SOUTHERN NEVADA HEALTH DISTRICT

TOBACCO CONTROL PROGRAM

NEWSLETTER MARCH 2024

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

Because We Matter LV Summit

The SNHD Tobacco Control Program's **African American initiative, Because We Matter LV, hosted a Tobacco-Free Living Summit** to promote smoke and vape-free lifestyles on January 31st, 2024. This summit was dedicated to addressing the harmful impact of tobacco on the Black community, promoting tobacco-free living and discussing crucial topics related to well-being and social justice.

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Be Healthy, Breathe Easy, Live Smoke-free Initiative

The SNHD Tobacco Control Program's smoke-free housing initiative, Be Healthy. Breathe Easy. Live Smoke Free. **aims to reduce secondhand smoke exposure by encouraging smoke-free policy adoption and expansion in multi-unit housing communities.** The SNHD team has identified over 50,000 smoke-free apartments in Southern Nevada in our smoke-free housing directory.

New Health Care Provider Campaign

The SNHD Tobacco Control Program is currently implementing its **new healthcare provider educational campaign, "Don't Gamble on Your Patient's Health!"** The campaign focuses on educating healthcare providers throughout Southern Nevada on the importance of incorporating patient tobacco use screening, performing the tobacco use brief intervention including the e-referral process and providing patients with the necessary tobacco cessation resources.

In Memoriam

In Memory of Dr. Johnson

It is with great sadness that we acknowledge the passing of our Division Director, Dr. Michael Johnson. Dr. Johnson was a seasoned public health professional with valued expertise and passion for tobacco control and prevention. He had been our Division Director since 2016. Dr. Johnson wholeheartedly supported the work of our Team and was always an advocate for our efforts to try and make our community a healthier place for all. He will be missed by all of us on the SNHD Team. Rest in Peace, Dr. Johnson.

Smoke and Vape-free Events

Spring Eggstravaganza

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros Viva Saludable, is partnering with Mater Academy East for its Spring Eggstravaganza. This event will feature multicultural performances, food, games, music an easter egg hunt and more. The event is smoke and vape-free.

CSN Health & Wellness Fair

The SNHD Tobacco Control Program is attending the annual CSN Health & Wellness Fair to educate the CSN community on tobacco cessation and garner support for the adoption of a comprehensive tobacco-free policy.

In The Field

PMPT 96.7 FM Radio Interview

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros Viva Saludable staff was invited to speak at La Campesina 96.7 FM. Staff promoted a tobacco-free lifestyle and Spanish cessation resources.

Springs Preserve Black History Month Festival

The SNHD Tobacco Control Program's African American initiative, Because We Matter, partnered with Springs Preserve for their Black History Festival. This festival offered live music, dance performances, historic photo exhibits, and authentic African-American cuisine while promoting tobacco-free lifestyles.

Market Trends: Nevada State Apartment Association Event

The SNHD Tobacco Control Program attended the Nevada State Apartment Association Market Trends event to promote smoke-free policy adoption in multi-unit housing communities located throughout Southern Nevada.

Fast Facts

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HIGHER EDUCATION

Because **99% of smokers start smoking before the age of 26,** preventing tobacco use and exposure among college students is especially important.

In Nevada, the University of Nevada, Las Vegas and the University of Nevada, Reno have adopted **comprehensive smoke-free policies.**

In a recent study, **81.5% of college students agreed colleges have a responsibility** to ensure **smoke-free air** to breathe.

62.4% agreed colleges have a responsibility to adopt **tobacco-free policies** that reduce the risk of tobacco addiction.

As of 2023, **2,613 higher education campuses in the U.S. are smoke-free.**
• 2,193 are 100% **tobacco-free**
• 2,284 prohibit **e-cigarette** use

Most young adults attending college do not smoke.

In 2022, **15.6%** of young adults attending college **reported smoking** in the past 12 months.

26.4% of young adults attending college **reported vaping** in the past 12 months.

Smoke and tobacco-free policies on campus:
• Reduce cigarette **litter and the risk of fire**
• Cut **maintenance costs**
• Reduce smoking rates and **change attitudes** toward tobacco use, making it **easier for smokers to quit**.
• Eliminate **secondhand smoke** exposure

Smoking rates decrease with higher education attainment.

In 2021, About **16 of every 100 adults with some college** (no degree) smoked cigarettes.

About **14 out of every 100 adults with an associate degree** smoked cigarettes.

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

VIEW FULL INFOGRAPHIC

In The News

"Should Las Vegas ban smoking in casinos?"

Streamer and content creator Brian Christopher appeared on ARC Seattle to talk about his push to create a safer and smoke-free Las Vegas.

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Observances

International Women's Day

International Women's Day is a global holiday celebrated annually on March 8th, bringing attention to issues such as gender equality and women's health. Tobacco use poses a serious risk of early death and disease for women. Unfortunately, women have been targeted with extensive tobacco marketing.

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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