

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

**April 2019**

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

**Staff**

- Lisa Archie was hired as a Community Health Worker to support the CDPP's Barbershop Health Outreach Project (BSHOP) and expansion of the project to Beauty Salons serving African American women. Lisa also assists with community outreach to distribute cardiovascular health educational materials and supports other cardiovascular health-related programs.
- Malcolm Ahlo was promoted to Senior Health Educator in February. In this role, Malcolm will provide day to day oversight and coordinate the activities of the Tobacco Prevention Program. Malcolm has been with the SNHD Tobacco Prevention Program for over 15 years.

**Section News**

- No Section News to Report

**Programming**

**Chronic Disease Prevention Program (CDPP)**

**Physical Activity:**

- The CDPP launched our new program, Slam Dunk Health. The program is in partnership with the Las Vegas Aces WNBA team and the Clark County School District (CCSD) and encourages kids in grades 1<sup>st</sup> – 5<sup>th</sup> to be physically active and eat fruits and vegetables. The program will run through the end of April. To date, participation in the program includes 13,315 students in over 568 classrooms in 98 CCSD elementary schools.
- CDPP staff worked with the U.S. Health and Human Services, 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 campaign. The Move Your Way 5K Run/Walk community launch event took place on February 9<sup>th</sup> at Craig Ranch Regional Park. Approximately 350 people participated in the event. Community partners were vendors at the event to share information about physical activity, health and wellness. A local radio program personality and a professional BMX biker served as hosts for the event and players and coaches from the WNBA team led a pre-race warm up. The event was heavily promoted on social media and coalition partners also assisted with promotion. Four additional Move Your Way events were held in March that reached nearly 2,000 people and two other events are planned for April and May. Southern Nevada was selected as one of only two communities in the country to partner with HHS on this project.
- In March, in partnership with the Clark County School District Safe Routes to School Program, the CDPP sponsored the launch of the Walk and Roll program in 9 CCSD elementary schools. The Walk and Roll program is a weekly program that encourages students to walk or bike to school at least once a week during the program. CDPP staff are collecting evaluation data and providing ongoing support and technical assistance to the schools. Large banners in English and Spanish promoting the program and encouraging

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safe walking and biking to school have been placed on the outside of each participating school. Additionally, CDPP staff is working collaboratively with University of Nevada, Cooperative Extension staff to conduct School Physical Activity and Nutrition (SPAN-ET) assessments at local schools and conducted assessments at 2 local schools in March.

**Nutrition**

- CDPP staff is working with UNLV to develop nutrition standards, increase utilization and increase healthier options at the UNLV Food Pantry and support a healthier food environment on the UNLV campus. In January, staff conducted an assessment at the UNLV Food Pantry using the Healthy Food Pantry Assessment Tool. Staff is also working with partners to coordinate a “Harvest Day” event in April at the campus garden specifically for low-income students. In January, ads in the UNLV Scarlet and Gray Free Press began running to promote two 100% healthy vending snack machines that have been installed at the UNLV Student Union and the Student Recreation and Wellness Center. Snacks in these vending machines align with First Class Vending’s “Well Within Reach” nutrition guidelines. This is a result of the CDPP staff supported, UNLV Healthy Vending Resolution that was adopted by the Student Government at UNLV last summer.
- Staff was on the planning committee, presented and participated in the Nevada Department of Agriculture’s School Wellness Conference in Southern Nevada on 2/9/19. Approximately 80 people attended the conference. Staff presented a session at the conference on ‘Fundraising, Incentive and Reward Alternatives’ and hosted a booth at the conference to promote GHCC programs. Staff also facilitates the Partners for a Healthy Nevada School Wellness Taskforce which was also instrumental in helping to plan the conference.

**Heart Disease and Diabetes**

- CDPP staff provided two (3) two-hour Diabetes Self- Management Education (DSME) workshops using the Journey for Control Diabetes Conversational Maps evidence-based curriculum. The workshops were provided at SNHD and the YMCA. A total of 20 people attended the workshops (6 completed both workshops). CDPP staff is working on an application for program recognition for our diabetes prevention and control program through the American Diabetes Association.
- CDPP staff coordinated a multi-component educational Million Hearts initiative in February to provide screening, raise awareness and share cardiovascular health resources with SNHD employee and clients. In February, coordinated social media messages and website sliders to promote heart health and coordinated the annual blood pressure screening and education event for SNHD employees and clients. Volunteers conducted blood pressure screening and education to 19 participants. Staff also conducted an interview on KXNT-AM/FM to raise awareness of heart disease prevention. Additionally, during February a 6<sup>th</sup> barbershop was added to the Barber Shop Health Outreach Project (BSHOP) bringing the total of participating barber shops to 6. We are currently working to expand the project to beauty salons.
- In celebration of Diabetes Alert Day in March, CDPP staff coordinated the Celebrando Tu Salud event in March in partnership with the Alliance Against Diabetes Clinic. The event which was 100% tobacco-free featured health screenings including glucose, blood pressure and cholesterol, education and referral to other community resources by over 15 community

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organizations. An interest list of people who were interested in participating in our evidence-based diabetes workshops was also generated and includes 25 people who will be contacted in April and provided with workshop information. Over 300 people participated in the event. A majority of the participants were Hispanic. A news release promoting the event generated at least 3 earned media opportunities on English and Spanish-language media.

- Two CDPHP staff were invited to present at the Nevada Chronic Disease Summit in Reno in March.

**Tobacco Prevention Program (TPP)**

- Staff worked with UMC to establish electronic referral (e-referral) for tobacco using patients to the Nevada Tobacco Quitline (State of Nevada cessation service provider). Healthcare providers at UMC screen each patient for tobacco use and the patient's contact information is then extracted from the electronic health record (EHR) and sent to the Quitline via a secured direct message. The Quitline then contacts the patient to offer free telephonic cessation counseling. The Quitline provides patient progress notes to UMC. This e-referral system went live on December 26, 2018 in all UMC ambulatory facilities. In February, UMC submitted 89 electronic referrals to the Quitline. This is the highest number of electronic referrals from any healthcare institution in the State of Nevada to date. It is expected that e-referral volume will increase even further once the e-referral system is launched in the main hospital facility. TPP staff worked with UMC for over a year to ensure and support this process.
- TPP staff participated in the first nationwide LGBT Cancer Network Klatch. The Klatch is an invitation only workgroup of tobacco control experts who share strategies and outreach efforts when working with the LGBTQ community.
- TPP staff is participating on the Nevada Department of Education's Health Curriculum Standards Development Panel. The panels goal is to set statewide standards that all educators in Nevada should be teaching. These health topics include but are not limited to tobacco use, nutrition, physical activity, mental health, reproductive health, etc. Once adopted the standards should be executable for 7-10 years.
- Educational materials to support raising the minimum age for sales of tobacco products from 18 to 21 (Tobacco 21) have been developed. The materials include a website ([standontobacco21.org](http://standontobacco21.org)), fact sheets, posters, and support cards.
- Staff worked to develop a tobacco cessation focused media campaign using web ads, email blasts, and 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 in zip codes identified in the REACH grant. To support the cessation campaign, staff developed new tobacco cessation educational materials (English and Spanish) that promote the Nevada Tobacco Quitline service. These materials have been distributed to numerous community partners.

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- Youth Council members continue to conduct STARS tobacco retailer assessments and educate peers and community stakeholders on issues related to youth access to tobacco products. In March, members presented to the Nevada State Legislature Senate Committee on Revenue and Economic Development. They shared data that indicates that when prices of electronic and vapor cigarettes are raised, youth access and prevalence decreases. Over 100 Youth Council members from 15 local high schools shared written testimony and one representative was selected to speak to the Senate Committee on Revenue and Economic Development. He also shared with the committee large quantities of electronic and vapor products that had been confiscated at a local high school.
- Staff continues to provide technical assistance to North Las Vegas staff and elected officials on the benefits of tobacco-free parks. In March, at the request of a North Las Vegas City Councilman, staff met with the Director of the North Las Vegas Parks and Recreation Department. During this meeting, staff provided model policy examples and provided best practice strategies for enforcement and implementation. The process is moving forward with possible action scheduled for April.