

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

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

**Staff**

- Sierra Spendlove, a Health Educator I in our Tobacco Control Program resigned in May. She moved to Illinois with her husband who recently graduated from medical school and accepted a residency there.
- A new Health Educator, Cassandra Meraz, was hired. Cassandra was working as a Health Educator in California and has significant experience working in tobacco control. She will be working in the Tobacco Control Program and will begin work in July.

**Section News**

- OCDPHP launched a new Instagram account in English (@GetHealthyClarkCounty)

**Programming**

**Chronic Disease Prevention Program (CDPP)**

**Physical Activity:**

The 2023 Slam Dunk Health Program concluded in April. Over 11,400 students from 438 elementary school classrooms in 100 CCSD elementary schools participated in the program. Winning classrooms were recognized in April and each participating classroom received a certificate, pencils, and stickers. CCSD will be distributing tickets to an Aces game to eligible classrooms. A Las Vegas Aces player visited the grand prize-winning classroom in May.

The Move Your Way Summer initiative kicked off in April. The initiative encourages people to get and stay active during the summer months. Initiative activities are taking place in English and Spanish. CDPP team and partners participated have participated in 12 events to date to distribute information and share resources. Additionally, CDPP is partnering with the City of Las Vegas, City of Henderson, and City of North Las Vegas to host free events at community pools for families to participate in physical activity and receive information about Move Your Way and other physical activity resources. To date over 2,000 people have participated in one of our Move Your Way events. The initiative will run through early August.

CDPP provides support for the Clark County School District (CCSD) Safe Routes to School (SRTS) program to advance the Achievement Level Program and activities at local schools. This quarter, 14 schools (1,320 students) participated in the Bike and Roll to School Day as part of Bike Month in May. In addition, CCSD hosted the Achievement Level Program end of year celebration. CCSD recognized 28 SRTS Champion Schools along with several supporting community partners.

To encourage physical activity, the CDPP partnered with the City of Henderson to host Tail Hunt (geocaching) activities throughout May. Trail hunt treasure boxes were placed along trails and in parks around Henderson. Participants searched for the treasure boxes and sent pictures to City of Henderson Parks and Recreation once they found them to be eligible for a prize drawing. Nearly 100 families participated in the activity.

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A 4-session Faithful Families class was provided in Spanish during June at 3RA Iglesia Apostolica de la Fe en Cristo Jesus. Over 10 people registered and 8 people completed the course by attending each class. The class provides education on physical activity and healthy eating and is developed specifically for implementation in places of faith. CDPP staff worked with promotoras to teach the class sessions.

**Nutrition:**

The CDPP in partnership with the City of Henderson assisted 7 local elementary schools with successful school gardens obtain their producer certificate. This certificate allows them to sell their garden produce at community events and farmers markets. All 7 schools participated in 2 farmers markets during the spring to sell their produce to the community. As part of the project, CDPP provided garden supplies and materials including seeds, nutrients, pebbles, etc. to support ongoing operation of the school garden at the schools.

CDPP worked with the City of Henderson (COH) to launch a pilot transportation project that increases access to healthy foods for low-income seniors. As part of the project, a free shuttle provides transportation from 2 downtown senior centers (Downtown Senior Center, and Heritage Park Senior Center) to a Henderson farmers market. The shuttle service operates twice a month and allows seniors to utilize their SNAP benefits, Senior Farmer's Market Nutrition Program (SFMNP) coupons as well as City of Henderson vouchers at the farmers market. As a result of the effort, the COH has relocated the downtown farmers market to a location across the street from one of the senior centers to further increase access to the market. Since launching, the voucher redemption rate among low-income seniors participating in the program has increased from 14% in 2022 to 95% in 2023 and over 100 seniors have utilized the transportation shuttle. COH plans to permanently relocate the farmers market and sustain the transportation service.

CDPP worked with the Southern Nevada Breast Feeding Coalition to support the Nurturing Naturally Breastfeeding Resource Fair in April at the Children's Discovery Museum. Over 100 families participated in the event. SNHD was a vendor at the event providing resource materials to participants and promoting the Embracing Healthy Babies and Nurse Family Partnership Programs.

CDPP is working with 2 Lutheran Social Services food pantries and the After Market food pantry to implement the Supporting Wellness At Pantries (SWAP) program. CDPP staff complete a pantry assessment to identify opportunities for increasing access to and promoting healthier foods in the pantries. SWAP materials have been ordered CDPP staff will be providing trainings for pantry staff/volunteers on SWAP food ranking. Full implementation scheduled for summer.

CDPP launched the annual Soda Free Summer initiative in partnership with Promotoras Las Vegas to encourage reduction or elimination of sugary beverages. The initiative is promoted to the Hispanic community (Verano Sin Soda). To date, CDPP staff or promotoras have participated in 9 community events to distribute pledge cards, education, and promotional materials. Over 1,200 people have visited our outreach booth at these events. The initiative is supported by a media campaign in Spanish and runs through early August.

CDPP is supporting the new After Market and food pantry which had a grand opening in June. The After Market is run by the Foundation Christian Center and is a fully stocked market that

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also has a food pantry on site. The After Market is in a food desert on the valley's east side near the Air Force Base. CDPP provided support to purchase additional refrigeration, a point of service machine (so SNAP benefits could be accepted) and is assisting with promotional activities. In addition, CDPP has provided the After Market with bus passes to provide to customers who do not have transportation to the market. We will be working with The After Market and another partner, Together We Can, to bring the Double Up Food Bucks nutrition incentive program to the After Market later this fall.

CDPP staff are working with the Regional Transportation Commission (RTC) and Prevail Marketplace to plan and implement 6 Pop-Up Produce stands in May, June, September, October, November, and December 2023 at the RTC's Bonneville Transit Center. The Pop-Up Produce stands accept SNAP benefits as well as Senior Farmer Market Nutrition Program coupons and provide a convenient way for residents in the downtown area and transit riders an opportunity to purchase affordable and fresh fruits and vegetables. The first two markets were held in May and June. After a summer break the next market will be held in September.

CDPP partnered with Marketon grocery store to provide 2 grocery store tours in Spanish by our bilingual Registered Dietitian. Participants received information on how to shop healthy on a budget, how to eat for good health, and how to read a food label. Participants also received educational and promotional items to support healthy eating. 15 people participated in the tours.

**Heart and Stroke:**

The CDPP's Barber Shop Health Outreach Program (BSHOP) hosted another 'Shop Talk' event in June to commemorate Men's Health Month. Shop Talk was moderated by the organizer of the Men's Room, which is an organization focused on providing a safe space for men to engage and build a supportive community. The theme for Shop Talk was 'Healthcare is Self-Care'. Nine expert panelists from primary care, mental health, fitness and nutrition, and the faith community shared their expertise and experiences with cardiovascular disease. Panelist provided information on cardiovascular disease, how to access preventive care, what to expect and how to prepare for a PCP visit as well as the correlation between mental health and cardiovascular disease. Commissioner William McCurdy provided the opening remarks. State Senator Dina Neal was also in attendance. Participants engaged in thought-provoking conversation in a safe and non-judgmental space. Participants were offered free blood pressure screenings and health education materials. Over 50 people attended the event.

CDPP staff hosted the annual meeting of the BSHOP and BeSHOP (Barber/Beauty Shop Health Outreach Program) partners in June. Representatives including owners, barbers and stylists attended. CDPP staff provided an overview of the success of the program including screening totals from the past project year and relevant outcomes. 14 local, Black-owned barber and beauty shops participate in the BSHOP and BeSHOP program and host blood pressure and prediabetes screenings at their shops.

**Diabetes:**

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CDPP worked with the YMCA of Southern Nevada ('Y') to provide training in the Healthy Kids Maps program, a diabetes prevention program that promotes physical activity and healthy eating for 10 staff from 4 different Y locations. CDPP then provided the Healthy Kids Maps curriculum to each Y location. YMCA staff then integrated the Healthy Kids Maps program into the spring break camp programming. Over spring break, 175 children at 4 different Y locations participated in the curriculum. In June, during the first month of summer camp, over 200 children participated.

This quarter, CDPP staff provided 1 in person Diabetes Self-Management, Education & Support (DSMES) class and 1 virtual DSMES class. 16 people registered and 15 of 16 completed their class.

**Obesity:**

CDPP staff have updated our 5210 webpage and related resources including flyers and posters. We have partnered with SNHD Environmental Health (EH) to distribute 300 5210 packets to commercial childcare centers in Clark County. The packets include information about 5210, resources for childcare centers and information to share with parents/guardians. CDPP staff are planning our 5210 community and public awareness initiative that will occur in September during Childhood Obesity Awareness Month. CDPP staff will be trained as a 5210 Coordinator by the state in July.

CDPP is working with SNHD EH to support updates to their Childcare Regulations. EH has agreed to include provisions in the updated regulations that would eliminate or reduce screen time by prohibiting electronic screens in infant rooms and during mealtimes. Regulations are currently undergoing legal review.

**Community Outreach/Engagement:**

This quarter, our Community Health Worker participated in 6 community events (not included above) to distribute chronic disease prevention and self-management education and resources reaching over 1,000 people.

**Tobacco Control Program (TCP)**

This quarter, 55 local businesses expanded or implemented new tobacco policy. TCP staff provided technical assistance including model policy language, signage, and educational materials for patrons and staff to support policy implementation.

This quarter, programs offered by the TCP were promoted at the Clark County Medical Society (CCMS) networking event. This event was open to all CCMS medical students, residents, and physician members (over 100 attendees). Content to promote smoke-free policies and cessation in health care settings was also shared in the May 2023 issue of Mental Health Spectrum.

During May, the TCP's "Because We Matter" (African American/Black) initiative collaborated with 10 local faith-based organizations for No Menthol May. Staff provided educational material, branded promotional items, and outreach to educate community leaders and members on

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population-specific tobacco issues including flavoring in tobacco products, menthol tobacco product risks, and harm to African Americans. This program reached 2,500 people during May.

The TCP's 'Because We Matter' initiative partnered with Clark County Parks and Recreation for the 33rd Jazz in the Park series which ran in May and June. This community event is primarily attended by African Americans and consists of multiple event dates. Staff provided educational material on tobacco-related topics, including vaping, flavoring, menthol, and promoted the Nevada Tobacco Quitline to attendees at all events. Over 40,000 people attended the events.

Other outreach by the SNHD TCP's 'Because We Matter' initiative included partnerships with Eta Chi Sigma's (Sigma Gamma Rho) Southern Nevada Neighborhood Awards, and Rainbow Dreams Academy's Las Vegas Juneteenth Festival. Staff provided resources about voluntary tobacco policy adoption, cessation, and general education about the burden of tobacco use to African Americans and the Black community. Over 30,000 people participated in these activities.

The TCP's Por Mi Por Ti Por Nosotros initiative collaborated with Mexican Patriotic Committee to promote a tobacco-free lifestyle at the annual Cinco de Mayo celebration held at Lorenzi Park. Culturally appropriate tobacco cessation resource flyers were distributed at the event entrance. The event was smoke and vape-free with 'No Smoking' and 'No Vaping' signage posted throughout event grounds. Announcements promoting the Nevada Tobacco Quitline in English and Spanish were made throughout the event. Over 1,600 people attended the event.

TCP staff also participated in other events throughout the quarter to reach population-specific audiences including a Cinco de Mayo event hosted by commissioner Marilyn Kirkpatrick at Bob Price Recreational Center and Tacos and Tamales and Take it to the Street events. Events were tobacco-free and included promotion of cessation resources and tobacco-prevention education. Media campaigns promoting cessation resources to priority populations also ran throughout the quarter.

TCP staff distributed vaping prevention training toolkits to every CCSD high school principal and assistant principal. Additionally, staff coordinated a virtual panel discussion of high school students, school administrators, coaches, and teachers to provide insight into the youth vaping epidemic. The panel discussion was open to all partners and community members.

This quarter, TCP staff met with the Nevada State Apartment Association (NVSAA) to review a partnership that aims to promote voluntary smoke-free housing policies among the NVSAA membership and other stakeholders. An English/Spanish language media campaign promoting the SNHD online smoke-free housing directory aired in April. During the campaign, 8 apartment complexes containing 216 buildings with 3,242 units developed smoke-free policies.

SNHD has been working with Huntsman Cancer Institute (HCI) on a quality improvement initiative to modify the SNHD E.H.R. system to increase referrals for tobacco use. SNHD clinical staff have agreed to implement continuous improvements to increase referrals to the Nevada Tobacco Quitline. Since inception of the SNHD electronic referral project, a total of 337 electronic referrals have been made to the Quitline.

**COVID/Flu**

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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.

- During this Quarter:
  - A new campaign to provide education on the end of the public health emergency and impacts on our priority populations launched. The multi-component campaign ran in English and Spanish on print, radio, social media, e-blasts and online banners and reached over 1.6 million people.
  - SNHD staff and partners trained 36 community-level spokespersons. To date, 325 community-level spokespersons have been trained.
  - 16 community events to distribute information and promote vaccination occurred reaching 2,330 individuals.
  - 19 pop up vaccine clinics were offered vaccinating 154 people for COVID-19 and 70 for flu. A total of 6,366 individuals have been vaccinated to date through these efforts. 83% of individuals vaccinated at the pop-up clinics have been from our priority populations.