

**Chronic Disease Prevention and Health Promotion Section Report
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease**

Thursday August 16, 2018

Washoe County Health District (WCHD) Chronic Disease Prevention Program (CDPP) Report

New Staff

No new staff this quarter.

Section News

The CDPP team hosted the Chronic Disease Annual Coalition meeting on June 7th. The meeting was a huge success with 43 attendees who engaged in active conversations, and heard from guest speakers who shared their work and progress in healthy food efforts in Washoe County and smoke-free efforts in Nevada.

Multiple media campaigns ran recently including, a four-week advertising campaign for W.O.W! (We Order Well!), including TV, radio and social media components. A tobacco campaign promoting smoke-free environments ran on TV, radio and Facebook and a four-week billboard campaign regarding secondhand marijuana smoke ran with an estimated 938,912 impressions.

Programming

The Chronic Disease Prevention Program strives to reduce chronic disease in Washoe County by focusing on physical activity, nutrition and tobacco use and exposure. Key approaches include efforts concentrating on policy, system and environmental change.

Physical Activity and Nutrition highlights:

- CDPP staff organized and participated in a “Jane’s Walk” which is an international festival of walking conversations inspired by Jane Jacobs. The WCHD Jane’s Walk was planned from Echo Loder Elementary School to Yori Park in the 89502 area and the topic was staying healthy and how parks can help people stay healthy. Community Health Alliance partnered with the WCHD to offer blood pressure screening.
- Staff participated in key aspects of the Physical Activity and Nutrition Community Health Improvement Plan (CHIP), including key organization of the July 25th Family Health Festival which was held at Miguel Ribera Park and was a huge success with over 40 participating vendors and approximately 500 individuals served. Additional CHIP activities worked on by CDPP staff include healthy vending activities and 5210 planning, which is a healthy policy and lifestyle messaging program focusing on **5** fruits/veggies a day, less than **2** hours of screen time, **1** hour of physical activity and **0** sugary drinks.

Tobacco Prevention and Control highlights:

- On July 26th CDPP staff participated in the Northern Nevada Pride event with information about tobacco use and cessation. LGBT communities have significantly higher rates of smoking than the general population and participating in Pride allowed staff to reach this key population with tobacco messages. Staff surveyed 139 Pride participants and of those, 75% supported a smoke free Pride event.
- The CDPP team is proud to report that three jurisdictions have passed smoke free parks ordinances. The Sun Valley General Improvement District passed a policy in May, the City of Sparks passed an ordinance in July, and the City of Reno passed an ordinance with a second reading on August 8, 2018. Washoe County is expected to have an item on the County Commission agenda within the next several months. Formal smoke free parks discussions began in January of 2017 at an Open Space and Regional Parks Commission meeting. While the original meeting was very supportive it has been a community effort to protect our community from secondhand smoke in these open spaces.