

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

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

**Staff:** No new staff this quarter

**Section News:** No section news this quarter

**Programming**

**Chronic Disease Prevention Program (CDPP)**

**Physical Activity:**

The 2023 Move Your Way Summer Initiative began in May and wrapped up in August. The initiative encourages physical activity throughout the summer months. In total, CDPP and partners participated in 11 Move Your Way Summer events at local pools or recreation centers. These events allowed families to participate in free physical activity. Over 2,300 families participated in one of the Move-Your Way summer pool events. Additionally, we worked with Promotoras Las Vegas (PLV) to promote Move Your Way and provide educational materials at 20 community events reaching the Hispanic community. Over 2,600 people were reached through these efforts. The 2024 Initiative will launch in May 2024.

CDPP staff and promotoras taught a Faithful Families class in Spanish at the Iglesia Ciudad de Gracia church. At least 8 people attended each class. Faithful Families provides education on physical activity and nutrition and is specifically designed to be delivered in faith-based settings.

**Nutrition:**

The Verano Sin Soda (Soda Free Summer) initiative began in May and wrapped up in August. The initiative is geared towards the Hispanic community. CDPP staff worked with PLV to participate in outreach events to promote elimination or reduction of sugar sweetened beverages. Promotional items like water recipe cards and water bottles were provided to participants who pledge to reduce or eliminate sugary beverage consumption over the summer. A media campaign in Spanish to promote healthy beverages ran through August. In total, CDPP staff and promotoras participated in 21 community events reaching nearly 3,000 people. Additionally, 45 social media posts promoting Verano Sin Soda were posted during the initiative.

CDPP worked with 4 faith-based pantries this year to implement the Supporting Wellness at Pantries (SWAP) program. The SWAP program ranks and sorts foods into green, yellow, or red categories to help pantry clients make informed food choices. Pre-intervention assessments were conducted at each pantry and opportunities to improve the nutrition environment were identified. Pantry staff and volunteers were trained in the SWAP program and pantries were provided with supplies to implement the program and modify the nutrition environment including shelf-tags, posters, shelves, baskets, and other supplies to display sorted and ranked foods. One of the four pantries also adopted a nutrition standards policy. Post assessments occurred in each pantry and all 4 pantries improved their assessment score from pre to post.

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CDPP staff worked with the Southern Nevada Breastfeeding Coalition and other partners to commemorate Breastfeeding Month in August. Activities included a paid and earned social marketing campaign featuring local women. Campaign ads directed people to the Nevada Breastfeeds website as well as the websites for the Southern Nevada Breastfeeding Coalition and the Kijiji Sisterhood for information on local resources. A breastfeeding communications toolkit was also shared with partners. To commemorate Black Breastfeeding Week, CDPP worked with coalition partners to support the annual Human Milk Donation Drive. The event occurred on Saturday August 26 at the WIC Office in West Las Vegas. Over 20 people participated in the event and over 600 oz of milk was collected.

CDPP worked with City of Henderson (COH) to increase access to healthy foods among low-income seniors by increasing utilization of their downtown farmer's market. In addition to providing free transportation for seniors from 2 downtown area Senior Centers to a farmers' market, COH with CDPP support, relocated the downtown farmers market to Army Street, adjacent to 1 of the downtown senior centers. COH provided \$5 vouchers to use at the market and the market also accepted SNAP and Senior Farmers Market Nutrition Program (SFMNP) coupons. As a result of the collaboration, the voucher redemption rate among seniors increased from 14% to 96%. COH agreed to permanently relocate the market to Army Street and has committed to continue providing vouchers throughout 2024. The project successfully enabled low-income seniors to access high-quality produce and better utilize their SNAP and SFMNP benefits.

Fall Pop-Up Produce stands relaunched in September in partnership with the RTC and Prevail Marketplace. Pop-Up Stands are held at the RTC Bonneville Transit Center. Fall Pop-Up Stands will run monthly through December, accept SNAP benefits, and offer low-cost, regionally grown, and often organic fresh produce. On average, approximately 35% of all sales at the fall Pop-Up Stands have been SNAP/EBT transactions.

**Heart and Stroke:**

CDPP's Barber/Beauty Shop Health Outreach Program (BSHOP/BeSHOP) received the Nevada Public Health Association's (NPHA) Public Health Program of the Year Award at the NPHA annual conference in Reno. CDPP staff were presented with the award at the SNHD Board of Health meeting in September.

CDPP staff provided a With Every Heartbeat is Life (WEHIL) facilitator training to 6 CHWs from the Nevada Faith and Health Coalition who work in 3 places of faith serving the African American community. WEHIL is a cardiovascular health program developed for use in the African American community. CHWs who attended the training received a WEHIL Instructor Manual. CDPP maintains a WEHIL Lending Library with all materials and supplies needed to teach the WEHIL class and is available for use by the trained CHWs. CDPP will continue to provide support to CHWs as they schedule and organize WEHIL classes at their places of faith.

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**Diabetes:**

This quarter, CDPP staff provided 4 Diabetes Self-Management, Education & Support (DSMES) classes to 46 participants. English classes included 1 virtual class with 9 participants and 1 in-person class with 3 participants. As part of Hispanic Heritage Month, 2 in-person DSMES classes were provided in Spanish during September. 34 people participated in one of the Spanish DSMES classes.

**Obesity:**

CDPP staff facilitates the Partners for a Healthy Nevada obesity prevention coalition. A hybrid meeting was hosted in August with 42 in person attendees and 12 online attendees. In addition to member presentations and updates, a legislative wrap up was provided by The Health Equity Coalition for Chronic Disease, Three Square, and Children's Advocacy Alliance.

CDPP staff partnered with the Health Equity Coalition for Chronic Disease to facilitate the development of 2 letters sent on behalf of SNHD and Partners for a Healthy Nevada to members of the Nevada federal delegation urging them to support efforts to include coverage for Anti-Obesity Medications (AOMs) by Medicare.

CDPP partnered with 15 Partners for a Healthy Nevada (PHN) members and other community partners to promote the 5-2-1-0 Healthy Habits Everyday initiative during Childhood Obesity Awareness month in September. Sponsored activities included a pop-up produce stand, youth sports league scholarships, a community walk/run, a virtual cooking class, distribution of 5210 materials at community events, and sponsorship of, and participation in, the Healthy Kids Festival. Other components of the month-long awareness campaign included a paid media campaign and several earned media opportunities. Communication toolkits in English and Spanish, free downloadable videos, flyers, and posters to promote 5-2-1-0 were also shared with partners and are available for download on our websites in English and Spanish.

**Community Outreach/Engagement:**

This quarter, our Community Health Worker participated in 4 community events (not included above) to distribute chronic disease prevention and self-management education and resources reaching over 1,300 people from priority populations.

**Tobacco Control Program (TCP)**

The TCP staff trained 880 student athlete teen influencers to share information regarding the dangers of electronic vapor products with fellow teens. Eight youth-led social branding initiatives were held in partnership with local football, cheer, soccer, and volleyball teams to promote messages about the dangers of tobacco products.

The TCP staff implemented a new social media initiative to increase awareness about the dangers of tobacco use, including e-cigarettes. Teens promoted SNHD's teen vaping prevention initiative, BreakDown, by sharing a short video on their individual social media pages. To date, this campaign has resulted in 15,727 impressions among local high school students. A new

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social media campaign to highlight the recent increase in e-cigarette sales in Nevada also launched across all Get Healthy Clark County platforms.

Staff developed a new toolkit for parents to support vape-free lifestyles among teens in Southern Nevada, which is now available in Spanish. This toolkit will be distributed to middle and high schools in the Clark County School District throughout the school year.

Staff promoted the Because We Matter initiative and provided culturally competent educational materials to 120 attendees of NAACP/Las Vegas Urban Leagues' Move in The Park community event and 32 attendees of the IT Roundtable Networking event. Educational material provides information to prevent smoking initiation, informs of tobacco policies, encourages cessation, and informs the priority population of tobacco use's harm to African Americans and the Black community.

The TCP's African American focused campaign, You Can Do It-Quit For US, aired on TV, radio, social media, and web banners to educate and increase the awareness of African Americans of tobacco-related issues and promote the Nevada Tobacco Quitline. The media ran from February to August with average impressions of over 200,000 per month throughout the campaign.

TCP staff met with the Southern Nevada Regional Housing Authority (SNVRHA), to discuss a collaboration to help promote their updated smoke and vape-free policy among their various communities. Over 15 managers who oversee various SNVRHA communities attended the meeting and will be working with staff to obtain necessary materials and technical support.

The TCP continued communication with the leadership of Nevada State University and provided technical assistance for the adoption of a tobacco-free campus policy. The policy is on track to be announced in Spring 2024 and implemented Fall 2024. SNHD staff developed a media engagement plan for Nevada State, including designs and mock-ups, and an online policy guide.

Staff collaborated with Mexican Patriotic Committee to promote a tobacco-free lifestyle to over 1,000 people at the annual Fiestas Patrias celebration held at the Sammy Davis Jr. Festival Plaza at Lorenzi Park. Culturally appropriate tobacco cessation resource flyers were distributed. The event was smoke and vape-free with 'No Smoking' and 'No Vaping' signage was posted throughout event grounds. Announcements promoting the Nevada Tobacco Quitline in English and Spanish were also made. Staff also attended the El Grito event at the East Las Vegas Community Center and the Latino Festival at the Container Park to promote tobacco-free lifestyles and distribute culturally appropriate tobacco cessation materials to over 2,000 participants.

Staff are hosting an 8-week in-person tobacco cessation program in Spanish. Participants can develop a personalized plan to help them quit, while obtaining professional support and free nicotine replacement therapy. The group sessions are taking place at the East Las Vegas

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Community Center. This is being offered to increase access to cessation options for those individuals who may not be comfortable with seeking telephonic cessation assistance.

**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.

- During this Quarter:
  - A campaign to provide education about the end of the public health emergency and impacts on our priority populations ran through August. The multi-component campaign ran in English and Spanish on print, radio, social media, e-blasts and online banners and reached over 1.7 million people.
  - SNHD staff and partners trained 37 community-level spokespersons. To date, 369 community-level spokespersons have been trained.
  - 11 community events to distribute information and promote vaccination occurred reaching 4,015 individuals.
  - 48 pop up vaccine clinics were offered vaccinating 254 people for COVID-19 and 231 for flu. A total of 6,397 individuals have been vaccinated to date through these efforts. 83% of individuals vaccinated at the pop-up clinics have been from our priority populations.