



2021 ACHIEVEMENTS

CESSATION



**669 CALLS AND
3,717 E-REFERRALS**

from Clark County to the Nevada Tobacco Quitline.

**968 HEALTH CARE
PROVIDERS TRAINED**

*on how to assess patients for tobacco use
and provide cessation resources.*

MEDIA



Two new educational websites launched:

AttractingAddictionNV.org

Tobacco Flavoring Initiative

CannabisFactsNV.org

Cannabis Education

33K+ WEBSITE VIEWS

Tobacco educational pages (English and Spanish)

58M+ MEDIA IMPRESSIONS

TV, radio, print, web banners

21M+ SOCIAL IMPRESSIONS

Facebook, Instagram, Snapchat, TikTok

POLICY



University of Nevada, Las Vegas adopts a

**SMOKE AND
TOBACCO-FREE
CAMPUS POLICY.**

2,429 TOBACCO-FREE UNITS

in multi-unit housing complexes.

64 NEW BUSINESSES

implemented voluntary tobacco policies.

OUTREACH



**71K+ IN-PERSON REACH
AT 52 COMMUNITY EVENTS**

*promoting tobacco prevention initiatives
and cessation resources.*

213 RETAILER VISITS

*to assess and educate tobacco retailers
at the point of sale.*