

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

January 2019

Southern Nevada Health District (SNHD):
Office of Chronic Disease Prevention & Health Promotion (OCDPHP) Report

Staff

- Carlos Ayala was hired as a Health Educator I in the Chronic Disease Prevention Program (CDPP). He will be working primarily on the SNAP-Ed grant projects and supporting school wellness and physical activity initiatives. Prior to coming to SNHD, Carlos worked at the University of Nevada, Cooperative Extension. Carlos has a degree in Nutrition.
- Brenda Jamison was hired as an Administrative Assistant I. She will be providing administrative support to all programs and staff in the Office of Chronic Disease Prevention & Health Promotion. Brenda worked as a temporary worker in the SNHD Finance Department prior to being offered a full-time position in our office.
- We are hiring a Community Health Worker I to support the CDPP's Barbershop Health Outreach Project (BSHOP). They will provide support ongoing screenings in barber shops as well as assist with expansion of the project to Beauty Salons serving African American women. They will also assist with community outreach to distribute cardiovascular health-related education and referral. Interviews are scheduled for January and we hope to have this person on-board in February.

Section News

- No Section News to Report

Programming

Chronic Disease Prevention Program (CDPP)

The CDPP has developed a partnership with the Health Coaches at MGM properties to integrate the Walk Around Nevada (WAN) program and mobile app as part of ongoing health and wellness efforts at MGM properties. Employees at MGM properties 'compete' against each other to see who can accumulate the most physical activity during the challenge. A WAN Challenge with MGM employees kicked off in late October and ran through early December. Approximately 1,048 MGM employees participated in the challenge. At the end of the challenge MGM employees reported walking 151,015 total miles during the 5-week challenge.

The Barbershop Health Outreach Project (BSHOP) kicked off in October after a break following the pilot program to plan for program expansion. The project has been expanded to an additional 2 barbershops with one more still to join the program. The goal of the project is to reach African American men at risk for cardiovascular disease with free BP screenings, heart health education and referrals in a culturally-sensitive manner utilizing a non-traditional setting. CDPP staff have expanded the volunteer base, including the Nevada College of Nursing and conducted trainings for volunteers and barbers/barbershops. Two temporary outreach workers have also been hired to support weekend and evening screening activities. A patron at one of the barbershops donated funding to support 100 free haircuts to patrons that get their blood pressure checked. We provided coupons for the free haircuts to the BSHOP owner in December to be distributed at future screening events at this shop. During the past quarter:

- 11 screening events occurred in 5 black-owned barbershops
- 133 participants were screened for hypertension and 114 of those were also screened for prediabetes
- 20 people were referred to the Nevada Tobacco Quitline and;

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- 6 people were referred to Nevada Health Centers for follow up treatment

The 4th Quarter edition of the Healthy Headlines e-newsletter was sent in October to nearly 8,000 recipients. The newsletter highlights information on CDP programs, resources and services. The next issue will be sent out in February 2019. Our Spanish-language website, Viva Saludable is undergoing an update that will allow it to be more user-friendly and mobile-responsive. The new website should go live by spring.

As part of the Pathways from Poverty program, CDPP is sponsoring the 'Girls on the Run' team at a local elementary school. CDPP is sponsoring two seasons of the program at the school – fall and spring. The first season kicked off in late September and ended in late November. Ten girls participated on the SNHD-sponsored team this season. Girls on the Run utilizes an evidence-based curriculum that empowers girls by promoting and fostering self-esteem, confidence and social skills and incorporates physical activities such as running. The team participated in the celebratory 5K event in early December. Also, part of the Pathways from Poverty Initiative, CDPP is also sponsoring a winter and spring break Sports and Nutrition Camp for students at two elementary schools in the Pathways from Poverty catchment area. The camps provide a safe and nurturing place for students to spend part of the break being physically active and learning about healthy eating. The winter break camp took place in early January with over 60 students participating.

CDPP is working with UNLV to develop nutrition standards, increase utilization and healthier options in the UNLV student food pantry. The initiative kicked off in November with CDPP staff providing technical assistance and meeting with various organizations and individuals at UNLV including the director of The Intersection, Three Square, and members of CSUN student government. A taskforce will be convened to develop a plan for increasing healthier food options at the UNLV Food Pantry.

CDPP staff worked with the UNLV CSUN Student Senate Health Committee Chair develop and adopt a Healthy Food Access Resolution which also addresses healthy vending. The resolution specifies that three 100% healthy snack vending machines will be piloted in high-profile locations on campus and that 35% of food/beverage offerings in all other machines on campus meet nutrition standards. The nutrition standards align with First Class Vending's "Well Within Reach" guidelines. Staff is working with the UNLV Office of the Vice President of Student Affairs on a press release and promotion plan for the initiative and will also be placing ads in the UNLV Scarlet & Gray Free Press. There are currently two 100% healthy snack machines on the UNLV campus – one in the Student Union, and in the Student Recreation and Wellness Center. A third machine was planned for Lied Library, but due to electrical issues, it cannot be installed. A replacement third location is currently being sought by Aramark. Ads promoting the initiative will run starting in late January in the UNLV Scarlet & Gray Free Press.

The Partners for a Healthy Nevada (PHN) coalition School Wellness Taskforce held its first face-to-face meeting in November prior to the general PHN coalition meeting. The taskforce is comprised of PHN members who are working to support school wellness in local schools. At the first meeting, attendees discussed a vision, mission, and goals for the taskforce and developed action items for future work. CDPP is also serving on the Nevada Department of Agriculture's School Wellness Conference planning committee. The conference is scheduled for early February and will be promoted to school wellness coordinators.

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The CDPP – Diabetes Prevention & Control Program is seeking program recognition from the American Diabetes Association (ADA) for Education Recognition Program (ERP) Diabetes self-management program recognition. This recognition will distinguish SNHD's DPCP as a program that utilizes evidence-based programs and strategies to prevent diabetes and improve self-management outcomes. The application process was started in November and we hope to complete the process and receive recognition by spring 2019. CDPP staff participated in the Desert Springs Hospital's 27th annual Health and Diabetes Fest in October. CDPP staff and interns demoed a healthy beverage display and provided over 600 resources to 300 event attendees. A campaign to promote diabetes and prediabetes awareness launched in November via online and social media ads in both English and Spanish. The campaign ran through early December. A press release generated several earned media interviews on English and Spanish language radio programs. CDPP staff provided a US Conversation Maps: Journey to Control workshop for 9 seniors at the YMCA in November. A second workshop at YMCA is planned for December/January.

CDPP staff has been working for several months with the U.S. Health and Human Services – Office of Disease Prevention & Health Promotion, the Centers for Disease Control and Prevention (CDC), and their contractors to support the launch of the Physical Activity Guidelines for Americans, the development of a consumer driven toolkit to support physical activity in local communities and launch a pilot project in Southern Nevada in alignment with the MOVE YOUR WAY (MYW) campaign. Southern Nevada was selected as one of only two locations in the country to participate in this project and SNHD is serving as the lead for the local launch. The MYW campaign will launch in February and staff is working with community and Partners for a Healthy Nevada (PHN) coalition partners on the project. A free community 5K run/walk and 1-mile walk will launch our local campaign. The event is scheduled for Saturday February 9th at Craig Ranch Regional Park in North Las Vegas. This will be followed by participation in up to 5 other local events to distribute information on the new physical activity guidelines and support and promote physical activity resources in Southern Nevada. Planning is ongoing.

As part of the REACH grant, CDPP is working City of Las Vegas (CLV), University of Nevada, Las Vegas (UNLV) and the Regional Transportation Commission of Southern Nevada (RTC) to conduct an Health Impact Assessment (HIA) in the City of Las Vegas – Public Works Department to help prioritize public works projects that will contribute to safer and easier walking and biking in priority zip codes within the city. An HIA Kick Off meeting took place on December 13th with team members from UNLV, SNHD, RTC and CLV in attendance. UNLV provided an HIA training and overview and SNHD provided a back ground and data presentation. A follow up meeting to discuss specific projects with CLV has been scheduled for January.

Tobacco Prevention Program (TPP)

SNHD Chief Health Officer, Dr. Iser recorded a Brief Tobacco Use Intervention training video for healthcare providers. The video was placed on the Get healthy website. The video discussed the benefits of e-referral to the Quitline and promotes 1-800-QuitNow.

TPP staff expanded the smoke-free housing directory by adding more comprehensive data to existing multi-unit housing listing. Staff identified and recorded new data for 247 multi-unit

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housing complexes that are currently not listed under the SNHD smoke free housing directory for future outreach and assistance. The directory currently has nearly 50,000 listings.

In the past quarter, TPP staff developed and published 10 Spanish-language tobacco blogs (Viva Saludable blogs). Each blog addresses a timely topic including electronic cigarettes, cessation resources, and how smoking affects other chronic diseases. Blogs also provide resources for quitting including the 1-855-DÉJELO-YA, Nevada Tobacco Quitline in Spanish. All blogs are posted to the Viva Saludable website which receives an average of 5,000 unique visitors each month. Each Viva Saludable blog is read by an average of 800 people each month.

During the past quarter, TPP launched an educational initiative that was implemented and promoted on youth-focused social media platforms. The theme of this initiative was about the predatory practices of the tobacco industry on people who suffer from mental illness. Short videos, static images and GIFs were created with influential local teens talking about the strategies the tobacco industry used to get people addicted to their products. TPP staff also began to organize youth around a strategy to educate the community around the Tobacco 21 concept. Tobacco 21 is a policy priority identified by the Nevada Tobacco Prevention Coalition. The initiative will be titled "Stand on Tobacco 21." Youth will work on ways to promote the "Stand on Tobacco 21" movement with the goal to show support for increasing the age from 18 to 21 for the sale of all tobacco products. This initiative will kick off in the new year.

TPP staff worked promoted the national Great American Smoke Out (GASO) in November. A press release in English and Spanish was distributed and highlighted the resources for quitting tobacco products in Clark County including the free counseling provided through the Nevada Tobacco Quitline 1-800-QUIT-NOW. The press release resulted in 2 earned media opportunities including a radio interview.

Staff participated in an inaugural meeting to discuss the formation of a statewide group to focus on emissions that effect the airway with a focus on e-cigarettes and marijuana. The meeting was hosted by the Desert Research Institute. Future meetings are planned for the new year.

TPP staff is working collaboratively with SNHD Informatics, IT and Clinical Services staff to support implementation of the SNHD EHR. Staff attend regular meetings and have developed model questions related to tobacco, diabetes, hypertension and other chronic disease risk factors for use in the EHR. Staff will also be supporting implementation by assisting with the development of educational and resource guides that will be provided to patients. In December, a bi-directional referral to the Nevada Tobacco Quitline for a test patient was successfully completed.

TPP staff worked with our contracted media firm to develop a cessation focused media campaign using web ads, email blasts, popular radio DJs in both English and Spanish. Staff reviewed creative and translated scripts and text into Spanish. The English language campaign will be aimed at reaching African American adults.