Alliance Against Diabetes Clinic. The presentation was streamed live on their Facebook page which has 2,300 followers. Staff was also a guest on the Healthier Tomorrow Radio program in June to speak about SFS. Social media and blog posts are ongoing.
- A media campaign to promote the Get Healthy website ran in May. The campaign specifically promoted the Half My Plate mobile app and Hypertension awareness. The multi-component campaign consisted of online, Facebook and Las Vegas Review Journal homepage takeover ads.
- The Barbershop Health Outreach Program (BSHOP) was highlighted in May with a media campaign that included bus stop shelter, print, radio and Facebook ads. Staff also participated in a live interview on the Black Image radio program on KCEP. In addition, an earned media article in the Las Vegas Sun newspaper ran in May.
- We have been working with the Clark County School District to support school wellness activities. Based on feedback from wellness coordinators, staff is developing a packet of resources for school wellness coordinators to support implementation of the school wellness policy. We've also been working with CCSD Food Service to increase utilization of the rotating salad bars at elementary schools. Due to our efforts, 18 new elementary schools

signed up to take the rotating salad bar during the school year. A video on school wellness is being edited and will be available to share via social media in time for the new school year to start in August.

- Our first mobile app in Spanish went live in June. The SNAP cooking app helps users on a budget find low-cost, easy recipes (all featuring a fruit or vegetable), create a healthy shopping grocery list and find retailers near them that accept SNAP benefits. The English language-SNAP has 954 users and we send push notifications regularly with information on healthy eating and healthy food resources available in the community. Both apps are available on the Apple and Google Play stores for free download.
- SNHD was selected as one of only two communities in the country to work with the U.S. Department of Health and Human Services Chronic Disease Prevention Program on the development and pilot testing of a toolkit to support implementation of revised Physical Activity Guidelines for Americans due to be released in the fall. Staff was asked to provide the names and contact information for key stakeholder interviews conducted in May and in June, we hosted a community meeting of physical activity stakeholders to provide feedback on the toolkit. The meeting was attended by representatives from national HHS, CDC as well as about 30 coalition and community partners. The next phase is to implement a pilot test using the toolkit. Further details on this project will be provided by HHS in August. SNHD will be provided with \$20,000 to support the pilot project implementation
- As part of the PICH grant, staff worked with City of North Las Vegas (NLV) to develop and adopt a Complete Streets Policy in May 2017. As part of that overall project, 4 miles of bike lanes were also installed in priority corridors identified by NLV. With assistance from the University of Nevada, Las Vegas an evaluation of the entire project was conducted and the evaluation report was recently completed. The evaluation showed that there had been an increase in both the number of pedestrians and bicyclists in the priority corridors since the passage of the policy and installation of the bike lanes. Additionally, the report indicated that the Implementation Plan that NLV had developed to ensure policy implementation was working as intended. The report has been shared with NLV and posted to the HSN website. An abstract on the project was accepted for poster presentation at the Nevada Public Health Association Conference in September.

Tobacco Prevention and Control Program

- Staff implemented 12 youth-focused tobacco advocacy events in local high schools. Event attendees were educated on tobacco products such as electronic cigarettes and hookah. These events reached an estimated 24,000 youth.
- Staff is providing ongoing technical assistance and developing materials to support implementation of a tobacco-free higher education campus at UNLV. On April 6, 2018 staff participated in a meeting at the request of the UNLV Student Senate Health Committee Chair to discuss and secure the availability of Nicotine Replacement Therapy (NRT) and other cessation services on campus in preparation for a tobacco-free campus. On May 1, 2018 staff participated in a meeting at the request of the UNLV Student Senate Health Committee Chair to discuss the availability of Nicotine Replacement Therapy (NRT) with the UNLV Student Wellness Center staff. The Wellness Center agreed to provide free nicotine replacement therapy. The UNLV Student Senate Health and Safety committee would not take a vote on the policy unless free, onsite cessation services were offered on the UNLV campus. On June 4th staff presented the tobacco-free policy to the full UNLV Student Senate. Students involved in the SNHD youth council submitted a letter in support of the policy passage. On June 22nd, the UNLV Student Senate Health and Safety committee voted to support a resolution to pass the tobacco-free campus policy.
- On April 26th Nevada HAND apartment properties requested smoke-free signage for 11 of their complexes. Additionally, they have requested that all their properties be listed on the

SNHD smoke-free housing online directory. Nevada HAND already has some properties listed on the directory, but have converted all of their properties as smoke-free. Most are indoor and outdoor smoke-free policies. In April, 1,534 new smoke-free units were added to the directory. In April, staff sent 160 smoke-free policy signs to Nevada HAND headquarters for dissemination to all their properties. To date, 49,440 smoke-free units are listed on the directory.

- The SNHD Get Healthy website contains a page dedicated to the Nevada Tobacco Quitline that is monitored and updated as needed. The Quitline is regularly featured on the website's main page sliders. In May, staff developed two Mother's Day/cessation blog posts for the program's English and Spanish-language websites. Since May 1, the attached a Mother's Day themed cessation slider scrolls across the website. Staff also translated a cessation-related press release on behalf of the State Tobacco Program into Spanish this month.
- Staff provided an online presentation to several statewide rural youth tobacco prevention coalitions at the request of Carson City Health and Human Services. The presentation included information on the strategies and theories that serve as the foundation of our successful youth tobacco prevention programs.
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- A teen tobacco prevention social media and counter- marketing youth engagement initiative was launched on various social media platforms. This initiative was hosted on XPOZ's (SNHD's teen tobacco prevention program) website and promoted through paid social media ads and organic posts on the XPOZ Facebook page and a Thunderclap page. The ads focus on the tobacco industry's targeting practices around the topic of mental health.
- Staff developed a Spanish-language tobacco blog on experiential marketing tactics used by the tobacco industry and the influence on young people. The blog also promoted the Nevada Tobacco Quitline as a free cessation aid. The blog is posted on <https://www.vivasaludable.org/>. Staff was interviewed on KC TV Network about why it is difficult to quit smoking. The Network is a live Spanish-language internet show with 6,000 subscribers.