

July 2023

**Washoe County Health District (WCHD)
Chronic Disease and Injury Prevention (CDIP) Program Report
Summary of activities April – June 2023**

Staffing

The WCHD CDIP program has six full-time staff and a program manager. The team has several intermittent hourly/public service intern staff who help complete grant deliverables for the program. The team welcomed a new Public Service Intern (PSI) to the team in May; Andrew Pham, a UNR graduate student will began working on physical activity and community surveying. One PSI staff person was let go due to cuts in NCS grant funding. Two employees dedicate time to support the CDIP program, a Community Health Worker and an Office Support Specialist.

Section News

The program will implement staffing changes due to changes in grant funding.

- The program received funding to implement 5210 efforts in Washoe County and the award supports one full time health educator.
- The funding for Youth Vaping Prevention (YVP) was not continued within the next budget biennium. YVP funds supported one full-time employee and five intermittent hourly and public service intern staff. Staffing was able to be maintained in the following ways: shifting the full-time staff person to the new 5210 funding; not filling part time positions when resignations were given; and reducing hours and shifting part time staff time to other funding sources.
- Tobacco Funds for a Healthy Nevada (NCS funding) was cut resulting in the need to reduce activities and make cuts in operational and personnel budgets. One public service intern was dismissed due to cuts in this funding.

The program received news that the CDC grant application submitted for School-Based Interventions to Promote Equity and Improve Health, Academic Achievement was not awarded.

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, as well as 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

- In April, staff presented to about 30 healthcare providers and guests at a Washoe County Medical Society member event (April 28, 2023) on referring to the Nevada Tobacco Quitline and My Life, My Quit, and presented to 15 Wooster High School students about the field of public health. A presentation was also given to UNR students on nutrition and public health at their Pre-Professional Health Summit.

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- In April, staff reached over 600 Reno High School students with in-class vaping prevention presentations.
- In May, the CDIP program supported the No Menthol Sunday tobacco cessation campaign on Sunday May 21 by partnering with the Center for Black Health & Equity and two churches in Reno-Sparks (Second Baptist Church and Bethel AME). Information and hand fans were distributed.
- In May, staff attended the Tobacco Mountain West Summit with other tobacco control partners throughout Nevada and the mountain west region. The Summit gave partners a venue to assess and strategize on adapting to the changing landscape of tobacco treatment, technology, and political climate in the region. Participants from Nevada developed a logic model and benchmarks ranging in timeframe from three months to 24 months.

Physical Activity and Nutrition highlights

- Staff have helped to integrate Healthy Corner Store efforts into the Washoe County Community Health Improvement Plan (CHIP). In April staff held the first CHIP Subcommittee meeting for the Healthy Corner Store Initiative. Partners provided insight on how they can support and collaborate on project activities by sharing information and resources to help educate the community about the availability of healthy foods and to explore options of expanding healthy food items at participating stores.
- Staff coordinated a media day on May 26th for the newest Healthy Corner Store recruitment, Carniceria Tres Amigos. Six media stations comprised of both television and radio participated, conducting interviews in English and Spanish to feature the store.
- Staff created a new Bike Month webpage with safety tips and resources and developed new activities including a Bike Bingo and Youth Bike Month packet to encourage residents to participate in National Bike Month celebrated in May. Video reels were also created for a Bike Month/Active Transportation awareness campaign.
- In June, the Coaches Challenge concluded for the 2022-2023 school year, with a total of 36 classrooms participating and reaching approximately 900 students.
- Staff attended three Mobile Harvest events hosted by the Food Bank of Northern Nevada, and at these events attendees were surveyed about engagement in physical activity.
- Staff provided outreach at the Reno Aces Pride Night game reaching 3,505 attendees with education tailored to the LGBTQA+ population. Outreach included tabling, physical activity messages, video board messages, and participation from community partners who serve the LGBTQA+ community (Carson City Health & Human Services, Nevada Cancer Coalition, Our Center, Northern Nevada Hopes, UNR MPH Club, and WCHD Sexual Health Program).

Cannabis and Opioid/Substances highlights

- A billboard campaign which aimed to educate residents and tourists about the impacts of secondhand cannabis smoke exposure, concluded in April. During the two-month campaign, 14 billboards across the Truckee Meadows delivered a total of 6,772,791 impressions or views.

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- Staff continue to coordinate the Washoe County Substance Abuse Task Force, which meets every other month. Activities include coordinating meetings and speakers and applying input from participants/members. Task Force members receive Substance Abuse Disorder data and trends, and upcoming local prevention-related activities and efforts. Staff has highlighted our local substance use disorder treatment programs, pain management (alternative) programs and local providers to all Substance Abuse Task Force participants and included Washoe County Commissioner Alexis Hill in the task force meetings and updates.
- Over the past year and into this recent quarter of activities, staff has successfully coordinated presentations of exemplary programs and emerging initiatives or best practices that reduce substance use disorder and drug-related overdose deaths, such as the Police Assisted Addiction and Recovery Initiative, medication-assisted treatment, and Harm Reduction programs. This information and connections made have led to interest in implementing these programs in Washoe County, such as the STAR program by Department of Alternative Sentencing, and law enforcement exploring the adoption of the Law Enforcement Intervention for Mental Health and Addiction (diversion/deflection) model program from Las Vegas.
- Staff helped expand, coordinate, promote and work the semi-annual Prescription Drug Take Back event on Saturday, April 22, 2023. This event included nine local collection sites for the community to turn in their unused or unwanted prescription drugs.

Injury Prevention highlights

- In April, staff provided outreach and education to local seniors at a Senior Resource Fair attended by approximately 35-40 participants, including Senator Catherine Cortez Masto. Seniors received resources on falls prevention, suicide prevention, physical activity, and smoking cessation. In June staff delivered a senior falls prevention presentation to members of the Bethel AME church for their Senior Conference event.
- In May, staff hosted two stakeholder meetings for the development and formation of a lethal means reduction coalition in Washoe County to reduce firearm-related suicide deaths. These included partners from select community organizations including the Veterans Affairs Health Care system, military, and the Health District. The group decided to form a group called the Washoe Suicide Prevention Alliance (WSPA) with local community partners including Reno Sparks Indian Colony, Nevada Office of Suicide Prevention, Veterans Affairs Health Care System, Nevada

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National Guard, Nevada Urban Indians, and others. The initiative focus is Lethal Means (of suicide) reduction and education – including safe firearm and medication storage.

- Staff coordinated SafeTALK + Columbia Suicide Screening Tool combo-trainings to WCHD Sexual Health, Family Planning, and Clerical programs on June 18 and June 28. The trainings were attended by over 40 staff and in addition, program staff were asked to complete a 2-hour Counseling on Access to Lethal Means suicide prevention course.