

Chronic Disease Prevention and Health Promotion Section Report
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease
Quarter 3: July - September 2020

November 13th, 2020

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

Staff

- Mekale Holmes joined the OCDPHP Tobacco Control Program at the end of September as a Health Educator. Before joining OCDPHP, Mekale worked for the SNHD Teen Pregnancy Prevention Program.

Section News

- No Section News to Report

Programming

Chronic Disease Prevention Program (CDPP)

Physical Activity

CDPP staff gave two presentations during the NACCHO (National Association of City and County Health Officials) 360 virtual annual conference. One presentation was a poster presentation on the Slam Dunk Health program which was recognized as a Model Practice Program by NACCHO in May. CDPP staff was also invited to co-present with staff from U.S. Health & Human Services' Office of Disease Prevention & Health Promotion on the Move Your Way initiative. CDPP staff shared information on the Move Your Way initiative in Southern Nevada. In September the SNHD OCDPHP program completed the process and was selected by the U.S. Health & Human Services as a National Youth Sports Strategy (NYSS) Champion.

As part of a REACH-funded project, North Las Vegas amended their Comprehensive Master Plan to include updates to promote active transportation and the recently developed wayfinding signage guidance. The plan was also amended to include the recently updated Citywide Pedestrian and Bicycle Plan. The city is in the process of installing wayfinding signage in the downtown area to increase walkability and promote active transportation. Wayfinding signage provides directions and distance to everyday destinations including parks, city facilities and libraries to encourage active transportation and park and walk access. All wayfinding signage should be installed by November.

CDPP is a regular sponsor of the Clark County School District (CCSD) Safe Routes to Schools (SRTS) program. Over the past few years, we have sponsored SRTS workshops where schools conduct walk audits and develop plans to promote safe walking and biking. As part of the process, infrastructure needs to support safe walking and biking to school are also identified. Through our partnership with City of Las Vegas and CCSD SRTS, 12 schools in priority zip codes within the City of Las Vegas were selected to receive a crosswalk enhancement. Enhancements included colorful painted curb extensions and bollards that serve to extend the curb, shorten the crossing distance, increase separation between pedestrians and

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cars and increase visibility of pedestrians. All crosswalks were completed in August. The project was featured in a Fox 5 news segment in September.

Nutrition

CDPP staff worked with the director of the UNLV Food Pantry to draft a healthy nutrition standards policy. The policy was then compared to and aligned with CDC guidance and other food bank policies. The policy was fully implemented at the UNLV Food Pantry in January 2020, including the SWAP (Supporting Wellness at Food Pantries) food ranking system. The policy was signed by the dean of The School of Integrated Health Sciences in July 2020.

Through our REACH grant, we worked with the City of Henderson to ensure that the Downtown Henderson Farmers Market was able to accept SNAP benefits. The Downtown Henderson market began accepting SNAP benefits in January 2020. Though the market has been closed due to COVID-19 since March, a tentative reopening date is schedule for fall 2020. Once reopened, the market will accept SNAP benefits again. The City of Henderson sent a mailer in English and Spanish to 10,064 households in late August to residents in the Downtown, Valley View, and Pittman neighborhoods. The mailer highlighted the Downtown and Pavilion Farmers' Market locations (Pavilion Farmers Market is currently open). The flyer provided a tentative reopening date for the Downtown market and promoted that both markets will, or currently are accepting SNAP benefits.

CDPP along with the Southern Nevada Food Council hosted a three-hour virtual workshop on healthy food access and integrating federal nutrition incentive programs in Southern Nevada in August. Karen Shore, a REACH consultant and the former director of the Food Trust, was the keynote speaker. There were 4 breakout groups that discussed opportunities and barriers to healthy food access. The four breakouts covered farmers markets, the Double Up Food Bucks nutrition incentive program, transportation and small food retail. 31 people attended the workshop representing farmers markets, nutrition incentive programs, city planners, and various community partners involved in healthy food access.

The Soda Free Summer/Verano sin Soda initiative wrapped up in August. The initiative was a partnership between CDPP and promotoras from Vision y Compromiso to encourage the Latinx community to reduce or eliminate sugar-sweetened beverages over the summer months. Outreach this year was all virtual and included webinars, virtual presentations and social media promotion. Over the course of the initiative over 11,000 people were reached through social media or virtual outreach.

A campaign to promote breastfeeding month and Black Breastfeeding Week ran during August. Campaign ads linked to partner websites for additional information and local resources. Additionally, a representative from the Kijiji Sisterhood was a guest on the August Healthier Tomorrow radio program to promote breastfeeding month. To further support breastfeeding efforts, CDPP provided a scholarship for 8 people to take the online Certified Lactation

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Consultant training. This includes 5 women from the Kijiji Sisterhood organization, Sunrise WIC and members of the Southern Nevada Breastfeeding Coalition in addition to 3 SNHD employees who work in the SNHD Embracing Healthy Babies (EHB) program.

Final workshops for the Comunidad en Accion program were held in August. Comunidad en Accion is a program to provide physical activity and healthy eating education and implement policy, systems and environmental change (PSE) strategies in places of faith that serve the Latinx community. A total of 17 people participated in one of the August workshops. The final assessments were provided and CDPP staff is working to analyze data. Using assessment findings, CDPP staff continues to work with the churches to implement PSE changes to support wellness, healthy eating and physical activity including implementing SSB policies, increasing access to free water, adding point of purchase prompts and creating walking routes on the property. PSE work is ongoing.

Diabetes and Cardiovascular Disease

The Diabetes Self-Management (DSME) Classes and the Barber Shop Health Outreach program screenings are still on hold due to the COVID-10 pandemic. CDPP staff has developed a safety protocol to guide our return to classes and screenings when it is safe to do so. In the interim, we are implementing new strategies to continue to engage with our priority populations. CDPP staff developed a monthly newsletter called 'The Cutting Edge' that is distributed to barber shops in the BSHOP program, barbers and their clients. The Diabetes Prevention Program is using a mobile app to reach out to people on the DSME class waiting list. We are in the process of securing a platform to offer the Maps DSME courses virtually and anticipate being able to launch virtual classes in early 2021.

Community and Coalition Updates

OCDPHP was invited by the Centers for Disease Control and Prevention (CDC) to submit a non-competitive supplemental funding application to promote the flu vaccine among REACH priority populations. We received notice of award in September and have already launched program activities. Planning has begun for a comprehensive media campaign to reach priority populations that will launch in early October. Our community health worker will be contacting community asset locations in REACH priority zip codes (clinics, social services offices, libraries, etc.) to distribute information about the flu and where to receive a flu shot. We will partner with promotores, barbers, faith leaders and other social influencers to provide education and raise awareness of the importance of getting a flu shot and will work with SNHD clinical services and Immunize Nevada to bring flu clinics to priority population neighborhoods and establishments.

Several OCDPHP staff attended the Nevada Public Health Association conference in September. OCDPHP was a sponsor of the conference.

Tobacco Prevention Program (TPP)

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Historically, the TPP youth training occurred in schools and other community venues however, given the COVID-19 restrictions, alternative training and youth engagement methods are being developed and our traditional in-person youth trainings will be transitioned to a virtual format. Planning and development to create a process, content and a mechanism for a virtual youth training was completed. Virtual youth trainings will be promoted and available year-round. The goal of the training is to increase awareness and prevent initiation of electronic vapor products and other emerging products. The first training, “You’ve Got Skills”, an online engagement and outreach event occurred this quarter. The activity used both local and national teen urban dance influencers to promote the vape-free lifestyle, increase awareness and shift norms related to tobacco use. This activity reached 29,643 teens.

TCP staff developed and launched a Latino tobacco cessation initiative called Por Mi, Por Ti, Por Nosotros Viva Saludable. This translates into ‘For me, For you, For Everyone Live Healthy’. The initiative will consist of traditional media, online sponsored ads and printed materials/ flyers/ brochures. All materials will promote the Nevada Tobacco Quitline. Additionally, TCP staff developed a print ad promoting tobacco free lifestyles and tobacco cessation article in the only Native Hawaiian/ Pacific Islander publication in southern Nevada – Kama’aina Magazine. The ad reached 15,000 individuals.

In partnership with the American Lung Association, TPP staff have trained 632 healthcare providers to date on how to refer their patients to the Nevada Tobacco Quitline for assistance in quitting all tobacco product. Trainings occur in person and virtually.

TCP staff participated in the CDC’s virtual Tobacco National Kick Off Summit in August. Staff attended multiple sessions that highlighted the importance of tobacco flavoring restrictions. Session presenters shared lessons learned and examples of outreach and educational resources. We will continue to explore educational and message strategy on the topic of flavored tobacco products with a focus on electronic vapor products.

TCP staff, in conjunction with the national Campaign for Tobacco-Free Kids, are partnering with the Advancing Science & Practice in the Retail Environment (ASPiRE) Center to release the findings of a comprehensive study that maps tobacco retailers in 30 major U.S. cities. The Las Vegas metropolitan area was included in the report. The study found that tobacco retailers are ubiquitous – especially near schools and in low-income neighborhoods. This study is powerful evidence of how the tobacco industry continues to target kids and vulnerable communities with its deadly and addictive products. TCP highlighted these findings in media releases, social media and web posting throughout August. Relatedly, Standardized Tobacco Retail Assessment Surveys (STARS) and tobacco retailer education resumed in August with in-person tobacco retailer visits in priority zip codes and a mass mailing reaching over 500 retailers promoting the State’s tobacco retailer training – responsibletobacconv.com.

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In September, the MGM announced that the Park MGM will open as a smoke-free property when the property reopens at the end of September. This will be the first entirely smoke-free property on the Las Vegas Strip. TCP staff are working with national partners to promote this announcement and will continue to advocate for smoke-free workplaces at casinos and other places of employment.