

**Chronic Disease Prevention and Health Promotion Section Report
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease
Quarter 2: April - June 2020**

July 2020

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

Staff

- No Staff News to Report.

Section News

- No Section News to Report

Programming

Chronic Disease Prevention Program (CDPP)

Many Chronic Disease Prevention Program activities are still temporarily on hold or have been modified due to the Covid-19 pandemic. Activities reported below occurred between April and June.

Physical Activity

The Slam Dunk Health Program was recognized in May by NACCHO (National Association of City and County Health Officials) as a Model Practice Program. The NACCHO Model Practice Program nationally honors and recognizes outstanding public health practice for programs developed and implemented by local health departments that demonstrate exemplary and replicable outcomes in response to a public health need. Each application is judged by a committee of peers from other health departments and selected from a collection of competitive applications. CDPP staff will be presenting the Slam Dunk Health Program during the NACCHO Virtual meeting in July.

CDPP staff and REACH contractor UNLV, assisted the Regional Transportation Commission (RTC) with the development of a Request for Proposals (RFP) for a contractor to conduct a Health Impact Assessment or Health Audit on the Regional Transportation Plan by conducting research on existing health data focused on air quality, asthma, physical activity, and injuries/crashes that was included in the draft RFP. UNLV also met with RTC to further discuss the contents of the RFP and to prepare the study scope through a hands-on work session. In addition, CDPP staff along with UNLV staff provided feedback on the draft Scope of Services for the RFP and the potential intersection between the Decision Support Tool currently being finalized for use in the City of Las Vegas and the RFP. The RFP was released in May and a consultant was selected in June. CDPP staff served on the selection committee for RFP. Work on the project will begin later this summer

The CDPP sponsors the Clark County School District (CCSD) Safe Routes to School Program (SRTS) including the Achievement Level Program. The Achievement Level Program recognizes individual school efforts to improve and support safe walking and bicycling. Schools must meet specific criteria to advance from one level to the next (first step, bronze, silver, gold, platinum). In order to advance a level, schools must submit an end of year survey that outlines the steps

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they took during the school year to advance safe walking and biking to school. Despite the disruptive end to the 2019-2020 school year, 20 new schools were added to the Achievement Level Program. This is a significant increase over past years. SNHD staff attended the Virtual Achievement Level Schools Recognition event on May 18th. SNHD and CDPP staff were recognized during the event for their partnership with SRTS and for supporting the Achievement Level Program.

In May, the City of Henderson (COH) City Council approved the Master Transportation Plan. The plan includes updates for new trail locations and a developer requirement to build trail connections that fall along property lines. This will increase not only the number of trails, but also access to the trail system in the city. CDPP staff continued to assist COH by conducting walking audits in priority census tracts in Henderson. This effort helps to verify GIS data which was used to support development of the Master Transportation Plan and the Parks and Recreation Master Plan and will ultimately be used to identify and prioritize projects to increase walking access to parks, trails and open spaces. As a result of this effort, the City of Henderson included a goal in their strategic city plan to increase the percentage of residents who have 10-minute walkable access to a park, trail, recreation center or open space by 3% each year. As a result of our collaborative efforts with the City of Henderson, in the last year the city has exceeded that goal and increased the percentage of residents with 10-minute walkable access to a park, trail, recreation center or open space by 8%.

Nutrition

In April, CDPP staff was invited to present on an Association for State Public Health Nutritionists' national webinar to share the work we have done in Nevada with respect to healthy vending and our work with bind operators in Nevada. CDPP staff continues to participate in monthly state healthy vending workgroup calls.

In April and May, CDPP staff developed and implemented a week-long nutrition challenge using social media. The campaign ran in English in April and in Spanish in May. The 5-day campaign issued a new healthy eating challenge each day on our Get Healthy Facebook, Twitter and blog and in Spanish on the Viva Saludable blog. The posts promoted healthy eating and were sensitive to the stay at home orders that were issued at the time. The posts also promoted healthy eating resources available on the Get Healthy and Viva Saludable websites.

The Soda Free Summer (SFS) (Verano sin Soda) initiative launched in June. The initiative raises awareness of the dangers of excess sugar-sweetened beverage (SSB) consumption and encourages people to reduce or eliminate their SSB consumption over the summer months in place of healthier beverage options. The initiative was developed to reach the Hispanic community and will run through July. This year, the initiative is largely virtual and includes a partnership with promotoras working in the community. In June staff provided a virtual training on SSB and the initiative to 20 promotoras. Promotoras then conducted 2 virtual community

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meetings and provided education to over 50 people in June who also pledged to reduce or eliminate their SSB consumption during the summer. In addition, SNHD and the promotora organization posted several messages in Spanish on our social media accounts to promote the initiative. As a result of our efforts, over 2,283 people were reached in June.

CDPP staff along with promotoras and faith leaders conducted physical activity and nutrition environment assessments in two local churches that serve the Hispanic community. Reports based on the physical activity and nutrition environment assessment were developed and included recommendations about PSE (policy, systems, environmental change) strategies that could be implemented in the churches to improve the nutrition and physical activity environment. The reports were shared with promotoras and faith leaders at each church. Both churches have reviewed the report and recommendations and have each selected at least 1 PSE strategy to implement at their church. CDPP staff continue to work with the churches on PSE implementation efforts. In addition, we were able to resume Comunidad en Accion workshops at these two churches in June using a virtual or socially distanced in-person protocol. In total, 38 people attended the 3 workshops that were provided in June. During the period where workshops were postponed, CDPP staff and promotoras stayed in communication with participants via Zoom calls, texts or e-mails to discuss goals and identify resources. CDPP staff also developed a video in Spanish highlighting topics from previous workshops. The link to the video was shared with all program participants.

Diabetes and Cardiovascular Disease

Many cardiovascular and diabetes programs, screenings and classes have been temporarily on hold due to the COVID-19 pandemic. Though classes and screenings were on hold, staff developed new ways to reach out to the community and our partners including weekly e-mails with information on diabetes, heart disease and COVID-19. These e-mails and newsletters were sent to participants, partners and the community. As part of our efforts to prepare to resume operations of the programs that were suspended due to the pandemic, staff developed Safety Protocols for the Barbershop Health Outreach Program (BSHOP), the Diabetes Self-Management & Education Program (classes) and the Comunidad en Accion faith-based program. Each protocol is specific to the individual program and includes the safety and sanitation protocols that we will utilize to ensure safe operations when it is appropriate to resume modified classes and programs. The protocols were all developed using CDC guidance and state and local public health requirements as appropriate. As appropriate, they also complied with specific requirements by an appropriate oversight agency (i.e. the Nevada Cosmetology Board). The safety protocols were shared with our Division Director and we will make modifications as necessary. We plan to resume DSME classes and BSHOP screenings in the fall

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Community and Coalition Updates

In response to the impact of the COVID-19 pandemic and related economic fall out on communities of color and older adults in Clark County, OCDPHP quickly and efficiently leveraged multiple resources to launch a community campaign specifically to reach these priority populations. The culturally and linguistically appropriate campaign provided resources for chronic disease prevention and self-management and encouraged people to prioritize their health. The campaign ran throughout June on multiple media platforms including, social media, connected TV, web banners and e-blasts and reached an estimated 764,563 people. As part of the campaign, our Division Director was a guest on the June Healthier Tomorrow radio program to talk about COVID-19 in the African American community. The Healthier Tomorrow radio program is a monthly radio program that airs on KCEP 88.1 FM and is sponsored by the Chronic Disease Prevention Program.

In May, CDPP staff facilitated a virtual meeting of the Partners for a Healthy Nevada (PHN) School Wellness Taskforce on May 21st with 21 people in attendance. The Taskforce is comprised of PHN members who are working to support school wellness in local schools. Task force organizations updated the group on their response to COVID-19 and how the pandemic has altered their plans for delivering physical activity and nutrition education and resources to schools. CDPP staff created a folder in the taskforce Google drive for “out of school resources” to help with the continuation of nutrition and physical activity education and resources to students and parents.

Tobacco Prevention Program (TPP)

Many Tobacco Prevention Program activities are temporarily on hold or have been modified due to the Covid-19 pandemic. Activities reported below occurred between April and June.

TCP staff continue to work with the Nevada Tobacco Prevention Coalition (NTPC) Policy Committee and other statewide partners including the Nevada Attorney General's office on a comprehensive and cohesive Tobacco 21 (T21) approach with education and enforcement. Tobacco 21 is the federal law that raised the minimum sales age to purchase tobacco products in the US to 21. Staff also worked with the NTPC and national partners to recommend all businesses including casinos to consider reopening with tobacco-free policies in place.

This quarter staff provided technical assistance, model policy language and signage to eight businesses who expanded smoking or vaping policies. One of these businesses is a local bar that is exempt from the Nevada Clean Indoor Air Act. An example of expanded policy is prohibiting smoking and vaping outdoors near building entrances. The Covid-19 pandemic has led to businesses examining their no smoking policy. In June staff collaborated with other local

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health departments in the state to develop a statement recommending businesses voluntarily implement or expand smoke-free policies as they re-open after stay-at-home orders.

Over 43 new apartment complexes with over 5,663 smoke-free units were added to the online smoke-free apartment directory found on the Get Healthy and Viva Saludable websites. Staff assisted apartment managers and owners with model smoke-free policy language and signage. In addition, staff provided smoke-free policy implementation toolkits to over 25 property managers and will be following up with those properties. A multi-faceted media campaign began airing in June and will continue through September promoting smoke-free multi-unit housing and the Smoke-Free Housing Directory. Staff has provided technical assistance around the smoke-free housing topic to other communities around the nation at the request of the CDC. The SNHD online Smoke-Free Housing Directory currently contains 62,907 smoke-free units available in Southern Nevada.

Over 344 Clark County health care providers referred patients to the Nevada Tobacco Quitline this quarter via electronic referral methods. The largest source of electronic referrals to the Quitline in the State of Nevada come is University Medical Center. UMC patients are screened for tobacco use and tobacco user contact information is securely transferred electrically to the Quitline. As part of the bidirectional referral, a cessation specialist then follows up with patient to offer free telephonic cessation services. A media campaign designed to promote tobacco cessation was launched on various platforms including Spotify, Pandora, and Facebook this quarter. The campaign will air in English and Spanish and aims to increase call volume to the Nevada Tobacco Quitline among African Americans and Hispanics.

Staff developed a document summarizing how SNHD worked with businesses given the change in Nevada tobacco law to prohibit vaping under the Nevada Clean Indoor Air Act as a result of SB 263. The law took effect on January 1, 2020. SNHD developed a press release, social media campaign, sent letters to businesses, updated pertinent webpages and collateral materials. This report was developed at the request of the bill sponsor.

TCP staff developed two Spanish-language tobacco blogs regarding smoking, vaping and their relationship to COVID-19 and the importance of quitting. The blogs are posted on our Spanish-language website www.vivasaludable.org and promote the 1-855-DÉJELO-YA, the Nevada Tobacco Quitline Spanish-language cessation resource .

Community Outreach related to COVID-19

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