



This newsletter provides monthly updates, current events and information from the Southern Nevada Health District's Tobacco Control Program. The goal of our program is to create a smoke and vape-free community where we can live, work, learn and play – Healthy!

Spotlights



Youth Vaping Prevention Toolkit for Parents

The SNHD Tobacco Control Program developed a **new toolkit for parents to support vape-free lifestyles among teens in Southern Nevada**. This toolkit will be distributed to middle and high schools in the Clark County School District throughout the upcoming school year.

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Missing Moments: Hispanic/Latino Cessation Campaign

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros Viva Saludable, developed a **new media campaign highlighting all the moments missed due to tobacco-related illness and death to support tobacco cessation**. This

campaign will run from August - October 2023 throughout Hispanic Heritage Month.

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American Dental Association: Tobacco Cessation Training

In 2022, the American Dental Association passed a resolution authored by Dr. Tina Brandon Abbatangelo, Nevada's Delegate to the American Dental Association (ADA) with support from the SNHD Tobacco Control Program and the UNLV School of Public Health to encourage tobacco cessation referrals among oral health professionals. **As a result of this resolution, the ADA is hosting a training webinar to support the integration of tobacco cessation resources into practice in August 2023.**

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Meet Our Newest Team Member!



Cassandra Meraz, MPH - SNHD Tobacco Control Program Health Educator

Cassandra was born and raised in Southern California. She graduated from the University of California, San Diego with her Bachelor's in Public Health and Loyola University Chicago with her MPH in Public Health Policy. Throughout her professional career, Cassandra has been able to advocate alongside communities throughout the state of California and Los Angeles County against harmful alcohol policy issues, provide

health education presentations to students and their families, and be a part of starting up a local radio station program, Platicando y Mejorando, focused on public health and social justice issues. Additionally, she was a proud member of the Cesar Chavez Commemorative Committee of the San Fernando Valley which focused on health equity, social justice and economic justice advocacy for Hispanic/Latinx communities. Lastly, when Cassandra is not advocating, she is spending time with her 2 dogs, Hazel and Gus, going to concerts and cheering on her favorite sports teams, the Lakers, Dodgers and Carolina Panthers.

Smoke & Vape-Free Events



Island eNvy `Ohana Outing - Las Vegas Lights FC Game

The SNHD Tobacco Control Program's Native Hawaiian/Pacific Islander initiative, Island eNvy, hosted an `Ohana Outing event at the Las Vegas Lights FC soccer game on July 29th. This event offered family fun while promoting tobacco-free lifestyles.



La Oportunidad Expo and Back-to-School Event

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros Viva Saludable, will be attending La Oportunidad Expo and Back-to-School event on Saturday August 5th to promote culturally tailored resources on tobacco-free lifestyles and

cessation services. Over 5,000 primarily Latino/Hispanic attendees are expected at this event.



Pride Culture Ball with CRUSH

The SNHD Tobacco Control Program's LGBT initiative, CRUSH, is partnering with the House of Vegas Pride for the 2023 Culture Ball. This smoke and vape-free event will be held on August 20th.

In The Field



Island eNVy Inspire Summit

SNHD Tobacco Control Program's Native Hawaiian and Pacific Islander initiative, Island eNVy hosted the Inspire Youth Summit in July 2023. Over 120 teens participated in cultural enrichment and educational experiences, including hula, ukulele, history, language, and health topics.



Because We Matter LV Church Partnerships

The SNHD Tobacco Control Program's African American initiative, Because We Matter LV, is partnering with 1 local church to promote tobacco-free lifestyles in August.



BreakDown Athletic Partnerships

The SNHD Tobacco Control Program's teen initiative, BreakDown, is partnering with 28 high school sports teams to promote vape-free lifestyles throughout the fall 2023 athletic season. BreakDown is providing free educational training, cessation resources, gear, and social media packages to all participating teams.

Fast Facts

SOUTHERN NEVADA HEALTH DISTRICT
TOBACCO CONTROL PROGRAM



SECONDHAND SMOKE

Secondhand smoke is a serious health hazard, causing **more than 41,000 deaths per year.** There is no safe level of secondhand smoke; even brief exposure can cause **serious health problems and be deadly.**

Secondhand smoke is a mixture of the smoke given off by the burning of tobacco products such as cigarettes, cigars, or pipes and the smoke exhaled by smokers. It is classified by the EPA as a Group A carcinogen and contains **more than 7,000 substances.**

Secondhand smoke exposure can produce **harmful inflammatory and respiratory effects within 60 minutes of exposure.** These effects can last for at least three hours after exposure.

Almost 38% of the US population is not protected by comprehensive smoke-free laws at the state or community level.

People with lower incomes and with less education may be less likely to be covered by comprehensive smoke-free laws.

The health effects of secondhand smoke on nonsmoking adults include:

- 25-30% increased risk of developing heart disease.**
- 20-30% increased risk of developing lung cancer.**



Adverse reproductive health effects in women, including low birth weight in infants.

Secondhand smoke causes **numerous health problems in infants and children,** including more frequent and severe asthma attacks, respiratory infections, ear infections, and sudden infant death syndrome.

This is a limited preview of the infographic. Please click the button below to view the full document.

[VIEW FULL INFOGRAPHIC](#)

In The News



"Increase in E-Cigarette Sales Shows Need for FDA to Finish Premarket Review Process"

The Centers for Disease Control and Prevention (CDC) Foundation and Truth Initiative released data showing that from January 2020 to December 2022, there was an increase in e-cigarette unit sales by nearly 47% and an increase in the total number of e-cigarette brands sold by 46.2%. An increased proportion of unit sales were seen among products favored by youth including products with fruit, candy and sweet flavors.

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Observances



National Breastfeeding Month

August is National Breastfeeding Month. This month is dedicated to advancing the protection and promotion of breastfeeding. Smoking can cause low milk supply, colic, and milk let-down issues.

The Southern Nevada Health District Tobacco Control Program works to prevent youth and young adult initiation, eliminate exposure to secondhand smoke, promote quitting and eliminate tobacco-related health disparities.



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