

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 2022

New Staff

Here at Elko County, we have a new Social Services Supervisor and the current Public Guardian Kathleen Jones.

Section News

This quarter we have been posting articles on our Social Media platforms along with county website. This articles following the Healthy People 2030 objectives.

Elko County has also hired a Public Health Nurse and she is currently focusing on vaccination efforts for the underserved in Elko County. She also assists with finding and collaborating on Public Health Articles to post to our website and Social Media outlets.

Unfortunately, our Public Health Nurse is relocating and her last day with Elko County will be July 22, 2022.

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.

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

Staff

- No Staff Updates to Report

Section News

- No Section News to Report

Programming

Chronic Disease Prevention Program (CDPP)

Physical Activity:

CDPP partnered with the RTC to expand the Bike Share network and in May, a new bike share kiosk was added on Martin Luther King Jr. Drive and Alta Drive in May. This is the first bike share station kiosk on the west side of the I-15 freeway and extends the bike share network from downtown to the Medical District and surrounding neighborhoods. A media event was held in May for the grand opening generating earned media on local television stations. The new kiosk includes advertising promoting the reduced fare bike share pass for SNAP recipients, which is also supported by CDPP.

CDPP launched two complimentary initiatives, Move Your Way Summer, and Soda Free Summer/Verano Sin Soda. The Move Your Way Summer Initiative provides opportunities and encourages physical activity throughout the summer months. Verano Sin Soda provides education on sugary beverages and challenges people to pledge to reduce or eliminate sugary beverage consumption over the summer. Activities and outreach are provided in English and Spanish. News releases were issued and generated earned media on Channel 3, Channel 8, and an interview with LVRJ 7&7 Español. Our partners, Las Vegas Promotoras also participated on 4 Spanish-language radio programs to promote the initiatives.

Activities during to date to promote the initiatives included:

- City of Henderson- Glow Bike Ride Event (estimated 100 people received MYW resources)
- Cinco de Mayo event (estimated 100 people received MYW and Verano Sin Soda resources)
- Marketon Supermarket- Community Health Fair (estimated 60 people received MYW and Verano Sin Soda resources)
- Comunidad Migrante Cinco de Mayo event (estimated 100 people recieved MYW and Verano Sin Soda resources)
- REACHLV-Virtual physical activity class (411 people participated and 2,644 people additional views online)
- Clark County Splash Bash (250 people received MYW materials)
- North Las Vegas Pool Reopening (300 people received MYW materials)
- Over 1,200 people participated in MYW Summer and Verano Sin Soda activities to date and over 2,600 participated in online activities.

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CDPP partnered with UNLV School of Public Health, RTC, and City of Las Vegas to develop a Decision Support Tool (DST). The online tool can be used by planning, transportation, and public works professionals to access data and recommendations for incorporating health and equity considerations in planning, transportation, and public works projects. A training on the DST for local jurisdictions was held in May. Representatives from RTC, Clark County, City of Las Vegas, City of Henderson, UNLV and SNHD attended the training. The training included an overview of the tool and opportunities to test the tool on a public works project. City of Las Vegas Public Works has committed to using the tool on selected projects as part of their ongoing scoping and planning process. The tool will be hosted on the RTC website making it available for other jurisdictions that may want to utilize it.

CDPP is supporting opportunities for low-income youth to participate in sports and other organized physical activities. This spring, we sponsored the Greater Youth Sports Association soccer season, providing free or reduced-cost access to over 800 youth. We also partnered with Desert Reign and the Pathway from Poverty initiative to provide 2 weeks of summer break Sports and Nutrition Camp to over 50 students at Manch and Lowman Elementary Schools.

Nutrition:

Pop Up Produce Markets resumed in April and ran through June with an added stop at SNHD in addition to the RTC Bonneville Transit Center. The markets offer low-cost, fresh locally and regionally grown produce and help increase access to affordable, healthy food for low-income residents. The markets accept SNAP benefits and issue Double Up Food Buck coupons (DUFB) for those eligible. A marketing campaign was developed to promote the markets and a press release generated several earned media opportunities. CDPP staff developed and provided nutrition education materials during the markets including a recipe book with low-cost recipes. The markets will resume in September. Market numbers:

- \$3,900 in total sales (approximately 20% were SNAP/EBT sales)
- \$355 in DUFB coupons distributed
- 2,500 lbs. of produce sold

CDPP is partnering with the City of Henderson and Green Valley Grocery to pilot a Healthy Corner Store initiative in 2 Green Valley Grocery locations. An assessment was completed that identified the healthier and SNAP-eligible options available in the stores and assessed in-store marketing. Customer surveys were also conducted. A marketing plan was developed to identify signage and marketing opportunities to promote healthier and SNAP-eligible foods and small in-store changes that could be made to increase access to healthier foods. Marketing materials including signs, logos, shelf-tags, posters, and bus stop shelters were developed. Materials highlight healthier options and SNAP-eligible foods and provide nutrition education. Marketing materials were installed in both pilot locations in May. An assessment of SNAP purchased will be conducted in the fall to help evaluate the pilot project.

Faithful Families classes wrapped up at Iglesia Puertas de Alabanza Ministerios de fe and Iglesia Maranatha. Over 50 people attended the classes, offered in Spanish. Faithful Families is an evidenced-based physical activity and nutrition program developed to be taught in places of faith. The Supporting Wellness at Pantries (SWAP) program was also fully implemented in both places of faith.

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Heart and Stroke:

In honor of Hypertension Awareness Month, CDPP staff participated in several screening and educational events to promote hypertension awareness and self-management.

- In addition to regularly scheduled BSHOP and BeSHOP screenings, the CDPP team participated in 4 community screening events at the Cinco de May event, West Las Vegas neighborhood health fair, Victory Baptist Church health fair and Lake Tonopah Senior Living complex.
- 99 people received screening, education and referral as appropriate at the May community screenings
- CDPP partnered with the 100 Black Men of Las Vegas to provide a virtual youth cooking class in May for youth and their families. The class featured a heart-friendly dish and participants received all ingredients to make the dish. 30 people participated in the cooking class.

In honor of Men's Health Month, CDPP's Barber Shop Health Outreach Program (BSHOP) hosted another 'SHOP TALK' in June at Masterpiece Barber School. The event was moderated by Pastor Kelcey West and included a panel of 5 experts from the fields of health care, mental health, and professional athletics. The event facilitated open discussion in a safe environment about the impact of heart disease in Black men and factors that contribute to it including stress and mental health factors. Over 55 people attended SHOP TALK. Prior to the event, a podcast featuring Congressman Steven Horsford was held to promote the event and raise awareness of hypertension.

The BSHOP program year wrapped up in June with the CDPP team exceeding their screening goal for the year. Our goal was to screen 175 men for hypertension and prediabetes and in total, we screened over 325 people during the year. Each person screened is provided with culturally appropriate education and referrals. In addition to BSHOP screenings, CDPP participated in 6 other community screening events during June reaching 95 people.

CDPP staff taught another With Every Heartbeat is Life (WEHIL) class at the Martin Luther King Jr. Senior Center. The class was capped at 10 people, with another 12 still on the waiting list for the next class. Class participants are taught how to better manage their hypertension and heart health using a culturally tailored approach.

CDPP sponsored the Healthy Heart Ambassador Program in partnership with the YMCA. The HHA program is a self-monitoring blood pressure program where participants learn to better manage their hypertension through self-monitoring. They are also provided with education, individualized support, and a free blood pressure monitor for home use as well as a 4-month membership to the Y. 25 people participated in the session that ended in June.

Diabetes:

During this reporting period, CDPP staff facilitated 2 Diabetes Self-Management, Education & Support (DSMES) classes. To date, we have offered completed 6 DSMES classes this program year. We have also provided access to our DSMES curriculum through our lending library to a community health educator who will be leading classes at the UMC Healthy Living Institute.

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Unfortunately, due to the rise in COVID cases, a 7th DSMES class scheduled for June had to be postponed.

Also, this reporting period, CDPP staff partnered with the Heinrich YMCA to pilot the Healthy Kids Conversation Maps program for kids attending spring break camp at the YMCA in April. CDPP staff provided training for YMCA camp staff on how to implement the Healthy Kids Conversation Maps program as well as workbooks, facilitator guides and curriculum to use during the pilot. CDPP also provided jump ropes for kids who participated in the program. The pilot program was a success with over 25 kids participating. Plans are underway to expand the pilot to summer camp programs next year.

Community Outreach/Engagement:

The CDPP CHW participated in 10 community events during this reporting period to promote CDPP programs and connect the community to available resources. Approximately 3,000 people participated in the events. Culturally and linguistically appropriate educational materials, resources and information were provided.

CDPP staff provided hypertension and diabetes presentations to 25 residents of low-income senior living complexes.

Tobacco Control Program (TCP)

In March 2022, staff worked with the Las Vegas Aviators, the city's professional Triple-A baseball team of the Pacific Coast League (PCL) and affiliate of the Oakland Athletics to declare the Las Vegas Ball Park a smoke-free facility. The new policy prohibits the use of all smoke and tobacco products, including cigarette, chewing tobacco, e-cigarettes (including Juul) and all vapes on Ballpark property. The ballpark has a 10,000-seat capacity. Signage will be posted at all entrances of Las Vegas Ballpark, and fans can expect to see educational messaging to be shared throughout Aviators' games all year. The policy takes effect on opening day April 5, 2022.

Staff continues to update and distribute educational materials on flavored tobacco products at strategic locations and events. The Attracting Addiction brochure was translated in Spanish and will inform the Latinx community about flavored tobacco products, policies, and e-cigarettes. Staff and media partners continue to maintain and update the statewide flavoring website (AttractingAddictionNV.com). The website uses Nevada-specific data to provide information on flavored tobacco products, including menthol, suggested policy changes, and cessation and prevention resources to raise awareness and reduce sales of tobacco-related flavored products.

In April 2022, UNLV publicly announced the tobacco and smoke-free policy, resulting in more than 25 media coverage opportunities to date. The policy will go into effect on August 15, 2022. Staff attended the April Board of Health meeting at the Southern Nevada Health District, where

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UNLV's Dr. Shawn Gerstenberger and Max Gakh, JD were named SNHD's 2022 Public Health Heroes for their work supporting UNLV's smoke-free policy adoption.

The smoke-free multi-unit housing program was selected as a Promising Practice by the National Association of County and City Health Officials (NACCHO). The application will be featured in the Model Practices Database for other local health departments to review and replicate.

During May, staff implemented the No Menthol May campaign in 8 African American churches and places of faith. No Menthol May is a nationwide initiative to promote cessation and independence from menthol flavored products in the African American community. This signature campaign consisted of 40 smoke and vape-free events.

Staff sponsored a sports outreach pylon 7 on 7 tournament reaching 400+ youth on May 28-29 at Aventura Park in Henderson. Information about the dangers of electronic vapor products was distributed to attendees.

Because We Matter, the initiative to address smoking and vaping in the African American community, partnered with Clark County Parks and Recreation to support the Jazz in the Park Series in being smoke and vape-free. Culturally tailored educational resources were distributed to the priority population to increase awareness, prevent initiation, encourage cessation, and promote the Nevada Tobacco Quitline. Staff participated and provided sponsorship to 48 local events with a large African American attendance.

Staff participated in three Hispanic-focused Cinco de Mayo and one soccer event with Las Vegas Lights with a combined attendance of over 3,000 people hosted by commissioner Marilyn Kirkpatrick at Bob Price Recreational Center. Staff provided culturally tailored resources through the Por Mi Por Ti Por Nosotros initiative to raise awareness of the dangers of smoking and vaping. Cessation resources were also provided.

Staff collaborated with media vendor to create the What's Your Reason series that will run in print, radio, tv, and social media during May and June. This 4-part campaign series is culturally and linguistically competent to the African American community and will be used to increase awareness, prevent initiation, encourage cessation, and promote the Nevada Tobacco Quitline. The campaign consists of radio, TV, print, web banners and social media ads. The campaign will provide education to African Americans on tobacco and menthol flavored products, how the African American community is disproportionately affected and targeted by the tobacco industry and promote the Nevada Tobacco Quitline.

Staff held an event to promote the adoption of smoke-free housing policies among local community managers called "Smoking is a Drag" and it involved the collaboration of the Garden Las Vegas and the Nevada State Apartment Association. Over 40 property managers and MUH community stakeholders attended the event.

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The Tobacco Control Program partnered with the Nevada Institute for Children's Research and Policy to complete the 2022 Nevada Adult Tobacco Survey. The purpose of the Nevada Adult Tobacco Survey is to assess current rates of the use of tobacco products as well as the knowledge, attitudes, beliefs, and perceptions of tobacco product use and cessation behaviors among Nevada residents.

Staff implemented a youth targeted educational tobacco initiative called "Facts Facts." This project was promoted using social media networks (Facebook, Instagram, TikTok and Snap Chat). "Fast Facts" featured high school teens dispelling the myths about vaping and proving the truth about the dangers of experimentation and flavors. The educational tobacco initiative also promoted the My Life, My Quit resource.

Island eNVy is SNHD's tobacco prevention and control's Native Hawaiian and Pacific Islander initiative which is dedicated to educating the Native Hawaiian/ Pacific Islander (NH/PI) community about living tobacco-free lifestyles and being Strong, Proud, and Healthy. Staff hosted a 3-day educational summit for local youth called INSPIRE. The INSPIRE summit took place from June 21-June 23 at UNLV. The goal of INSPIRE was to incorporate the traditions and teachings of Hawai'i culture from knowledgeable instructors and community leaders within the local Hawaiian community. The goal of INSPIRE is to connect Hawaiian culture and health and inspire them to live smoke and vape-free. In addition, culturally and linguistically appropriate printed materials that promoted available tobacco cessation resources were distributed. A total of 127 students between the ages 12-18 attended the summit.

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. During this reporting period:

- Planning continues for focus groups with Hispanic/Latinx young adults to assess attitudes, behaviors and beliefs related to COVID-19 and Flu vaccination. These findings will supplement previously conducted surveys to better understand disparities in vaccine update among priority populations.
- To date, 230 community-level spokespersons have been trained by SNHD staff and contractors
- Staff and contractors participated in multiple community events to distribute information and promote vaccination. To date, over 16,286 people have participated in these events and over 84% of attendees were from priority populations.
- During this reporting period, 39 pop up vaccine clinics were offered vaccinating 452 people for COVID-19 and 70 people for flu. Nearly 95% of those vaccinated were from a racial or ethnic minority group.

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- Planning for a targeted media campaign to promote flu vaccination is underway and media will begin running in September.

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

Staffing

The WCHD CDIP program maintains level staffing of full-time staff. The team's intermittent hourly and public service intern staff were reduced due to cuts in grant funds, primarily Youth Vaping Prevention funding. The CDIP continues to engage the WCHD community health workers to support community outreach within the program. This summer the WCHD expects to bring on an office support specialist, who will support the CDIP program with 50% of their time. This will help relieve staff from some administrative duties, allowing them to dedicate more time to program activities.

Section News

The CDIP team is preparing for strategic planning to outline a vision for the program's next 3-5 years.

Programming

The Chronic Disease and Injury Prevention Program (CDIP) 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 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:

- Staff worked with the Reno Aces to adopt a tobacco free policy at Greater Nevada Field. The change includes signage, a press release and other public media communications, video messages from players, and the opportunity to participate in Family Sundays at the ballpark for the CDIP program and key partners. Several CDIP staff and partners helped highlight tobacco prevention and control during games when they were invited to start games by throwing out the first pitch.



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- Staff presented tobacco prevention and cessation education (including youth vaping) to the following audiences:
 - Students, teachers, and staff at Incline Middle School
 - Parents at a Boys and Girls Club parent education (both Eng/Sp)
 - Community partners and healthcare providers participating in Join Together Northern Nevada Coalition
- Two staff attended the National Conference on Tobacco or Health, a long-standing gathering of tobacco control professionals sharing best practices and policies to reduce tobacco use.
- Staff conducted the Standardized Tobacco Assessment for Retail Settings (STARS) survey with 67 tobacco retail establishments located within Washoe County. This tool was designed for tobacco control practitioners to inform state and local policies for the point of sale. Local and statewide data will be compiled by the state and available FY23.
- Staff conducted a Tobacco Retailer Coverage Study of 36 tobacco retailers within Washoe County by randomly chosen census tracts which will be compared with Synar reporting data (tobacco sales to minors). Local and statewide data will be compiled by the state and available FY23.

Physical Activity and Nutrition highlights:

- The Wolf Pack Coaches Challenge is a program for elementary and middle schools which includes education and encouragement of physical activity and nutrition. This year's challenge concluded with participation from 37 classrooms and two PE classes (approximately 950 students). Teachers expressed appreciation of the program and shared positive remarks their students had about participating in the program.
- WCHD held a media day event in April to announce the Healthy Corner Store – Grab Healthy initiative. Staff provided interviews in English and Spanish to interested media. Media that attended included: KTVN, KRNV, KOLO, FOX11, KUNR, This is Reno and Enterate. All three participating stores now offer canned and frozen fruits and vegetables. Staff are conducting customer and store owner surveys for the evaluation phase and will continue recruitment and engagement of new stores.
- A presentation on physical activity and nutrition was made to a group of Girl Scouts aged 6-10 years old who were earning a Staying Fit badge.
- Staff supported the Worksite Garden located at the County Complex at 9th St. and Wells by coordinating two planting days – one for cold weather plant in spring and one for warm weather crops in early summer. Participation in the worksite garden helps to promote physical activity and healthy eating in the workplace.
- Staff facilitated creation of a video in Eng/Sp promoting the Washoe County Park Directory and healthy eating/physical activity. The video will be promoted on social media sites in August.

Cannabis and Opioid/Substances highlights:

- Staff partnered with Join Together Northern Nevada to plan and promote the Rx Take Back Day event on April 30, 2022 and lead a collection site. Preliminary results received indicate approximately 4,700 pounds of medications were received across all collection sites in the Reno/Sparks area.

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- Staff have prepared a Cannabis Need to Know card and plan for distribution at dispensaries in Washoe County. This card provides cannabis users information about local and state laws as well as health and safety tips.

Injury Prevention highlights:

- Staff concluded the BUILD Hello Project, a project focusing on improving the mental health and well-being of seniors. Several recent senior events and activities include:
 - Staff partnered with Truckee Meadows Tomorrow and Door Dash to prepare and deliver backpacks to local homebound seniors. A total of 346 backpacks containing supplies like a nightlight, personal hygiene kit, Girl Scout cookies, and senior resource guides were delivered by Door Dash drivers in May/June.
 - A Senior Connection event was held in June with over 100 local seniors attended, receiving free vaccinations, haircuts, and resources.
 - Also in June staff helped coordinate and present at the “Fighting Senior Isolation & Loneliness” event which provided information and resources local providers and organizations serving seniors.
 - A senior fall prevention video was created in Eng/Sp that will air in the community in FY 23. Highlights include recommendations about fall prevention based on common contributors to senior falls: medication side effect, home lighting, and tripping hazards.
- Staff continue to lead Zero Suicide (ZS) program implementation for the WCHD’s Clinical and Community Health Services (CCHS) Division. The ZS program strives to reduce suicide deaths by systems change, including educating and training health care and behavioral health providers. Recent staff activities include facilitating the leadership team, surveying staff and preparing for staff training. Ultimately the CCHS division will develop policies and procedures, gather data, and implement screening and linkages to care to reduce suicide attempts in Washoe County.