

Elko County Health Board
Chronic Disease Prevention and Health Promotion Section Report
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease

July 2021

New Staff

Here at Elko County, we have a new Human Services Director Amy Lewis.

Section News

For the third quarter of this grant cycle, we have been concentrated on our Social Media Campaigns and “Moving Towards a Healthier Elko” articles on the Elko County Website. We have partnered with Courtney Nalivka with CBNutrition to provide accurate and interactive posts and articles. The April Social Media Campaign reached 7048 people and had 768 post interactions. The May Social Media Campaign reached 5568 people and had 712 post interactions. The June Social Media Campaign reached 13199 people and had 1258 post interactions. We have received positive feedback to our articles. Moving forward we will continue to have monthly social media campaign posts and articles.

We also continue to work closely with Marena Works due to her active part in the Elko County COVID response. She continues to provide support in developing policies.

**Southern Nevada Health District (SNHD):
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Staff

- Two new Health Educators joined the Chronic Disease Prevention Program: Elika Nematian and David Barragan

Section News

- No section news to report

Programming

Chronic Disease Prevention Program (CDPP)

Physical Activity:

CDPP staff continue to implement a Move Your Way initiative in partnership with US Health & Human Services. The initiative is geared to reach Spanish-speaking populations in Southern Nevada. During this quarter, 7 Move Your Way events were held/sponsored in conjunction with community partners including participation at a Cinco de Mayo Celebration, online physical activity classes in Spanish and virtual Camine Con Un Doctor (Walk with a Doc). In total, over 2,100 people were reached during this quarter and provided opportunities for physical activity and Move Your Way resources. Additional events and activities are planned through October 2021.

Nutrition:

CDPP continues to work with faith-based food pantries to adopt the Supporting Wellness at Pantries (SWAP) program. The SWAP program has been implemented in the ICLV and TCMI church food pantries as well as Al-Maun Neighborly Needs at the Masjid As-Sabur mosque. In May, Al-Maun Neighborly Needs adopted a nutrition standards policy for their food pantry that prioritizes SWAP and increases access to healthier foods.

CDPP and SNHD's environmental health section worked together to develop a plan to provide a \$50 discount on the annual permit fee for farmers markets that accept SNAP and to waive plan review fees for new farmers markets that open in a REACH priority zip code. The new discount form has been developed and the team is working on a promotional flyer to share the news with farmers markets and Southern Nevada Food Council members. The new discount program will go into effect in July 2021.

CDPP staff launched the Soda Free Summer/Verano Sin Soda campaign in May. CDPP staff are working with promotoras to promote the campaign in the Spanish-speaking community. To date, staff and partners have participated in 3 community events and over 500 people have signed pledges to eliminate or reduce sugar sweetened beverage consumption over the summer. Outreach efforts have generated 3 earned media opportunities: 2 radio interviews on Radio Fiesta and 1 newspaper interview in El Mundo. Social media posts are ongoing. The initiative will run through August.

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As part of the REACH grant, the CDPP provides support to the Kijiji Sisterhood organization, an organization dedicated to providing birthing and breastfeeding support to Black and Brown families. CDPP provided a scholarship for 5 individuals nominated by Kijiji Sisterhood to attend the online Certified Lactation Course (CLC). Kijiji Sisterhood members provide mentoring support to CLC scholars. During the past quarter Kijiji Sisterhood CLC scholars provided 2 free Community Sessions via Facebook. CLC scholars presented information and answered questions about topics including latching, community resources, etc. During the past quarter, they assisted 15 individuals through these sessions. Also, during June 2021, CDPP staff was invited to present on REACH-funded breastfeeding efforts in Southern Nevada during a joint presentation at the NACCHO annual conference via recorded video.

Heart and Stroke:

Barber/Beauty Shop Health Outreach Program (BSHOP/BeSHOP) screenings continued this quarter after resuming earlier in the spring. Community screenings also resumed with CDPP staff participating in multiple community events to provide screening, education, and referral if appropriate. Six volunteers were also trained this quarter to assist with BSHOP/BeSHOP and community screenings.

The CDPP sponsored the first Healthy Hearts Ambassador (HHA) Self-Monitoring Blood Pressure Program in partnership with the YMCA. The 16-week, evidence-based program kicked off in April 2021 and had ongoing enrollment until June 2021 when the class reached full capacity of 25 people. Participants are required to take and log their blood pressure regularly and are provided access to a trained HHA coach that they must check in with weekly. In addition, monthly classes provide education to support self-monitoring and self-management including instruction on healthy eating, physical activity, medication adherence, etc. Two CDPP staff were trained as HHA coaches and we actively promoted the HHA program through SNHD clinics, E.H.R. referrals, community partners and at community events. Through the CDPP sponsorship we were able to provide blood pressure monitors for each participant for home use and a 4-month membership to the YMCA.

The CDPP staff launched a community blood pressure education course, designed specifically for the African American community called, With Every Heartbeat is Life (WEHL). The class was held at the Martin Luther King Jr. Senior Center. The WEHL class is an 11-session, interactive class to address heart health, hypertension and prevention and self-management strategies. Due to the pandemic, class size was limited to 10 participants and 9 of 10 participants completed the course in June (attended each session). Of the 9 participants who completed the course, the average BP reading at the beginning of the course was 149/86 mmHg (High BP State 2 Category). Of the same participants, the average BP reading at the end of the course was 121/74 mmHg (Normal BP Category). This represents an average reduction of 28 points on the systolic measure and 12 points on the diastolic measure and a general category improvement from High BP Stage 2 to Normal BP based on average pre and post BP readings for the 9 participants that completed the course.

In June, CDPP staff planned and facilitated a 'Shop Talk' event at Masterpiece Barber School. The event was recorded and posted to YouTube. The event featured several panelists including a barbershop owner, a medical doctor, a nurse, and a physical fitness expert. The conversation was unfiltered, and panelists shared person stories on how heart disease has

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impacted them and encouraged participants to take their health seriously. The event was hosted by Wil Thomas, host of the Healthier Tomorrow radio program on KCEP. Congressman Horsford's office sent a video of the Congressman talking about the importance of heart disease and hypertension screening and awareness which was shown at the beginning of the event. Over 25 people attended the event live, including barber college students. During the event, 12 people were also screened for hypertension. The SNHD Office of Communications uploaded the Shop Talk event video to SNHD's YouTube page and the Get Healthy Clark County Facebook page.

Diabetes:

CDPP staff participated in a training for the Healthy Interactions Virtual Maps platform. This platform will allow us to begin to offer DSME maps classes virtually. We anticipate piloting a virtual DSME class by the end of October.

This quarter, CDPP staff hosted and facilitated 4 in-person DSME classes. 4 of the 5 classes were held at SNHD and one class was held at the Majid As-Sabur mosque. One of the five classes was offered in Spanish.

CDPP submitted a proposal to Dignity Health for the B.U.D.D.Y program and was selected to receive resources. The program provides up to \$5,000 worth of incentives (i.e., gift cards, test strips, monitors, transportation support) to support recruitment and engagement of DSME class participants.

Tobacco Control Program (TCP)

TCP staff participated in a meeting with the UNLV Dean of School of Public Health and various other entities to discuss collaboration and action items in support of establishing a permanent tobacco-free campus policy. Staff assisted in the development of a comprehensive tobacco-free policy that was presented to the UNLV policy committee in June 2021. Staff worked with the State Tobacco Program as well as the Nevada Tobacco Quitline to assure that all UNLV staff and students seeing to quit tobacco use through the Quitline will receive free nicotine replacement therapy to support them on their quit journey. The policy is currently open to public comment.

TCP develop a new Spanish-language tobacco cessation media campaign titled "Our Kids Are Watching." Local children were recorded encouraging their parents to quit smoking. The campaign will run on TV, radio, social media, print and direct mail. TCP staff participated in 2 Cinco de Mayo community events to reach the Spanish-language community at t Bob Price Park on May 1st and the Rafael Rivera Park on May 8th. At the events, TCP staff distributed culturally tailored cessation information. The later event was also smoke and vape-free with signage and banners posted throughout the event area.

TCP staff worked with Washoe County Health District on a statewide initiative that involves creating a series of tobacco retailer educational postcards sent to tobacco retail stores in Nevada to raise awareness of the Tobacco 21 law. Other campaign elements will raise awareness of the new law among the general public. The campaign began in April 2021 and ran through June 2021 and consists of radio, online and social ads as well as targeted e-blasts to retailers.

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The Native Hawaiian/Pacific Islander and LGBTQ tobacco use survey was in field from March 1, 2021-April 10, 2021. In addition to surveys, 6 virtual focus group/listening sessions were conducted for the priority populations. This will help us gather qualitative data to improve programming. Survey results are currently being compiled into a report.

A virtual youth electronic vapor product prevention program was developed and went live on May 25, 2021. The goal of the virtual training is to increase awareness and prevent initiation of electronic vapor products and other emerging products. The training uses influential teens in a popular social media format (Tik Tok style) to dispel the myths and provide truths around vaping. As of June 2021, a total of 2,757 youth completed the training exceeding the goal of 500. The virtual training will be available until September 2021.

TCP staff created a strategic plan to increase smoke-free multi-unit housing. Properties that are already smoke-free but require additional resources will be directly contacted. TCP staff continue to support the implementation of tobacco-free policies in multi-unit housing by direct calls, in-person visits, and media campaigns. A campaign in English and Spanish aired through June 2021 and signage plus cessation materials will be provided free of charge as an incentive for policy adoption. The online housing directory currently totals 63,488 smoke-free units.

No Menthol Sunday is a national movement from the Center for Black Health & Equity with a goal to increase awareness of the dangers of menthol products and to promote quitting among the African American community. Menthol is a mint-flavored tobacco product that historically has been marketed disproportionately to Black American communities and communities of color by the tobacco industry. Data shows that menthol use among African Americans is at 77% compared to other groups such as, white at 25%, and Hispanic at 35%. (CDC). The TCP expanded this effort from just one Sunday in May, to instead every Sunday in May for a total of 5 Sundays. The SNHD No Menthol May project identified and partnered with 4 African American churches - Bethesda Ministry, Nehemiah Ministry, F.A.M.E., and the True Love Missionary Baptist Church. Starting in late April 2021, SNHD staff alongside community volunteers worked with church leaders to set up tabling events to educate and encourage parishioners to not use menthol products for each Sunday in May. Parishioners were asked to sign personal pledge cards that stated that they would be menthol-free. Each Sunday in May, Church leaders/pastors would incorporate Menthol and other tobacco facts into their sermons and or church announcements. In addition, each congregation would post corresponding social media posting on their social media pages to reinforce the message. SNHD staff with community volunteers and church members provided educational materials that promoted quitting to service attendees as they would enter or exit the buildings. Finally, all 4 churches that participated created a tobacco-free campus policy or a minimum distance policy which will eliminated or minimize secondhand smoke exposure on the church grounds.

TCP staff developed the African American smoking/vaping 'Because We Matter' campaign. The campaign consists of paid media, a website, culturally appropriate educational materials and community events and sponsorships. In June 2021, the program sponsored the Jazz in the Park series and participated in the Juneteenth Festival. TCPP staff also partnered with the Sigma Gamma Rho sorority to play culturally appropriate videos promoting cessation at the Southern Nevada Neighborhood Award Ceremony. The paid campaign will run through September 2021.

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TCP staff collaborated with statewide partners to finalize the content for the tobacco and e-cigarette flavoring website for the Attracting Addiction media campaign. The campaign and AttractingAddictionNV.com website launched in June 2021 in collaboration with Washoe County Health Department and other state partners. The website is currently being translated into Spanish. The focus of the website and associated media campaign is to educate the public on how flavored tobacco products and how they are used to attract the younger generation.

Other Efforts

OCDPHP received a new, non-competitive CDC grant to continue our efforts to reach priority populations for our REACH grant (Hispanics and African Americans) with flu and COVID-19 information and to facilitate and promote vaccination. OCDPHP staff are working with community partners to train influential messengers in the community, promote vaccine update and increase accessibility to vaccines among these populations. To date the team has:

- Continued work on the needs assessment as well as preliminary media activities
- Trained 30 influential messengers (Promotoras and CHWs)
- Participated in several earned media activities including Facebook Live video events and interviews on 87.7 and 98.1 Fiesta radio stations. The estimated reach of events is 6,000 people.
- Participated in 10 events providing education and referral reaching over 230 people
- Facilitated 13 pop up COVID-19 vaccination sites providing vaccines to over 650 people

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**Washoe County Health District (WCHD)
Chronic Disease Prevention Program (CDPP) Report**

New Staff

- In May, Kelli Goatley-Seals was promoted from Health Educator Coordinator to Public Health Supervisor, covering the WCHD's CDPP and WIC (Women, Infants and Children) programs.
- In July, Nicole Alberti was promoted from Health Educator II to Health Educator Coordinator.
- In August the CDPP welcomed Zarmish Tariq as a Health Educator II. She will be working on tobacco and cannabis related activities.
- In August the CDPP welcomed Joe Dibble as a Health Educator II. Joe is filling a new position which will be focused on injury prevention.

Section News

- CDPP staff working in tobacco prevention prepared a scope of work and budget for state funding of youth vaping prevention which was reinstated at the end of the legislative session.
- CDPP staff collaborated with NTPC to identify needs of the state and local communities and develop a scope of work and budget for American Recovery Plan funds addressing health disparities related to tobacco.
- CDPP staff continue to work with other WCHD staff on health equity efforts.

Programming

The Chronic Disease Prevention Program strives to reduce chronic disease in Washoe County by focusing on physical activity, nutrition and tobacco use and exposure. Additional responsibilities include addressing injuries, substance abuse and the public health impacts of cannabis use and exposure. Key approaches include efforts concentrating on policy, systems and environmental change.

Tobacco Prevention and Control highlights:

- CDPP staff partnered with the University of Nevada, Reno Office of Diversity & Inclusion (OD&I) to host a panel discussion on May 24th: "Tobacco & Social Justice: Flavoring Impacts on Health Inequities". The panel was in support of No Menthol Sunday in May and was part of the UNR Dialogue, Equity & Democracy series. Panel members discussed the history of flavoring as a marketing strategy in commercial tobacco, the impact on youth of flavoring in e-cigarettes, policy history leading to the proposed menthol ban and its implications for consumers, among other topics. There were 80 registrants and 45 participants to the live broadcast.
- In Q4 (April-June 2021), WCHD health educators discussed e-cigarette prevention and use with Boys and Girls Club Truckee Meadows (BGCTM) youth groups and staff. WCHD staff were among the first volunteers allowed to enter after COVID 19 restrictions, and all five area campuses of BGCTM received e-cigarette education and cessation materials for staff, parents, and youth.
- In Q4, staff collaborated with statewide partners to send educational postcards to tobacco retailers about changes in NRS related to "Tobacco 21," the law that updates NV statute to align with federal law to only sell tobacco product to those 21 and older. Postcards were sent to all

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461 Washoe County tobacco retailers. Retailers received a postcard each week for four weeks, with tobacco and e-cigarette facts and a QR code/link to the retailer tobacco sales training website <https://responsibletoabacconv.com/>.

- In Q4, staff facilitated promotion of the My Life My Quit™ youth cessation program on radio, billboards, and social media throughout Washoe County, and sponsored youth vaping prevention articles in This Is Reno and Reno Dads.
- CDPP staff collaborated with Southern NV Health District, on the statewide flavoring website www.AttractingAddictionNV.com, which went live in June with information about flavoring in e-cigarettes for parents and youth and was also promoted in Northern Nevada on broadcast media.

Physical Activity and Nutrition highlights:

- CDPP staff participated in promoting and celebrating May as Bike Month by planning and executing events, activities and messaging with community partners.
- Staff supported the Washoe County Worksite Garden at the County Complex and helped with the coordination of planting day on June 10th to promote physical activity and healthy eating in the workplace.
- Staff participated in community messaging and outreach events, providing information on the Truckee Meadows Parks Directory, physical activity and nutrition. Most information was provided in both English and Spanish. Outreach events attended:
 - July 24th Family Health Festival provided the opportunity to reach 150 community members.
 - July 31st Christmas in July, sponsored by Boys and Girls Club, provided the opportunity to reach 250-300 youth and guardians.

Cannabis and Opioids highlights:

- CDPP staff worked with community partners to plan the fourth annual Overdose Awareness Day event in the Truckee Meadows. The event was held Thursday, September 2nd from 5 – 6:30 pm, and began with a remembrance walk. Narcan, fentanyl test strips, and educational materials to prevent drug overdoses were distributed free-of-charge to attendees.

Injury Prevention highlights:

- CDPP staff have been preparing to build and grow the program's injury prevention activities with the addition of an injury prevention health educator.