

Chronic Disease Prevention and Health Promotion Section Report
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease
October - December 2022

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

Staff

- Lily Davalos and Pitchaya Pattasema joined our office as new Health Educators this quarter. Lily will work on our COVID/Flu efforts, special projects, and will transition to oversight of our websites and social media platforms. Pitchaya is a Registered Dietitian who will oversee our REACH grant nutrition objectives as well as other nutrition-related projects.
- Jacqueline Ayala was hired as a new Administrative Assistant. Prior to moving to our office Jacqueline provided administrative support to the District COVID clinic.

Section News

- No Section News to Report

Programming

Chronic Disease Prevention Program (CDPP)

Physical Activity:

The CDPP partnered with Girls on the Run and Greater Youth Sports Association to provide scholarships for local youth to participate in sports and physical activity programs. The CDPP supports the Girls on the Run program at Manch Elementary School with 15 girls. The fall program ran through December and the spring program will begin in February. We also provided scholarships for the basketball season at Greater Youth Sports Association. 749 youth participated in the season (167 females and 582 males). 60% of participants qualified for Free and Reduced Lunch.

The CDPP is partnering with the Clark County School District to support the Safe Routes to Schools program. In October, 31 schools (approximately 6,450 students) participated in Walk n Roll to School Day or Walk to School Day activities supported by the CDPP.

One of our REACH grant partners, the UNLV School of Public Health presented a poster focused on the development and implementation of the Decision Support Tool (DST) at the American Public Health Association Annual Meeting in Boston in November. The DST is a tool for planning, public works, and transportation professionals to use to integrate health, safety, and equity-related considerations into land use decisions to support safe, walkable, bikeable and connected communities.

Nutrition:

The Pop-Up Produce Markets completed their fall schedule in November with markets held at the RTC Bonneville Transit Center and at SNHD. Markets provide low-cost, fresh fruits and vegetables and accept cash, debit, credit, and SNAP/EBT. Customers that use SNAP are eligible for a Double Up Food Bucks (DUFEB) coupon, which is a federally funded nutrition

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incentive program for people with SNAP benefits. The markets resulted in over 5,200 lbs. of produce sold and \$6,955 in sales. Over \$700 in Double Up Food Buck (DUFB) coupons were distributed and over 20% of total sales were WIC, SNAP/EBT or DUFB transactions.

To provide enhanced breast/chest feeding support to priority populations, CDPP provided scholarships to the online Certified Lactation Consultant course for 4 nurses and/or CHWs from SNHD's Nurse Family Partnership (NFP) and Embracing Healthy Babies (EHB) programs. In addition, an additional scholarship is being provided to a member of the Southern Nevada Breastfeeding Coalition who works with priority population members in supporting breast/chest feeding. CDPP is also provided SNHD NFP and EHB programs with culturally and linguistically appropriate education and training materials for distribution to clients.

Heart and Stroke:

Blood pressure screening activities continued in 11 barbershops and 3 beauty salons. Planning is underway for a Shop Talk event to be held in January at a local place of faith. Heart Month activities are also being planned and will include the launch of another Healthy Hearts Blood Pressure Self-Management Program, a virtual cooking class for kids, and other screening and community outreach activities.

Diabetes:

In commemoration of Diabetes Month in November, the CDPP planned and implemented several activities:

- A social marketing campaign in English and Spanish to promote diabetes awareness and connect people to available resources including our free DSMES classes.
- In October and November, CDPP staff also taught 3 in-person DSMES classes, two in English and one in Spanish. 14 people participated (8 Spanish; 6 English) and 11 of the 14 completed the course.
- CDPP staff presented diabetes prevention and self-management resources to 80 Touro University medical students. Each student received a jump drive with healthcare provider toolkits for diabetes, prediabetes, stroke, and hypertension.
- Partnered with Promotoras to provide prediabetes outreach and screening in Spanish at the Dia de los Muertos event at the Springs Preserve, screening, educating, and referring 23 people for prediabetes.

In December, CDPP staff submitted our ADA Program Recognition renewal application which was received and approved by the American Diabetes Association. Our renewal period will go through January 30, 2027.

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Community Outreach/Engagement:

During this quarter, CDDP staff participated in 1 large community outreach event, screening, educating and providing referral to over 60 people from our priority populations.

Tobacco Control Program (TCP)

In December 2016, the Smoke-free public housing rule for all Public Housing Authorities in the United States was passed eliminating the use combustible cigarettes in all housing facilities. Although a considered a big public health win, this policy did not include the use of electronic vapor products. Since the passage of the smoke-free public housing rule, the Southern Nevada Health District Tobacco Control and Prevention program worked to provide technical assistance to the Southern Nevada Regional Housing Authority (SNRHA) leadership on the benefits of a comprehensive tobacco-free policy. The (SNRHA) expanded this policy to include both combustible cigarettes and electronic vapor products. The SNRHA includes housing developments located throughout Clark County and are part of the Conventional Public Housing Program. These properties are composed of designated senior, elderly/disabled, and the rest are designated as family properties. The SNRHA currently owns 2,431 units of conventional public housing in Clark County and houses over 5,000+ people under the public housing program.

A meeting between SNHD staff and Huntsman occurred this quarter. The inclusion of a counseling section on the same EHR screen where tobacco use status is captured by the provider was discussed and the changes were subsequently made. This will make it easier and more efficient for the provider to conduct the brief tobacco use intervention on the same screen of the EHR. Additionally, improvements to make sure patient progress was sent from the Quitline and captured by the provider were discussed.

TCP staff developed an online ordering system featuring new educational materials for healthcare provider referrals to the Nevada Tobacco Quitline. TCP staff also mailed a letter and educational materials summarizing tobacco cessation resources and the e-referral process to all behavioral health and substance abuse treatment facilities in Southern Nevada. A brief survey form was included in this mailer to assess current tobacco screening and smoke-free policies at their facilities.

TCP staff partnered with Mater Academy ELV to promote cessation resources at their Fall Festival and resource fair including tabling, live announcements and signage serving over 1,500 people. This is the second consecutive year of partnership with this school which serves k-12 predominantly low-income Spanish-speaking families and students.

Staff was invited to speak on a Spanish radio show La Voz Nevada KENO 1460. Staff talked about tobacco related disparities among Hispanics, including the dangers of vaping use and the importance of being smoke-free. Staff promoted cessation resources through the Spanish tobacco Quitline.

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Staff worked with local jurisdictions and community organizations to disseminate information about Tobacco 21 law in various newsletters. Staff is also preparing a mailing that will be sent to tobacco retailers informing them of resources to assist them in complying with AB 360 which takes effect on 1/1/23 and requires use a scanning technology to verify age in advance of the sale of tobacco products.

The SNHD TCP advocated for the American Dental Association's (ADA) passage of a resolution titled "Advocacy for Dentists to Refer to Tobacco and Vaping Cessation Quitlines." The resolution passed and is expected to increase tobacco and vaping cessation counseling and referral to Quitlines from Nevada's dental providers.

Our Because We Matter initiative continues to have a presence in the African American community through media campaigns, outreach events, and community collaborations. This quarter TCP staff distributed culturally and linguistically competent educational materials at Sigma Gamma Rho Centennial event. Educational materials include tobacco prevention messaging and encourage cessation by promoting the Nevada Tobacco Quitline.

Seven local restaurants expanded their tobacco free policy in November. Staff provided technical assistance and signage to support the businesses in their efforts. Five of the businesses are African American owned and these businesses agreed to distribute tobacco cessation information to their patrons.

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.

- During this Quarter:
 - The COVID/Flu Social Listening Insight report was completed. The project evaluation team analyzed SNHD's and other local partner COVID/Flu social media posts and the resulting public comments to identify recurring themes/sentiments related to vaccination. The report will help inform outreach and media interventions.
 - A report on vaccine hesitancy among young adult Latinx community members was finalized. Overall, survey respondents supported vaccinations in general, although the COVID-19 vaccine was viewed with more hesitation. Survey participants support incentives to encourage vaccination; cash payment was the most common incentive reported by participants to motivate COVID-19 vaccination. Participants were generally less hesitant toward obtaining a flu vaccine. Among all flu and COVID-19 messaging samples shared, protecting children was the most effective message to encourage vaccination.

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- The multi-component campaign to promote flu vaccination among priority populations continued to air. A new campaign element also focused on pregnant people and healthcare providers. The campaign ran in English and Spanish on print, radio, social media, e-blasts and online banners and reached over 2,000,000 people.
- SNHD staff trained 23 community health worker students who represent the priority population at the College of Southern Nevada. A presentation on COVID-19 and Flu was developed. Pre and posttests of the training participants were conducted. To date, 253 community-level spokespersons have been trained.
- 4 community events to distribute information and promote vaccination occurred reaching 24,000 individuals.
- 10 pop up vaccine clinics were offered vaccinating 129 people for COVID-19 and 63 for flu. A total of 5,838 individuals have been vaccinated to date through these efforts. 92% of individuals vaccinated at the pop-up clinics have been from our priority populations.