

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

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

Staff: In December, Stephanie Montgomery joined our office as a new Community Health Worker (CHW). Stephanie will support outreach to Spanish-speaking communities and provide support to our diabetes prevention and self-management programs along with other chronic disease prevention programs.

Section News: We received word in December that our office was a recipient of the CDC's Racial and Ethnic Approaches to Community Health (REACH) grant. We are a previous recipient of the REACH grant. The new 5-year project began in December and will focus on nutrition, physical activity, and tobacco prevention strategies in priority population communities. We are working with CDC and our project officer to update and revise the budget and Year 1 workplan.

Programming

Chronic Disease Prevention Program (CDPP)

Physical Activity:

CDPP continues to provide support for the CCSD Safe Routes to School to promote safe walking and biking to school. This quarter, 23 CCSD schools and approximately 4,000 students participated in Walk to School Day activities. In addition, during this quarter, 1 walk audit, 1 assembly, 1 bike rodeo, 21 educational presentations, and 1 family engagement activity were conducted and over 26 schools received safety equipment including vests and stop signs.

The CDPP is sponsoring Greater Youth Sports Association's School Sports Solutions Program (SSSP). The SSSP brings affordable after-school youth sports to under-resourced elementary schools, providing thousands of youth the opportunity to participate in organized sports. The program also provides homework and tutoring support and character development lessons. The fall track and field season wrapped up in November with over 200 3rd – 5th graders participating in the season-ending track meet. The fall flag football season also kicked off in November.

Nutrition:

CDPP sponsored the Breastfeeding Symposium hosted by the Southern Nevada Breastfeeding Coalition in November. Representatives from the National Association of City and County Health Officials (NACCHO) gave the keynote address. Other information and resources were available to support breast/chest feeding in our community. Approximately 35 people attended the symposium.

The 2023 Pop-Up-Produce Stands ended with the December market. In total, the 2023 markets sold over \$4,500 worth of produce, and over 40% of all sales were SNAP sales. In 2024, we will be working with our partners to more than double the number of markets from 6 to 13. We will start with a market in February and then go to a regular monthly schedule from April to June and September to November with 2 markets each month.

Heart and Stroke:

Chronic Disease Prevention and Health Promotion Section Report
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease
October - December 2023

The CDPP team provided free blood pressure screenings, education, and referral to over 30 attendees of the African Caribbean Festival Health Fair in November. The team also provided other chronic disease prevention and self-management education and resources to attendees.

The CDPP team finalized a referral partnership with the Southern Nevada Community Health Center (SNHD FQHC) to serve as an additional location that clients from the BSHOP/BeSHOP programs who need medical follow up can be referred if they don't have a primary care provider and/or health insurance. The Southern Nevada Community Health Center has 2 locations and offers a texting option that clients can use to set appointments and/or communicate with staff. We are hopeful that this option will help increase the number of people screened and referred from BSHOP/BeSHOP locations that complete a referral. A Letter of Understanding is on file.

Diabetes:

CDPP staff provided 1 DSMES class at the Heinrich YMCA. 21 people attended at least 1 session of the class.

In an effort to expand our diabetes self-management programming to the community in 2024, CDPP trained 6 new people to become Diabetes Maps (DSMES) class facilitators. This includes 4 Health Educators, 1 CHW, and 1 faith-based community partner.

Obesity:

CDPP is providing support to CCSD Health Services to support BMI data collection in all 4th and 7th grades in CCSD schools on a biannual basis, per NRS. CDPP provided funding to purchase laptops, stadiometers, scales, and privacy screens as well as wagons to transport equipment used by CCSD BMI collection teams. All equipment has been ordered and delivered to regional school hubs for use by CCSD BMI collection teams. This will facilitate the ease of collecting the data as there is more equipment available and equipment can be accessed from regional hubs. CCSD has notified all schools of the dates that BMI data will be collected. Parent/guardian tear away letters have also been ordered and will be used during BMI screenings.

Community Outreach/Engagement:

This quarter, our Community Health Workers participated in 5 community events (not referenced above) to distribute chronic disease prevention and self-management education and resources reaching over 2,000 people from priority populations.

CDPP is working with Informatics and Epi to create chronic-disease topic-specific dashboards on the Healthy Southern Nevada website. The dashboard was updated in October 2023, but work is ongoing to add race/ethnicity data.

CDPP staff provided a presentation to 6 healthcare professionals including a Health Educator, Registered Dietitian, and Community Health Workers. The presentation provided an overview of the OCDPHP resources and programs available for use by healthcare professionals. A jump drive with healthcare provider toolkits for blood pressure, obesity, stroke, and diabetes was also provided.

Chronic Disease Prevention and Health Promotion Section Report
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease
October - December 2023

Tobacco Control Program (TCP)

Breakdown (SNHD's high school vaping prevention program), partnered with 41 local high school sports teams to promote vape-free lifestyles throughout the fall sports season. TCP staff provided training to promote vape-free lifestyles to 1,687 teens this quarter. Information was also shared by Nevada Interscholastic Activities Association and key youth through their social media accounts.

TCP also worked with Communities in Schools to reach at-risk youth with vaping prevention education and encourage Social and Emotional Learning (SEL) approaches in schools. TCP developed a mailer that was shared with all CCSD high school principals, assistant principals, student council advisors, and athletic director promoting SEL based approaches to vaping prevention through BreakDown.

TCP staff continued recruiting high school athletic coaches to partner with BreakDown during the winter athletic season, providing 11 coaches with educational information about vaping prevention. This quarter, 25 youth-focused branding counter marketing events have occurred in schools and community venues.

TCP has developed new Spanish-language tobacco cessation materials designed for health care settings. Health care providers can now order free cessation materials to promote tobacco-free lifestyles to their Spanish-speaking patients at no cost via the TCP's online store.

TCP staff participated in a Dia de Los Muertos event hosted by the City of Las Vegas in November to promote the Por Mi, Por Ti, Por Nosotros (PMPTPN) Viva Saludable Spanish-language tobacco prevention and cessation initiative. The PMPTPN Ofrenda won first place and honored grandparents that have passed away and included traditional and meaningful elements. Culturally and linguistically appropriate cessation resources were distributed to promote a smoke-free lifestyle at the smoke and vape-free event. The event reached over 3,000+ attendees.

TCP staff participated in the 24th annual Christmas en el Barrio event hosted by the Mexican Patriotic Committee in North Las Vegas in December. TCP staff provided linguistically appropriate tobacco cessation resources and educational materials on the dangers of vape products. Branded banners were placed throughout the event premises, including on stage. Consistent live messages were done on stage promoting Spanish-language cessation services. The event reached over 2,000 attendees.

The SNHD TCP's LGBTQIA+ Initiative, CRUSH, partnered with Las Vegas PRIDE to make the 2023 Las Vegas Pride Festival smoke and vape-free. This event was held in October at Craig Ranch Park. Tobacco-free signage was placed throughout the event.

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

TCP promoted the Because We Matter initiative (SNHD's African American focused initiative) at 6 faith-based partner locations, reaching over 650 individuals. Because We Matter educates youth and adults about flavored tobacco products, including menthol use; informs on policy change solutions; promote cessation resources; and raise awareness of associated harms to the health of the Black community.

TCP staff developed a video and social media ad to promote the inaugural African American Tobacco-Free Living Summit scheduled for January 31, 2024, and the Nevada Tobacco Quitline. Staff was also featured on the Healthier Tomorrow Radio Program on KCEP Power 88.1 FM, to promote the upcoming summit and discuss tobacco and vaping prevention, cessation, and resources.

The SNHD Tobacco Control Program staff attended the annual Nevada Tobacco Control and Smoke-free Coalition strategic planning meeting in October in Reno to support tobacco prevention efforts throughout the State.

Recent findings from the CDC's BRFSS report show that Nevada smoking rates decreased by 38.9% from 2011 - 2018. This places Nevada in the top ten states nationwide with the greatest decline in smoking rates, despite being ranked 47th of 48 states in tobacco prevention funding. In fact, every state ranked above Nevada has comprehensive smoke-free laws for workplaces and outspends Nevada by millions in tobacco control funding.