

**Chronic Disease Prevention and Health Promotion Section Report  
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease  
July - November 2021**

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

**Staff**

- No staff updates

**Section News**

- No Section News to Report

**Programming**

**Chronic Disease Prevention Program (CDPP)**

**Physical Activity:**

In partnership with US Health & Human Services, our Move Your Way initiative wrapped up in September. This quarter, three Move Your Way events were held. In total, over 10 Move Your Way events were held as part of the initiative reaching over 3,600 people with opportunities to participate in physical activity and to receive physical activity materials and Move Your Way resources, primarily in Spanish. Additional materials were displayed and distributed by partners throughout the initiative and a coordinated social media presence promoted the events and shared Move Your Way messages and resources in English and Spanish. The U.S. Health & Human Services Office of Chronic Disease Prevention developed a Move Your Way Success Story that highlighted SNHD and our first Move Your Way initiative in 2018. The success story was published in September by NACCHO in an existing Compendium Resource document.

A discounted bike share program for SNAP users was launched in October. This is a partnership between the Chronic Disease Prevention Program (CDPP) and the Regional Transportation Commission (RTC). There are two discounted options available – a monthly and an annual pass. Flyers promoting the program have been distributed to partners and agencies serving SNAP recipients. To date, 8 annual passes have been sold and 37 monthly passes have been sold.

**Nutrition:**

In partnership with the RTC, Vegas Roots' Veggie Buck Truck, 3 weekly pop-ups produce markets were held in September at the RTC Bonneville Transit Station. The markets accepted SNAP/EBT, Credit/Debit and cash as forms of payment and those who paid using their SNAP card were eligible for a Double Up Food Bucks (DUFEB) coupon to use later. A press release generated multiple earned new stories including 3 television and 1 newspaper article. In total, the markets generated 157 transactions, \$888 in sales. Nearly half of the total sales were WIC, SNAP/EBT or DUFEB transactions.

CDPP staff worked with representatives from Searchlight and the Southern Nevada Food Council (SNFC) to conduct an assessment on food resources available in Searchlight. A mailer that included available food resources was mailed to over 588 residents in Searchlight in September. CDPP also worked with the SNFC to send a letter to encourage the Denny's in

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Searchlight to provide grocery services to Searchlight residents, allowing them to order essential items such as bread, meats, cheese, etc. and pick them up from Denny's. Clark County has offered to change Denny's business license to allow them to offer that service free of charge. Advocates in Searchlight are working with Denny's to submit the necessary paperwork to Clark County so that the change can be made.

CDPP worked with our partners at the University of Nevada -Extension (UNR-E) to promote National Farmers Market Week in August. A coordinated social media campaign to provide information on area farmers markets and promote those that accept SNAP as a form of payment ran during the week. In addition, one new market, Downtown 3<sup>rd</sup> Farmers Market was authorized to accept SNAP benefits and began accepting SNAP.

The Verano Sin Soda campaign wrapped up in August. The annual initiative is directed to the Latinx community and encourages people to reduce or eliminate their consumption of soda and sugar-sweetened beverages over the summer. CDPP worked with Promotoras Las Vegas to implement the annual program. In total, over 758,500 people were directly or indirectly reached through coordinated social media, community events, and Facebook live events.

The CDPP worked with the Southern Nevada Breastfeeding Coalition (SNBFC) and the Kijiji Sisterhood to sponsor several activities to promote breastfeeding during World Breastfeeding Month in August. Activities included a Breastfeeding Resource Fair during Native Breastfeeding Week at the Inter-Tribal Council of Nevada, a 'Latch-On' event, and a Human Milk Donation Drive to celebrate Black Breastfeeding Week. The CDPP also launched a

The CDPP is working with two new places of faith serving the Latinx community. Both places of faith will be implementing the Faithful Families program an evidence-based physical activity and nutrition curriculum as well as implementing the Supporting Wellness At Pantries (SWAP) program in their food pantries. The SWAP program uses a stoplight ranking system to help clients select healthier foods. Pre-implementation assessments were done at the places of faith in November. The assessment identified barriers and opportunities to implementing the SWAP program and making healthier food more accessible to pantry clients. As a result, shelves and a refrigerator were ordered to help the pantries fully implement the SWAP program.

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**Heart and Stroke:**

Participants from the first 16-week, evidence based Healthy Hearts Ambassador (HHA) Self-Monitoring Blood Pressure Program completed the course in September. The CDPP sponsored the program in partnership with the YMCA. 20 of 25 people (80%) enrolled completed the course. Of those that completed the course, 70% lowered their BP from pre to post and 35% lowered their BP to within a normal range.

A second, 'With Every Heartbeat is Life' (WEHL) class was offered at the Martin Luther King Jr. Senior Center with 10 of 12 participants completing the course. The class teaches individuals strategies to self-monitor and manage their blood pressure. Of the 10 participants who completed the class the average BP reading conducted at the first-class session was: 145/78 mmHg (High BP Stage 2 Category). Of those participants, the average BP reading conducted at the last-class session was: 134/75 mmHg (High BP Stage 1 Category). Overall, the class average systolic measure declined 11 points and 3 points for diastolic measure. Although, the post class average reading was still in the High BP Stage 1 category, it had declined from Stage 2 category at the beginning of the class.

**Diabetes:**

This quarter, 3 CDPP staff were trained as new facilitators of the DSME class. CDPP staff conducted an in-person DSME Maps class at the Heinrich YMCA. Also, in September, CDPP staff piloted a virtual DSME Maps class.

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out the evidence-based Maps Curriculum to teach classes in the community. Information about

**Community Outreach/Engagement:**

CDPP staff participated in 15 community events designed to reach priority populations this quarter. An estimated 4,000 people participated in these events. Culturally and linguistically appropriate educational materials, resources and supports were provided.

**Tobacco Control Program (TCP)**

On September 2, 2021 the UNLV University Policy Committee voted unanimously to approve a campus wide tobacco-free policy. The new policy eliminates the use of combustible tobacco products and electronic vapor products on the main campus and leased properties. SNHD staff worked with the UNLV School of Public Health to draft policy language, gather community support, and secure cessation resources. Moving forward staff will work closely with UNLV on educational and marketing pieces for students, residents, faculty, staff, and visitors informing them of the new policy and the various cessation resources available. In addition, staff will work collaboratively with the UNLV School of Public Health on an evaluation project to monitor tobacco use, attitude, behavior, and trends pre- and post-policy. The policy is expected to be effective Fall Term 2022.

The youth virtual training project was completed in September. The goal of the training was to increase awareness and prevent initiation of electronic vapor products and other tobacco products. The virtual training used influential teens in a popular social media format (Tik Tok style) to dispel the myths and provide truths around vaping. The total number of youth trained to date is 7,636. Relatedly, 41 teen social media influencers in Southern Nevada were trained as message ambassadors for our youth vaping prevention movement called BreakDown. Teens post to their personal social media accounts preapproved social media blocks with vape prevention and educational messages. The teens will use their personal social media networks and influence to amplify their vape-free lifestyle to combat the influx of pro-vape imagery and promotion on social media.

TCP staff participated in the Las Vegas Lights soccer event held on July 14 and September 25, 2021 at the Cashman Field. Staff promoted cessation services prior to the beginning of the game. During the game, event organizers promoted the Spanish cessation initiative – Por Mi Por Ti Por Nosotros Viva Saludable. Messages about smoke and vape-free living were transmitted and a video to promote cessation in Spanish was played during the half-time show. Staff also

SNHD hosted a signature Native Hawaiian Pacific Islander music concert that promoted tobacco-free lifestyles on September 25th at the Green Valley Ranch Grand Events Ballroom. The event was filled with community leaders, Kumu hulas, hula dancers, and others. Hawaiian

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award-winning recording artist Josh Tatofi performed and entertained the guest. Tobacco cessation resources were displayed throughout the venue and were distributed to the 800 event attendees. The

On Friday, August 6, eight high profile local drag queens hosted a performance at Area 15 to promote tobacco cessation and the tobacco-free lifestyle as part of CRUSH, the Southern Nevada Health District's Lesbian, Gay, Bisexual, Transgender tobacco prevention initiative. The performers are popular in the community as 4 of them have been featured on the national TV show Ru Paul Drag and the other 4 are resident performers at various LGBTQ+ nightclubs in Southern Nevada. In addition to performing in the show all 8 posted tobacco prevention messages on their social media networks amplifying our CRUSH movement with their followers.

Staff continues to encourage and support the implementation of tobacco-free policies in multi-unit housing by direct calls, in-person visits, media campaigns, etc. Signage and cessation materials are provided free of charge as an incentive for policy adoption. The TCP sponsored a table at the National Association of Residential Property Managers (NARPM), Property Management Symposium at Red Rock Resort & Casino on 7/29/21. Staff had the opportunity to directly network with multi-unit housing managers and other staff working in the housing field. Staff promoted the smoke-free housing initiative, "Be Healthy, Breathe Easy, Live Smoke-Free." The event had over 100 attendants. S

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**Other Efforts**

OCDPHP has 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 among these populations. This quarter:

- NICRP staff completed final updates to the COVID-19 and Flu Vaccination Survey Reports/Needs Assessment with African Americans and Hispanics (REACH priority populations). Needs assessment findings will be used to target intervention and social marketing efforts throughout the project. Additional focus groups with young adult Latinx and African Americans will be held in December to further explore vaccine hesitancy.
- To date, 97 influential messengers have been trained by SNHD staff and contractors
- Staff and contractors participated in multiple community events to distribute information and promote vaccination to over 5,000 people.
- To date, 30 pop up vaccine clinics were offered in REACH priority zip codes vaccinating 392 people for COVID-19 and 62 people for flu. Nearly 90% of those vaccinated were from one of our priority populations.
- A targeted media campaign to promote flu vaccination among priority populations launched. Over 273,000 people have been reached multiple times through various communication efforts/campaigns.

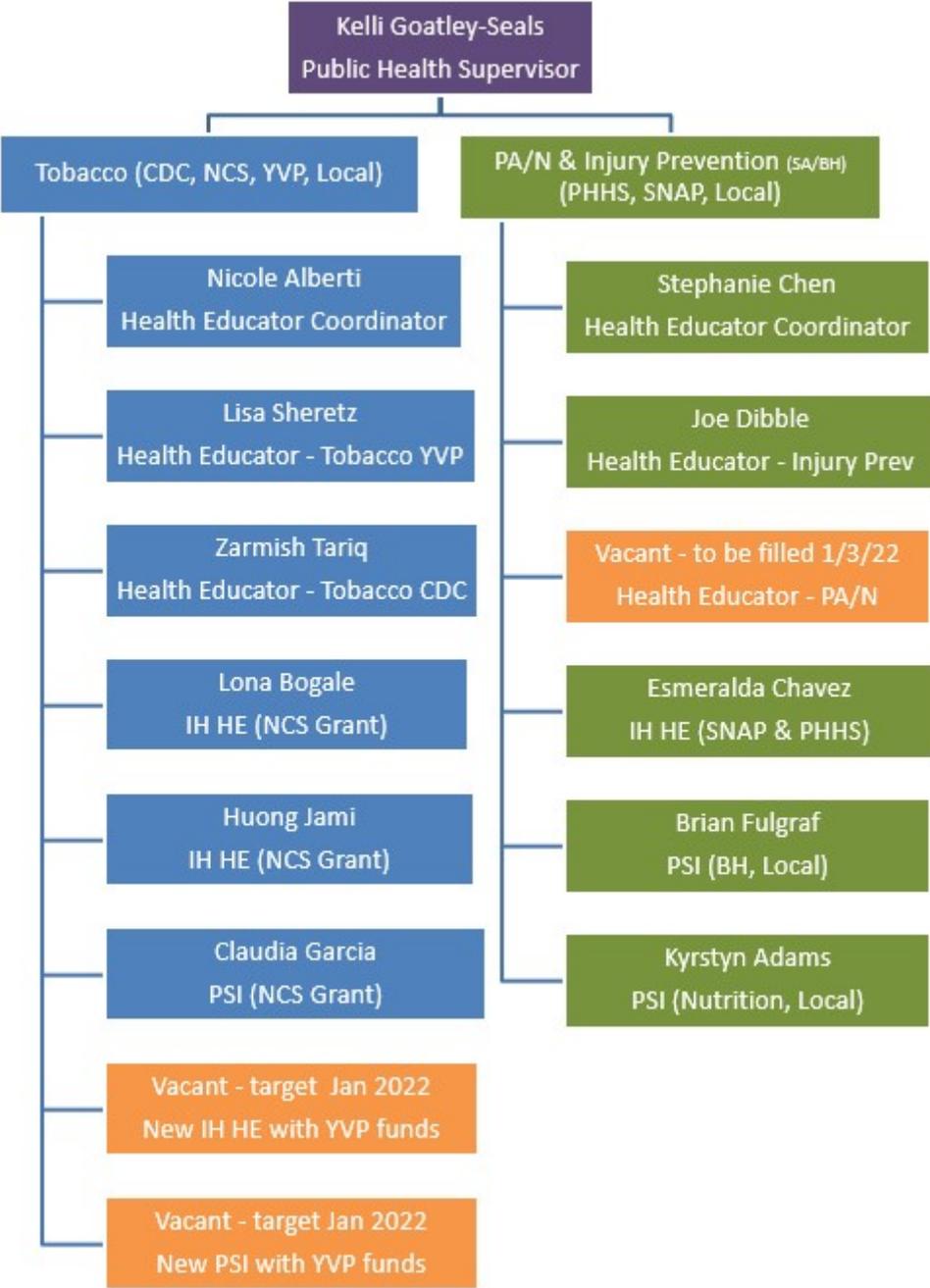
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November 30, 2021

**Washoe County Health District (WCHD)  
Chronic Disease and Injury Prevention (CDIP) Program Report**

**Staff**

- The past six months have brought new staff and a restructuring of the program. Most recently the program added a second Health Educator Coordinator and divided coordinator tasks between the two coordinator positions. In January the program will fill the vacant Health Educator position focusing on physical activity and nutrition. Organization chart:



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**Section News**

The program rebranded itself with the addition of a health educator focusing on injury prevention efforts. The program is now referred to as Chronic Disease and Injury Prevention (CDIP)

**Programming**

The Chronic Disease and Injury Prevention Program focuses on the modifiable risk factors of tobacco use and exposure, lack of physical activity, and poor nutrition. In recent years, the focus has been expanded to include injury prevention and responsible cannabis use, including eliminating secondhand cannabis smoke exposure. These modifiable risk factors impact the top five leading causes of death in Washoe County, and by moving the needle on these risk factors the CDIP Program aims to reduce illness and premature deaths in Washoe County and improve quality of life of those that live, work, and visit our community. Key approaches include efforts concentrating on policy, systems and environmental change.

**Tobacco Prevention and Control highlights:**

- In collaboration with the Nevada Cancer Coalition and Nevada Tobacco Prevention Coalition, staff presented at the September 13th Sparks City Council meeting on Smoke-Free Truckee Meadows Efforts.
- Staff presented e-cigarette/vaping education to Health District Family Planning Clinic staff and supplied prevention and cessation materials.
- Staff met with Dilworth Middle School Principal to establish a pilot e-cigarette prevention program designed to support students, parents, educators, and the neighborhood community in avoiding e-cigarette use and promoting healthy choices.
- Staff participated in the state Tobacco Quitline Evaluation Committee to review proposals and make recommendations on the Nevada Quitline vendor for next four years.
- Staff participated in the annual Nevada Tobacco Prevention Coalition strategic planning session.

**Physical Activity and Nutrition highlights:**

- Staff coordinated the hiring of a new full time Health Educator vacated by Stephanie Chen when she assumed the Health Educator Coordinator position.
- Staff hosted a table with resources about CDIP and other Health District resources at the Incline Village General Improvement District annual health fair for over 100 Incline Village residents.
- Staff presented at the WCSD School Nurse staff meeting on November 18<sup>th</sup> to discuss the height and weight support funds offered through the PHS Block Grant for NRS 392.420. Privacy screens, scales and stadiometers were identified as equipment needed to help in the collection of students' height and weight.

**Cannabis and Opioids highlights:**

- Staff supported and participated in the DEA Prescription Drug Take Back event on 10/23, collecting unused prescription medications to reduce the incidence of prescription drug overdose and abuse.
- Staff assumed responsibilities for the Washoe County Substance Abuse Task Force; CDIP staff is serving as co-chair of the group.

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- Staff developed and presented a public comment to the Cannabis Advisory Committee – Public Health Subcommittee to show support for strategies to keep air quality safe in cannabis lounges.

**Injury Prevention highlights:**

- Staff assumed responsibilities for the BUILD - HELLO Project, which is working towards the goal of improving the mental health and well-being of seniors in zip code 89512. Staff coordinated free public transportation and vaccinations for seniors at the inaugural Hello Project - 89521 senior Neighborhood Connection event that took place on 11/6.
- Developed significant community connections with organizations working on aspects of injury prevention and determined their scopes and gaps.



To: Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease

From: Nicki Aaker, Director; Carson City Health and Human Services

Date: January 27, 2021

Subject: Carson City Health and Human Services Report

### Staffing

Veronica “Roni” Galas has started the Adolescent Health Public Health Educator position and is in full swing of working to get classes scheduled. She is still assisting Clinical Services, as needed.

### Chronic Disease Updates

#### Adolescent Health Education –

- In September 2021, two Sexual Risk Avoidance Education (SRAE) classes were conducted - One class at the Carson City Community Center with 2 students; and Virginia City Middle School with 18 students.
- In October 2021, one Personal Responsibility Education Program (PREP) class was conducted at Western NV Rural Youth Center – 7 individuals attended.
- Staff are seeking training and updated materials to be able to offer Families Talking Together Training, dates are still to be determined. Families Talking Together is a parent-based intervention to prevent and/or reduce sexual risk behavior among adolescents. The main components of the intervention are parent discussions with an interventionist and a family workbook designed to teach parents effective communication skills, build parent-adolescent relationships, help parents develop successful monitoring strategies, and teach adolescents assertiveness and refusal skills. The program can be delivered to parents either individually or in small group sessions, in a range of settings.

\*Both the SRAE and PREP courses consist of 8 one-hour modules. The classes facilitated at the youth correction facilities see youth transitioning in and out of the facilities. They may be able to go home during the time we are facilitating the course or are entering the facility during our time with them. Hence, the fluctuation in the numbers at the facilities.

#### Ryan White -

Ryan White Program Services Provided					
	2019	2020	Q121	2Q21	3Q21
Number of clients	1,591	525	101	103	107

Frances Ashley, an artist herself, initiated the 2021 World AIDS Day Art Exhibit, which now will be an annual event. This is an opportunity for individuals either living with HIV/AIDS or those with family members or friends living with HIV/AIDS to express their thoughts, feelings, and/or experiences through art. It became an international event with individuals from the Philippines and India. The art exhibits were displayed in the lobby of CCHHS throughout the month of December.



#### Tobacco Control and Prevention

- CCHHS' Tobacco program staff continues to participate in Nevada Tobacco Prevention Coalition as members.
  - Monitoring meetings regarding Cannabis Advisory Commission recommendations for the Cannabis Compliance Board.
- CCHHS' Tobacco program staff is working to finalize a smoke-free toolkit for multi-unit housing Owners/Property Managers.
  - Assisting local multi-unit property, Carson Hills, to go smoke-free, includes 370 units.

- Participating on WNC Healthy Campus committee
  - Assisting with strengthening WNC's tobacco policy; will be surveying campus /educating students about policy, providing additional signage (poster for bathroom stalls), and possible discussion of installing vape monitors for campus bathrooms.
- Reaching out to Behavioral Health Facilities inquiring about being tobacco-free campus.
- CCHHS' Tobacco program staff are currently reaching out to organizations and offering to present to youth.
  - Presented at:
    - Pa Wa Lu Middle School
    - Virginia City Middle School
- CCHHS' Tobacco program staff are collaborating with statewide partners, Southern Nevada Health District (SNHD) and Washoe County Health District (WCHD) on an educational flavoring campaign called Attracting Addiction website: [attractingaddictionnv.com](http://attractingaddictionnv.com)
  - September 2021 - web visitors: 9,408
  - Working on development of social media and education material and updates to website.
- CCHHS' Tobacco program staff collaborated with Healthy Community Coalition and Partnership Carson City to develop educational flavoring clips for youth and adult influencers. These promote the Nevada flavoring education website: [attractingaddictionnv.com](http://attractingaddictionnv.com).
  - On CCHHS YouTube channel -
    - Video 1: Watch time: 30 minutes; Views:17; Reach: 124
    - Video 2: Watch time: 19 minutes; Views: 7; Reach: 108
    - Video 3: Watch time: 10 minutes; Views: 7; Reach: 128
  - Clips were placed in movie theater: Reach July-September was 496 individuals
    - Ironwood Stadium Cinema 8 in Minden: 30 sec ad for 8 screens
    - Carson Stadium Cinema in Carson City: 30 sec ad for 8 screens
    - Galaxy Theatres in Carson City: 15 sec ad for 10 screens
  - The CDC's Tips from Former Smokers Campaign® 10<sup>th</sup> Anniversary is this year. The campaign began March 2021 and ended at the end of September 2021; these are featured on television by the CDC. CCHHS has supported by doing a social media campaign:
    - Facebook, Reach: 6,197
    - Twitter, Reach: 36
    - Instagram, Reach: 1,011

#### Other news, including staff training

- Webinars/Conferences
  - September 2021
    - ASH (Action on Smoking & Health): Why Menthol Bans Protect African Americans
    - ASTHO Chronic Disease: The Way Forward: Sustaining and Amplifying Tobacco Cessation Strategies
    - 2021 Nevada Public Health Association (NPHA) Annual Conference

- October 2021
  - Nevada Tobacco Prevention Coalition (NTPC) Strategic Planning
- November 2021
  - Estimating Biases in Smoking Cessation: Evidence from a Field Experiment by UCSF

#### Chronic Disease Division Quality Improvement (QI) project – Branding and Video

Chronic Disease Prevention & Health Promotion (CDPHP) Division’s programs have identified a barrier with how services are promoted and offered as part of CCHHS due to COVID. The goal of this project is to gain recognition for the Division which will allow programs within the division to be highlighted.

- A logo was developed for identification.



- The design was pulled from the CCHHS' logo with the mountain design, triangles were used to represent mountains but also to represent a modular vision of each division connected in similar shape but differentiated in colors.
- The Chronic Disease Prevention & Health Promotion (CDPHP) Division selected a logo that was green to grey scale, with CCHHS identified at the top and programs within the CDPHP Division listed at the bottom (tobacco, adolescent health, diabetes, and Ryan White program). This offers more immediate recognition through the connection to CCHHS at the top and requires less branding awareness and promotion on behalf of CDPHP division.
- It’s a new combined logo which is important for identification and to communicate to the public the identity of the CDPHP Division as a collective group.
- An animated outreach video was developed to highlight CDPHPs’ four programs: Tobacco, Adolescent Health, Diabetes and Ryan White Program. The video has currently been disseminated through the CCHHS CDPHP webpage, CCHHS lobby and social media (Facebook and YouTube). Video length is about 2 minutes.
  - Dissemination plan is being developed
    - YouTube/Facebook; Watch time: 20 minutes; Views: 18; Organic Reach: 59
  - CCHHS Lobby
    - Watch time: 7.5 hours; Views: 201; Organic Reach: 4500

## Accreditation

- Re-accreditation documentation submitted on 11/18/21
- Next Steps -
  - PHAB's review of documentation
  - Request for more documentation or explanations
  - Virtual site visit
  - Public Health Accreditation Board Decision

## Community Health Needs Assessment Update

- 2023 Community Health Needs Assessment – Will be collaborating with Carson Tahoe Health on some of the next Community Health Needs Assessment since both institutions need to complete one.

## Community Health Improvement Plan

- Access to Healthcare – no new developments
- Behavioral Health – Carson City Behavioral Health Task Force – new strategic plan in progress
- Nutrition – no new developments

## Quality Improvement Projects (overseen by the Performance Management Team)

- Completed projects
  - PHP – Vaccine Outreach Accountability and reconciliation
- Open projects
  - Administration – Employee Satisfaction - Communication
  - Chronic Disease Prevention Health Promotion (CDPHP) – Video and Brand
  - Clinic – Streamline Women's Health Connection Process, Storyboard in progress
  - EH – SWEEPS (EH database) Audit
  - EH - Septic/Well Scanning Project

**Elko County Health Board**  
**Chronic Disease Prevention and Health Promotion Section Report**  
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**October 2021**

**New Staff**

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

**Section News**

For the fourth 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 July Social Media Campaign reached 15,255 people and had 985 post interactions. The August Social Media Campaign reached 8,400 people and had 564 post interactions. We did not receive an article from CB Nutrition for the month of September. This quarter we have received mixed reviews on the article due to people correlating these articles with COVID and some reviews have been negative. 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.

## **Nevada Institute for Children's Research and Policy**

### **Annual Report Summary**

**Project Period: 7.1.21 to 11.30.21**

***Goal One:** Through the facilitation of a Statewide Workgroup, track and evaluate the implementation of objectives outlined in the Nevada Early Childhood Obesity Prevention State Plan (0-8 years) to address preventive behaviors and environments influencing childhood obesity among the early childhood population in Nevada.*

During this project time period, NICRP convened 1 meeting on September 21, 2021 with the EC Obesity Prevention Workgroup to track and evaluate the implementation and progress of The Nevada State Early Childhood Obesity Plan. The workgroup is made up of 14 individuals representing 12 agencies within Nevada. A few new members have joined the workgroup since NICRP took over this project. NICRP continues to reach out to organizations that should be represented within the workgroup. At the end of this project year, the EC Obesity Workgroup consisted of the following members:

Laura Urban, Nevada Division of Public & Behavioral Health, CDPHP

Patricia Segura, Nevada Division of Public & Behavioral Health, CDPHP

Nicole Bungum, Southern Nevada Health District

Amineh Harvey, Southern Nevada Health District

Emily Champlin, Office of Early Learning and Development, Nevada Department of Education

Rayona Lavoie, Washoe County Health District

Marty Elquist, The Children's Cabinet

Amanda Haboush-Deloye, Nevada Institute for Children's Research and Policy

Anne Lindsay, UNR-Extension

Jose Melendrez, Nevada Minority Health and Equity Coalition

Erika Hovater, State of Nevada Child Care Licensing

Rose Sutherland, Nevada Department of Agriculture

Kendall Lyons, Children's Advocacy Alliance of Nevada

Gabriela Buccini, Department of Environmental and Occupational Health, UNLV

The workgroup has been working diligently on tasks within the state plan. The previous state plan timeline was set to end at the end of September 2020; thus, the workgroup worked over the year to develop and complete the new iteration of the state plan. The new state plan includes comprehensive strategies that would reduce early childhood obesity across the state, and identifies specific objectives and activities that the committee will be working on over the next 5 years.

**Goal Two:** *Develop and implement changes to policies, practices, and initiatives addressing childhood obesity among the early childhood population in Nevada through education/training, outreach, and coordinated partnerships and collaborations.*

The 2017-2021 state plan is divided into three sections: (1) education, (2) community, and (3) infrastructure/capacity building. The activities and strategies within these sections are taken on by organizations represented within the workgroup. Workgroup members are asked to provide quarterly updates on accomplishments within their tasks and activities.

Within the education section, the committee has developed strategies and outcomes that focus on providing technical assistance on the development of the wellness plan, provide registry training, increasing utilization of toolkits to EC providers and parents, and work on aligning local and state policies and regulations regarding food handling in EC settings. The following updates have been provided during this project year:

- Technical assistance was provided to 27 providers on topics such as breastfeeding; nutrition; and physical activity.
- UNR-Extension partnered with Garden Farms Foundation and the community garden curriculum was piloted in 2021 and results should be available in the next project year.

	<b>Q4</b>
PAN Training	27

The community section takes a focus on attending community events, increasing public knowledge and use of online toolkits, developing a media campaign on messaging EC obesity prevention, and engaging with non-ECE providers that work with children 0-8 through training in state/local conference and summits. The following updates have been provided during this project year:

	<b>Q4</b>
Tabling Events	4
# People	1560
Newsletters/Blogs	3

- Partners attended 4 community events reaching approximately 1560 individuals, distributed information via 3 newsletters or blogs reaching approximately.
- NICRP attended 4 community events where 554 EC Obesity resources were distributed to parents, grandparents, and caregivers.
- NICRP presented EC Obesity material and the Southern Nevada EC Advisory Council Meeting, discussed alignment of the strategic plan at a subgroup of the Nevada EC Advisory Council.
- NICRP boosted Facebook posts during Early Childhood Obesity Prevention month and reached over 28,000 people and 1044 individuals engaged with the post. In addition, NICRP sent out a newsletter to 908 partners with an Early Childhood Obesity Prevention month toolkit that could be used to promote the month.

NICRP continues to be committed to sharing and discussing the state plan with key decision-makers, stakeholders, and potential partners during the next project year. Outside of attending meetings with

key decision-makers, stakeholders, and potential partners, NICRP plans to continue attending webinars and conferences to learn about the best ways to impact and influence early childhood obesity within the state of Nevada.