



*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



### It's A Trick, Not A Treat Media Campaign

The SNHD Tobacco Control Program regularly collaborates with statewide partners on its flavored tobacco prevention initiative, Attracting Addiction. **As Halloween nears, a new campaign was developed to highlight the tobacco industry's use of candy-like flavors and appealing packaging to lure kids and teens into addiction.** With over 15,000 vape flavors, it's crucial to understand that flavored products are not harmless. All forms of tobacco use, especially among youth, carry a substantial risk of addiction.

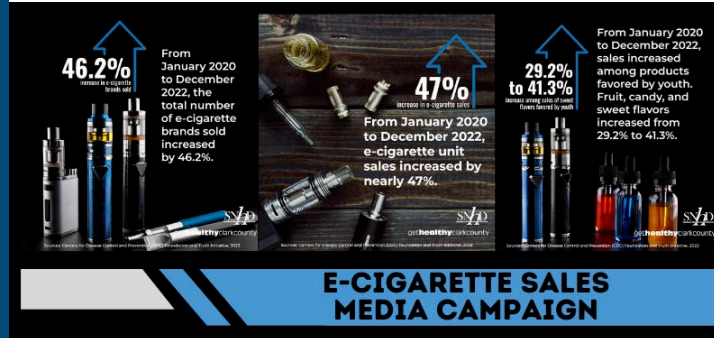
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### Spanish Edition: Youth Vaping Prevention Parent Toolkit

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

[LEARN MORE](#)



### E-Cigarette Sales Media Campaign

The SNHD Tobacco Control Program **developed a new media campaign to highlight the recent increase in e-cigarette sales.** These social media posts are now being shared across all Get Healthy Clark County platforms to raise awareness among the general public and community stakeholders.

[LEARN MORE](#)

## Smoke & Vape-Free Events

**Las Vegas LATINO FESTIVAL**

**SATURDAY  
SEPTEMBER  
9 | 30 | 23**

FOR MORE INFORMATION  
lasvegaslatinofestivalinfo@gmail.com

FOLLOW US @lasvegaslatinofestival

5PM | 12AM | 5PM - 9PM | 9PM 21+

FREE ENTRY ALL DAY

**CONTAINER PARK**  
707 E FREMONT ST, LAS VEGAS, NV 89101

96.7 FM  
**CAMPESINA**

## Las Vegas Latino Festival

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros Viva Saludable, participated in the Latino Festival on Saturday, September 30<sup>th</sup> to promote culturally tailored resources on tobacco-free lifestyles and cessation services. The outdoor family-friendly music festival was held at the Container Park.



## North Las Vegas Movie Madness

The City of North Las Vegas is hosting its last Movie Madness Event of the year. This smoke-free and vape-free event will offer family fun to local residents in Southern Nevada.



## S.T.O.M.P. - Standing Together Opposing Misuse of Power Event

The SNHD Tobacco Control Program's African American initiative, Because We Matter LV, is partnering with the Delta Sigma Theta Sorority, Inc. Las Vegas Alumnae Chapter to be an exhibitor at S.T.O.M.P., an event to bring awareness to domestic abuse in the African American community.



**POR MI • POR TI  
POR NOSOTROS**  
*Viva Saludable!*

**¿ESTÁ LISTO PARA DEJAR DE FUMAR?**

Dejar de fumar no es fácil, pero es más fácil con la ayuda adecuada. El grupo de apoyo para liberarse de fumar es un servicio Gratuito que le brindará atención personalizada, recursos y apoyo grupal para dejar de fumar en un ambiente de grupo pequeño dirigido por un entrenador capacitado por la Asociación Americana del Pulmón.



### Spanish Cessation Group

The SNHD Por Mi Por Ti Por Nosotros, Viva Saludable Latinx initiative is hosting an 8-week in-person tobacco cessation program in Spanish. Participants can develop a personalized plan to help them quit, while obtaining professional support and free nicotine replacement therapy. The group sessions are taking place at the East Las Vegas Community Center. The first group session was held on September 27<sup>th</sup>. Weekly classes will run through the months of October and November.

## In The Field





### **Las Vegas LGBT Pride with CRUSH**

The SNHD Tobacco Control Program's LGBTQIA+ Initiative, CRUSH, has partnered with the Southern Nevada Association of PRIDE to make the 2023 Las Vegas Pride Festival smoke and vape-free.



### **Because We Matter LV Church Partnerships**

The SNHD Tobacco Control Program's African American initiative, Because We Matter LV, is partnering with 5 local churches to promote tobacco-free lifestyles in October.



### **NTCSC Strategic Planning Meeting**

The SNHD Tobacco Control Program is attending the Nevada Tobacco Control and Smoke-free Coalition Strategic Planning Meeting in Reno, Nevada to support tobacco prevention efforts throughout the state of Nevada.

## Fast Facts

SOUTHERN NEVADA HEALTH DISTRICT  
TOBACCO CONTROL PROGRAM

# PETS

Just like people, **pets who live with smokers are more likely to experience symptoms of respiratory disease**, like asthma, bronchitis and lung cancer, than pets that live in smoke-free homes.

 **Long-nosed dog breeds** that are exposed to tobacco smoke have a **doubled risk of nose cancer** because their noses filter out some inhaled tobacco smoke particles, which then stay trapped in their noses.

 **Short- and Medium-nosed dog breeds** exposed to tobacco have a **higher risk of lung cancer**. Because their noses are much shorter, fewer tobacco smoke particles get filtered out and more go directly into the lungs.

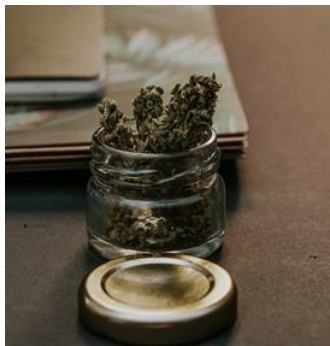
**Cats** living in smoking households have a two- to four-times increased **risk of an aggressive type of mouth cancer** called oral squamous cell carcinoma. When cats groom themselves, they also ingest thirdhand smoke particles that fall onto their fur from living in a smoking household.

 Studies show that cats that were exposed to secondhand smoke were more than **three times as likely to develop malignant lymphoma** as cats that were not exposed.

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

[VIEW FULL INFOGRAPHIC](#)

## In The News



***"Many Americans wrongly believe exposure to marijuana smoke is safer than tobacco, study finds"***

A recent study found that people's positive perception of marijuana is increasing. Of those who participated in the 2021 survey, 44% of those surveyed thought cannabis was somewhat or much safer, compared to 25.5% who thought cigarettes were safer. However, cannabis smoking and exposure is not safe.

## Observances



### Healthy Lung Month

Healthy Lung Month aims to increase awareness and education in support of good lung health. Smoking is the #1 cause of lung cancer. In fact, smoking is responsible for almost 90% of lung cancer deaths.



### Breast Cancer Awareness Month

Breast Cancer Awareness Month aims to raise awareness for breast cancer, including prevention and early detection. Smoking is linked to a higher risk of breast cancer in women, and can increase complications from breast cancer treatment.

# NATIONAL HISPANIC HERITAGE MONTH

September 15 to October 15

## Hispanic Heritage Month

Hispanic Heritage Month is September 15th - October 15th, honoring the cultures and history of Hispanic and Latino Americans. Tobacco remains the #1 cause of preventable disease and death among Hispanic/Latinx populations, making cessation efforts crucial to supporting the health and well-being of the Hispanic/Latinx community.

*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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