

COMMUNITY PARTNERSHIP TO PROMOTE HEALTH EQUITY

Year 1 REACH Grant (Racial and Ethnic Approaches to Community Health)

Successes

Overall Successes:

The Southern Nevada Health District's (SNHD) Community Partnership to Promote Health Equity project has completed its first project year. As of September 29, 2019, 9 of 11 milestones have been met, according to the records provided to the project evaluation team at the Nevada Institute for Children's Research & Policy (NICRP). Below are the highlights for each strategy toward accomplishing the milestones in the Year 1 Workplan.

Work has continued since April in all areas of the Workplan, with project partners collaborating to meet the milestones designated for Year 1. SNHD Project Managers worked with independent evaluators at NICRP to develop evaluation tools and an efficient process for collecting process data from REACH-funded staff and partners every month. Monthly reporting templates for all funded partners have been used to collect, track, and process data from all funded partners since January 2019. Reporting requirements for tracking purposes have been met by all project participants on a monthly basis. SNHD Project Managers participated in monthly calls with the CDC Project Officer, and SNHD REACH-funded staff participated in REACH webinars.

An in-depth analysis of priority zip codes designated in the REACH grant has been conducted. It identifies community assets in each zip code, including schools, places of faith, parks, recreation and community centers, social services, health care facilities, and libraries. Throughout the project period, an SNHD Community Health Worker has visited numerous community asset locations to share information selected specifically for priority populations about SNHD and other community resources to support healthy lifestyles. These locations included health centers, senior centers, parks, recreation centers, and faith-based organizations.

SNHD developed media and communication plans and launched media and communication outreach efforts in English and Spanish in support of tobacco, physical activity and nutrition objectives. These efforts included creating, updating, and monitoring 685 social media pages and web ads, as well as updating social media pages on Twitter, Instagram, and Snapchat that reached 31,030 people during the month of September 2019 alone. Furthermore, contracted partners designed five educational flyers. Partners have distributed at least 20,000 copies of these to youth in REACH priority zip codes. To expand the mediums and forms of

SOUTHERN NEVADA HEALTH DISTRICT

outreach utilized, the American Lung Association (ALA) also submitted an article on Brief Tobacco Use Interventions (BTI) to both the Nevada Cancer Coalition and the Nevada Tobacco Prevention Coalition for inclusion in their monthly newsletters/briefs.

Overall State of Completion for Milestones

	MILESTONE	STATE OF COMPLETION	STATUS
TOBACCO	1. By September 28, 2019, increase call volume to the Nevada Tobacco Quitline among priority populations by 10%.	Quitline Callers in Clark County: o African American = 214 (goal: 201) o Hispanic = 130 (goal: 93)	COMPLETE
	2. By September 28, 2019, train and provide materials to at least 200 healthcare and social service providers practicing in priority areas in the delivery of Brief Tobacco Interventions (BTI).	Providers trained in Clark County: o Total = 821 o REACH zip codes = 236 (goal: 200)	COMPLETE
	3. By September 28, 2019, disseminate information on tobacco and secondhand smoke at 7 community events reaching priority populations.	Community Events: o 78 (goal: 7)	COMPLETE
	4. By September 28, 2019, increase the number of worksites and higher education institutions with smoke & tobacco-free policies by 6.	Worksites & Higher Education Institutions: o 49 (goal: 6)	COMPLETE
	5. By September 28, 2019, increase the number of smoke-free multi-unit housing in priority zip codes by 500 units.	Smoke-free MUH units: o Total = 532 o REACH zip codes = 456 (goal: 500) o Non-REACH zip codes = 76	IN PROGRESS
	6. By September 28, 2019, conduct at least 50 Tobacco Retailer Assessments in priority zip codes.	Tobacco Retailer Assessments: o 53 (goal: 50)	COMPLETE
NUTRITION	7. By September 28, 2019, convene a taskforce and develop a plan for increasing healthier options at the UNLV Food Pantry, including produce and other foods from Feeding America’s ‘Foods to Encourage’ list.	Taskforce Convened = 1 (goal: 1) Plan Developed = 1 (goal: 1)	COMPLETE
	8. By September 28, 2019, work with the Southern Nevada Food Council and other partners to conduct a food retail assessment including a market feasibility study to identify opportunities to improve access to healthier foods in a priority geographic area in Henderson, Nevada.	Market Feasibility Study = 1 (goal: 1)	COMPLETE
PHYSICAL ACTIVITY	10. By September 28, 2019, conduct a Health Impact Assessment (HIA) with the City of Las Vegas (CLV) Public Works Department to support prioritization of projects that increase access to opportunities for physical activity, active and public transportation in priority geographic areas.	Progress: HIA process completed and HIA final report will be shared in November 2019; decision support tool is in development	IN PROGRESS
	11. By September 28, 2019, the City of Henderson (COH) will conduct an assessment to identify barriers and improve walkable access to parks, trails, recreation centers, and open spaces in priority geographic areas.	Assessment/Existing Conditions Report = 1 (goal: 1)	COMPLETE
BREAST-FEEDING	9. By September 28, 2019, increase the number of professionals with lactation training and certification that work in programs that serve mothers and families from priority populations.	Lactation Training/Certification: o Course Provided = 1 o Attendees = 65	COMPLETE

Successes by Milestone

TOBACCO

Tobacco Strategy: Collaborate with partners to promote tobacco-free living among priority populations

Milestone: By September 28, 2019, increase call volume to the Nevada Tobacco Quitline among priority populations by 10%.

Status: COMPLETE

Success to Date: Staff worked with the Nevada Tobacco Quitline (State's 1-800-QUIT-NOW telephonic cessation service provider) and the State of Nevada Tobacco Prevention and Control Program to obtain the prior-year call volume among REACH priority populations (African Americans and Hispanics). In Year 1, 214 African American callers (goal = 201) and 130 Hispanic callers (goal = 93) from Clark County have contacted the Quitline. Staff worked with the project's contracted media firm to develop a comprehensive communications plan consisting of web ads, e-blasts, and use of popular local radio on-air personalities in both English and Spanish to promote the Quitline among priority populations. As mentioned, of these media communication methods, project partners successfully updated and monitored 685 tailored social media pages and web ads about tobacco cessation and education. The social media pages on Twitter, Instagram, Snapchat, and Facebook reached 60,000 people in total. Staff also appeared on a live radio show with high African American listenership to promote cessation services and to discuss other tobacco resources and issues. Based on multiple requests from community stakeholders, staff developed an English and Spanish educational brochure promoting the Quitline for dissemination by project partners in a variety of community settings. In total, project partners disseminated at least 8,250 materials at various community events throughout Southern Nevada, including Quitline cards, educational flyers, and SNHD Tobacco Information cards. Early on in the project year, staff worked to secure funding from the State of Nevada Tobacco program to cover 12 weeks of free nicotine replacement therapy for REACH priority populations who contact the Nevada Tobacco Quitline. During this reporting period, project partners provided 11 opportunities for the public to access in-person, evidence-based cessation counseling reaching 58 individuals. In total, project partners participated in 78 community events reaching approximately 19,800 individuals in the priority populations.

Milestone: By September 28, 2019, train and provide materials to at least 200 healthcare and social service providers practicing in priority areas in the delivery of Brief Tobacco Interventions (BTI).

Status: COMPLETE

Success to Date: Staff worked on updating a Brief Tobacco-Use Intervention (BTI) module on the existing program website gethealthyclarkcounty.org. Staff and community partners trained 821 healthcare providers on how to conduct BTI during this reporting period, with 236 providers trained within REACH priority zip codes, exceeding the original goal of 200. Lastly, ALA submitted a column about BTI to the Nevada Cancer Coalition Newsletter and the Nevada Tobacco Prevention Coalition to include in their monthly newsletters/briefs. Staff worked with the contracted media firm to develop a BTI and cessation focused media campaign using web ads, and print materials targeted at healthcare providers. The campaign began running in May 2019 and continued through September 2019. As part of the campaign, staff developed a BTI article in the Clark County Medical Society newsletter with a monthly circulation of 2,000 local healthcare providers.

Milestone: By September 28, 2019, disseminate information on tobacco and secondhand smoke at 7 community events reaching priority populations.

Status: COMPLETE

Success to Date: Project partners have disseminated information about tobacco and secondhand smoke at 78 community events and meetings, with the goal being a minimum of 7. These events included activities such as health fairs, workshops, and coalition meetings at which information was distributed about REACH objectives, chronic disease prevention, and overall physical health. At 16 of these events, partners focused solely on providing information about tobacco and secondhand smoke to event participants. Various training opportunities promoted during Year 1 of this project were to ensure that current and future information regarding tobacco is and will be accurate and relevant to multiple populations. Seventy-four youth leaders were trained on a variety of tobacco issues, including target marketing practices by the tobacco industry, risks of emerging tobacco products, and local cessation resources. These leaders participated in community events where they were able to provide the information they learned to peers and use various digital tools to increase awareness.

Additionally, three Community Health Workers representing Nevada Minority Health and

Equity Coalition (NMHEC) and eight student interns were trained on Culturally and Linguistically Appropriate Services in Health and Health Care (CLAS) standards. Social media pages reaching identified priority populations have been developed and are updated regularly. These pages feature culturally and linguistically appropriate information about cigarettes, other tobacco products, and cessation resources like the Nevada Tobacco Quitline. Daily monitoring of social media pages is ongoing, including scheduling posts, hosting interactive online events, and responding to inquiries. These outreach efforts have been successful, including one web video reaching approximately 52,000 viewers, five flyers reaching at least 20,000 people, and 685 social media pages/web ads reaching over 70,000 people. These communication and media outreach efforts are estimated to have reached 142,000 individuals.

Milestone: By September 28, 2019, increase the number of worksites and higher education institutions with smoke & tobacco-free policies by 6.

Status: COMPLETE

Progress: This reporting period 49 worksites implemented or expanded tobacco policies, including minimum distance, e-cigarette restrictions, and tobacco-free campus elements. Project staff provided technical assistance, including an explanation of Nevada tobacco law, the Nevada Clean Indoor Air Act (NCIAA) and suggested enforcement strategies. Two worksites currently exempt from the NCIAA were identified and were provided with technical assistance as well. The program website contains downloadable signage to support tobacco policy expansion. Project partners are currently working with the University of Nevada Las Vegas (UNLV), a minority-serving higher education institution to expand tobacco policy.

Milestone: By September 28, 2019, increase the number of smoke-free multi-unit housing in priority zip codes by 500 units.

Status: IN PROGRESS

Progress: This reporting period, project staff conducted an assessment and compiled a list of multi-unit housing (MUH) complexes in the REACH priority zip codes. Staff updated the existing smoke-free housing webpages on the gethealthyclarkcounty.org website with educational information for managers and tenants as well as a searchable, smoke-free housing directory. During this reporting period, 532 smoke-free units were identified in Clark County,

with 456 of 532 units located within REACH priority zip codes. Project partners have continuously held meetings with the Southern Nevada Regional Housing Authority to discuss expanding smoke-free and tobacco-free policies to properties not covered under HUD housing rules. For example, ALA has scheduled several tobacco education classes on the Southern Nevada Regional Housing Authority (SNRHA) Family Self-Sufficiency (FSS) Calendar, as well as providing BTI training to SNRHA managers. A media campaign promoting smoke-free housing was developed and aired on selected radio stations. A paid print ad was developed and placed in the Nevada State Apartment Association publication *Apartment Insight* with 2,200 magazine circulations reported. This paid print ad was also promoted in *Simply Apartments* magazine. Las Vegas Review-Journal (LVRJ) E-Blasts and social media banners were created and sent to 71,528 individuals.

Milestone: By September 28, 2019, conduct at least 50 Tobacco Retailer Assessments in priority zip codes.

Status: COMPLETE

Progress: To support future efforts, project partners trained nine individuals on how to conduct tobacco retailer assessments. In Year 1, staff and community partners have conducted 53 tobacco retailer assessments and provided four instances of technical assistance specifically to increase the amount of recurring smoke-free outdoor events in priority zip codes. Results from these assessments will be included in materials disseminated throughout the community to inform the public about current youth and young adult access to tobacco products. These materials will also be provided to local decision-makers to help facilitate discussions regarding options for the development of healthier retail environments.

NUTRITION

Nutrition Strategy: Collaborate with partners to improve nutrition in priority populations

Milestone: By September 28, 2019, convene a taskforce and develop a plan for increasing healthier options at the UNLV Food Pantry including produce and other foods from Feeding America's 'Foods to Encourage' list.

Status: COMPLETE

Progress: SNHD staff has established key partnerships in support of this objective and convened a taskforce that includes the UNLV Food Pantry Director, UNLV Nutrition Department faculty and students, representatives from Three Square Food Bank, UNLV Administration, UNLV Libraries, and the UNLV Campus Garden. During this reporting period as part of a separate but related effort, the UNLV Nutrition Department developed and conducted a survey that was sent to all UNLV students to assess food insecurity on campus. Among 382 student responses, 31.2% reported low food security and 11.3% reported very low food security. This survey will be conducted again in the future and data will be used to support evaluation of this milestone and strategy. SNHD also worked with the taskforce to coordinate the first-ever Produce Day event on the UNLV campus. Over 500 people received free, fresh produce along with other healthy food staples. The event also served as an opportunity to promote the UNLV Food Pantry and other resources. The UNLV Libraries ran a 'Food for Fines' food drive campaign during the month of April in conjunction with the Produce Day event and promote the event and the campaign in digital ads in the library. In addition, culturally appropriate educational materials on eating healthy on a budget and healthy nutrition for college students were delivered to the UNLV Food pantry to distribute to their clients. The UNLV Food Pantry has also received funding from the University of Nevada Reno Cooperative Extension for equipment, which will expand its ability to offer healthy, perishable foods to clients. SNHD staff met with the director of the UNLV Food Pantry to discuss REACH Year 2 objectives, which include drafting and adopting nutrition standards policy at the pantry.

Milestone: By September 28, 2019, work with the Southern Nevada Food Council and other partners to conduct a food retail assessment including a market feasibility study to identify opportunities to improve access to healthier foods in a priority geographic area in Henderson, Nevada.

Status: COMPLETE

Progress: SNHD staff has met with the leadership of the Southern Nevada Food Council throughout the reporting period to discuss and support REACH grant activities. The City of Henderson (COH) secured a contractor and began work in March to conduct a Market Feasibility Study in a REACH priority area. The Market Feasibility study identified 5 low-income priority areas in which there was a demonstrated lack of access to healthy foods and researched which potential location would be the most viable to development that included food retail. The study was part of a coordinated effort by COH to increase access to healthy foods in specific low-income census tracts and includes recommendations for future work by COH. Findings from the Market Feasibility Study were shared with the Southern Nevada Food Council (SNFC) at their September meeting and will soon be shared with stakeholders at the November Partners for a Healthy Nevada meeting. In addition, the SNFC conducted focus groups in Henderson REACH census tracts during August to assess barriers to healthy food access and residents' desires for components of a mixed-use market space. Focus groups were conducted in both English (23 participants for two focus groups) and Spanish (5 participants for one focus group), results for which have been shared with SNHD, COH, and SNFC members.

BREASTFEEDING

Breastfeeding Strategy: Implement continuity of care/community support for breastfeeding by incorporating services into existing community support services.

Milestone: By September 28, 2019, increase the number of professionals with lactation training and certifications that work in programs serving mothers and families from priority populations.

Status: COMPLETE

Progress: SNHD hosted a Certified Lactation Consultant (CLC) training at SNHD in July and August 2019 provided by Healthy Children Project, Inc. Center for Breastfeeding. This training was a weeklong course with 65 attendees. Using REACH grant resources, 11 SNHD Clinical Services staff, including nurses, educators, and community health workers who work with priority populations in the Nurse-Family Partnership and Baby First programs, attended the course. SNHD also provided scholarships for three members of the Southern Nevada Breastfeeding Coalition received scholarships to attend. Two of the scholarship recipients were

volunteer mothers from the priority population, while the third was a healthcare professional in charge of the Kijiji Sisterhood activities for the coalition. Additionally, SNHD Clinical services programs serving the priority populations received culturally and linguistically appropriate educational and training materials to support breastfeeding. CDPP and SNBF Coalition worked together to develop social media promotions for breastfeeding during World Breastfeeding Month in August 2019. These advertisements ran in English and Spanish throughout the month.

PHYSICAL ACTIVITY

Physical Activity Strategy: Collaborate with partners to improve physical activity in priority populations to connect sidewalks, paths, bicycle routes, public transit with homes, early care/education, schools, worksites, parks, or recreation centers through implementing master plans and land use interventions.

Milestone: By September 28, 2019, conduct a Health Impact Assessment (HIA) with the City of Las Vegas (CLV) Public Works Department to support prioritization of projects that increase access to opportunities for physical activity, active and public transportation in priority geographic areas.

Status: In Progress

Progress: An HIA project team was developed consisting of representatives from SNHD, UNLV, City of Las Vegas (CLV), the Regional Transportation Commission of Southern Nevada, and representatives from the Nevada Minority Health & Equity Coalition. Monthly meetings of the HIA team occurred throughout the project year. An HIA training and orientation was provided to workgroup members during a kick off meeting in December 2018. Working with CLV, the project team identified the Charleston Corridor Medical District Pedestrian Upgrades Project as the appropriate project to utilize for the HIA. Four of six phases of the HIA were completed during the first year (screening, scoping, assessing and recommendations). Reporting and Monitoring and Evaluation will be completed in Year 2. As part of the assessment phase, an intercept survey was conducted with current users of the roadway to help inform the project. Upon receiving the recommendations, CLV was able to incorporate several recommendations from the HIA into the final project plan for the Charleston Corridor Medical District Pedestrian Upgrades Plan. Additionally, the final HIA report and other assessments will be used by CLV to help inform the public health goals included in the CLV new Comprehensive Master Plan, currently under development. Work on a decision support tool for CLV Public Works Department to help prioritize projects that support health equity and activity-friendly

routes to everyday destinations is underway. The Decision Support Tool will be completed in Year 2, and training on its use will be provided to CLV staff. This milestone is currently identified as “In Progress” as HIA final report, evaluation, and monitoring plan are anticipated to be completed within the early months of project Year 2.

Milestone: By September 28, 2019, the City of Henderson (COH) will conduct an assessment to identify barriers and improve walkable access to parks, trails, recreation centers and open spaces in priority geographic areas.

Status: COMPLETE

Progress: COH identified priority census tracts, analyzed GIS pedestrian network data and identified modifiable barriers to accessing parks, recreation centers and/or trails and green spaces via walking and biking. Using this data, COH completed the existing conditions report, which included maps to help understand and identify current conditions. COH also conducted public outreach online and in person to identify the barriers residents experience when trying to access places for physical activity and to solicit what amenities they would like to see in their neighborhoods in terms of parks, recreation centers and green spaces. This input, along with the existing conditions data helped to inform the update to the COH Parks and Recreation Master Plan, currently under development.

Furthermore, COH has reviewed the national Park Scores Report and contacted other 10-minute walk cities to compare existing conditions. COH staff has viewed relevant webinars to understand how to increase access to places for physical activity. Finally, in part as a result of this collaboration, COH included in their 5-year strategic plan a goal to “increase access to public recreation by increasing the percentage of residents within a 10-minute walk of parks, trails, and open space” by 3% annually. In Year 2, COH Staff will continue to develop recommendations and expand the priority projects list using data from walking audits of priority census tracts and complete work on the COH Parks and Recreation Comprehensive Plan.

Appendix A: REACH Year 1 Infographic

Southern Nevada Health District (SNHD) Year 1
REACH GRANT ACHIEVEMENTS

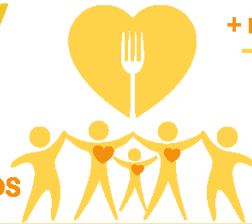
SNHD worked with communities, coalitions and stakeholders on the following:

NUTRITION

HEALTHY NUTRITION STANDARDS

TASKFORCE
developed a **PLAN**
to implement healthy
nutrition standards &

500 people participated in first
produce day event to implement
HEALTHY NUTRITION STANDARDS



FOOD SYSTEMS

COMPLETED
food retail assessment
+ market feasibility study

to **IDENTIFY** opportunities
to improve access to
HEALTHIER FOODS



BREASTFEEDING

.....

65 people trained as
CERTIFIED LACTATION
CONSULTANTS

to increase &
enhance programs
supportive of
breastfeeding



PHYSICAL ACTIVITY

.....

COMPLETED
a Health impact Assessment
& **CONDUCTED**
10-Minute Walk Assessments

In LAS VEGAS & HENDERSON
to expand and enhance places for
physical activity and every day
destinations connected by
activity-friendly routes



REACH is a national program administered by the Centers for Disease Control and Prevention (CDC) to reduce racial and ethnic health disparities. 5 community coalitions engaged in supporting REACH workplan. REACH efforts focused on 19 zip codes and census tracts.

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Southern Nevada Health District (SNHD) Year 1 REACH GRANT ACHIEVEMENTS

SNHD worked with communities, coalitions and stakeholders on the following:

TOBACCO

NEVADA TOBACCO QUITLINE



WE INCREASED OUR 2019
**PRIORITY
POPULATION
CALL VOLUME
BY > 10.0%**
with 344 callers attempting to quit
tobacco use in **CLARK** County

NEW SMOKEFREE LOCATIONS



**456 APARTMENT
UNITS**
49 WORKSITES
have implemented
smoke and
tobacco-free
policies

ASSESSMENTS CONDUCTED



**53
TOBACCO
RETAILER
ASSESSMENTS**

INTERVENTION TRAINING

**821 HEALTHCARE
PROVIDERS**

trained on how to assess
patients for tobacco use

COMMUNITY OUTREACH

**ATTENDED 78
COMMUNITY
EVENTS** ★ ★ ★

to disseminate information on
tobacco, physical activity, and
nutrition.

236
of those trained
practice in priority



REACH ZIP CODES



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