

**Chronic Disease Prevention and Health Promotion Section Report
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease
January - March 2023**

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

Staff

- No Staffing News to Report

Section News

- No Section News to Report

Programming

Chronic Disease Prevention Program (CDPP)

Physical Activity:

The Slam Dunk Health Program launched in January. The NACCHO-recognized program is a partnership with the Las Vegas Aces and the Clark County School District to increase physical activity and fruit and vegetable consumption among youth. The program will run through April. Participation in the program includes:

- 438 classrooms signed up to participate
- 11,448 students signed up to participate
- 100 CCSD elementary schools with at least one classroom participating

The CDPP partners with the CCSD Safe Routes to School program which kicked off its Walk and Roll program in January to encourage students and families to leave the car at home and walk and/or roll to school. Thirteen schools are participating in the program. The program concluded in March 2023.

The CDPP is working with community partners including Girls on the Run and Greater Youth Sports Association to provide sports scholarships to low-income children. In February the Girls on the Run Spring Season kicked off. The CDPP is providing scholarships to 15 girls at Manch Elementary School and piloting the Parent Run Club for parents and guardians at Manch. The CDPP is also partnering with Greater Youth Sports Association. In March, the flag football season wrapped up. A total of 714 students from 31 elementary schools participated. 95% of students qualified for free or reduced lunch and through our partnership, 48 were provided a full scholarship. Over 70% of participants identified as a racial or ethnic minority group.

Nutrition:

The CDPP was able to secure a partnership with Marketon Grocery Stores to host Grocery Store tours in Spanish. Tours will provide nutrition education and develop shopping and food resource skills for people with diabetes, heart disease, or other chronic conditions to help them better self-manage their conditions. Tours will be led by a CDPP Registered Dietitian/Health Educator. Planning is underway with the first tour scheduled for spring.

CDPP is working with the After Market & Pantry - a soon to be open food retail store and pantry to provide bus passes for clients who do not have transportation. The pantry is on the valley's east side in a food desert. This program will increase access to clients without individual

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transportation to fresh, frozen, and refrigerated foods. Many clients are traveling miles to get to the pantry on foot and include older adults and families. Currently, the pantry is only open for bulk food distribution weekly. The program will be overseen by After Market & Pantry staff. Passes will be provided on an as needed basis as part of their efforts to provide expanded services and community resources once the pantry opens for business in April.

Through our partnership with City of Henderson, the CDPP is assisting 12 local elementary schools obtain their producer's certificate allowing them to sell produce from their school garden. All 12 schools will be participating in a farmers market in May. Additionally, 4 schools received hydroponic gardening systems which are being implemented by Green Our Planet.

Heart and Stroke:

CDPP staff wrapped up a With Every Heartbeat Is Life (WEHIL) class in January. WEHIL is an evidence-based heart disease and hypertension curriculum developed specifically for African Americans and designed to be taught in community settings by health educators and community health workers. 8 people participated in the class. Of those who completed the course, their average BP at the beginning of the course was 150/76 mmHg (Stage 2 HTN). At the end of the course, their average BP was 144/85 mmHg (Stage 2 HTN). All participants reported making lifestyle changes including reduced sodium intake, increased physical activity, practiced stress management, reading food labels and eating in moderation. A new WEHIL class at the Martin Luther King Jr. Senior Center began in March with 8 participants.

The CDPP coordinated multiple activities to commemorate Heart Month and raise awareness of hypertension and cardiovascular disease in priority communities. Activities included:

- CDPP staff was a guest on the KCEP Healthier Tomorrow radio program and invited BSHOP partners to join as guests.
- A blog post and 'Cutting Edge' newsletter highlighting heart disease was created and posted on the Get Healthy website.
- A press release for heart month was disseminated and CDPP staff participated on the Silver Knights radio show to discuss heart health.
- In partnership with the 100 Black Men, the youth cooking class recipe featured a heart healthy dish and heart health educational materials and heart healthy cookbooks were disseminated to the 50 participants who joined the February virtual class.
- As part of the BeSHOP program The Beautiful Studio celebrated 'Wear Red' Day and held a BP screening event. CDPP CHW screened and educated 10 women.
- As part of the BSHOP program, 7 screening events were held at our BSHOP partner locations during February.
- In partnership with one of BSHOP partners, CDPP s joined Robert Taylor's 'Health is Wealth Tour' by coordinating a 'Move to the Beat' heart walk at Craig Ranch Park. Over 50 people participated in the event and CDPP staff conducted 9 BP screenings.
- CDPP staff conducted 4 community blood pressure screening events screening 56 participants.

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- CDPP is partnering with the YMCA to offer a free Healthy Hearts Ambassador Self-Monitoring Blood Pressure Program at the YMCA. Recruitment began in February and is ongoing until class meets full enrollment.

Diabetes:

CDPP worked with Promotoras Las Vegas to conduct prediabetes outreach, awareness and screening in the Hispanic community. CDPP staff trained promotoras and provided outreach materials. Promotoras participated in 4 community outreach events and conducted over 100 prediabetes screenings in Spanish using the pencil and paper risk assessment test. Participants at risk for prediabetes were provided with educational materials and referred to their primary care provider or participating clinical partners for education and follow up as appropriate. In addition, prediabetes educational materials in Spanish were distributed in 19 different community locations that serve the Hispanic community.

SNHD issued a press release for Diabetes Alert Day in March which generated 2 earned media opportunities on Channel 3 and Channel 5.

The CDPP offered 2 Diabetes Self-Management & Education classes in Spanish during March. A total of 11 people attended at least one session and 8 people completed the course.

Obesity:

SNHD is working with the Division of Public & Behavioral Health to expand the 5-2-1-0 initiative in Clark County. CDPP has updated posters, flyers and the 5-2-1-0 webpage in English and Spanish. We are also working with community partners to distribute information including in Girls on the Run 5K goodie bags and to 100 elementary schools participating in the Slam Dunk Health Challenge.

Community Outreach/Engagement:

During this quarter, CDPP staff participated in 3 community events engaging with and distributing chronic disease prevention and self-management materials to over 300 people.

Tobacco Control Program (TCP)

Staff trained Communities in Schools employees to help address the use of e-cigarettes among youth. Participants were also trained on Alternative to Suspension Policies for youth who are caught using tobacco on school campuses.

New tobacco cessation resources and e-referral materials for placement in waiting areas of healthcare facilities are available on the SNHD Tobacco Control Program's new free online storefront. Orders are continuously processed and mailed out to local healthcare providers.

TCP partnered with two local African American-focused faith -based organizations for the launch of a three-month program. Staff educate youth and adults about flavored tobacco

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products, tobacco policy expansion, and to raise awareness of associated harm to the health of the Black community.

TCP staff partnered with the Student Council conference to promote vape-free lifestyles in schools. Staff reached 1,200 high school students in attendance to promote messages about the dangers of tobacco products, including e-cigarettes.

TCP staff collaborated with statewide partners to inform NV Petroleum Marketers, Convenience Store Association, and the Retailer Association of Nevada of the State's tobacco retail violation rates. Infographics were created and shared with retail associations. Technical assistance provided and ongoing feedback and support offered.

TCP kicked off an 8-week collaboration with five local Latino owned restaurants. The initiative uses culturally competent educational material to raise awareness about tobacco-related health disparities and promotes cessation services through the 1-855-DEJELLO-YA number. Each restaurant has implemented a smoke and vape-free minimum distance policy.

TCP staff continues to encourage and support the implementation of tobacco-free policies in multi-unit housing through media campaigns, direct calls, in-person visits as needed. Signage and cessation materials are provided as an incentive for policy adoption. In February five apartment complexes implemented or expanded their smoke-free policy. The online housing directory totals 54,744 smoke-free units.

SNHD staff developed and distributed a web video highlighting the findings of the 2021 Nevada Youth Risk Behavior Survey. This video was also featured in the February 2023 Tobacco Control Program electronic newsletter.

An African American focused campaign titled, You Can Do It-Quit For US, was launched on TV, radio, social media, and web banners to educate and increase awareness of tobacco-related issues and promote the Nevada Tobacco Quitline. Additionally, TCP staff participated in several African American focused community events to distribute tobacco prevention and cessation information.

Over 25 businesses implemented and/or expanded their smoke and vape free policy. Staff provided technical assistance in the way of model policy language and signage. The policy expansion resulted from a mailer that was sent to businesses in southern Nevada.

COVID/Flu

OCDPHP received additional funding from the CDC to support COVID-19 and flu vaccine education and delivery among our REACH grant priority populations (African Americans and Hispanics). OCDPHP staff are working with community partners to train influential messengers in the community, promote vaccine update and increase accessibility to vaccines.

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- During this Quarter: (Does not include March numbers)
 - The multi-component campaign to promote flu vaccination among priority populations continued to air. A new campaign element also focused on pregnant people and healthcare providers. The campaign ran in English and Spanish on print, radio, social media, e-blasts and online banners and reached over 1,474,861 people.
 - SNHD staff and partners trained 24 community-level spokespersons. To date, 289 community-level spokespersons have been trained.
 - 5 community events to distribute information and promote vaccination occurred reaching 730 individuals.
 - 4 pop up vaccine clinics were offered vaccinating 69 people for COVID-19 and 51 for flu. A total of 6,058 individuals have been vaccinated to date through these efforts. 92% of individuals vaccinated at the pop-up clinics have been from our priority populations.