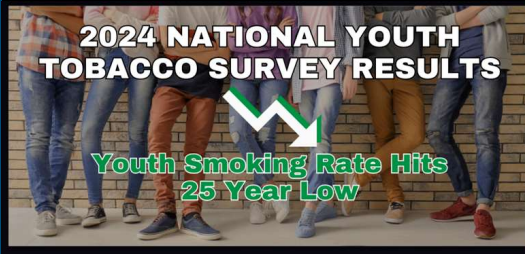




*This newsletter provides monthly updates, current events and information from the Southern Nevada Health District's Tobacco Control Program. The goal of our program is to create a smoke and vape-free community where we can live, work, learn and play - Healthy!*

## Spotlights



### 2024 NYTS: Youth Smoking Rate Hits 25 Year Low

Results from the 2024 National Youth Tobacco Survey (NYTS) show that the **youth smoking rate fell to 1.4% overall, the lowest rate in 25 years since the survey was first administered in 1999.** However, with 2.25 million youth still reporting current use of a tobacco product, youth tobacco use remains a serious public health problem in the United States.

[LEARN MORE](#)



### Because We Matter LV - Tobacco Cessation Campaign

The SNHD Tobacco Control Program's African American Initiative, Because We Matter LV, developed a **new cessation media campaign to promote tobacco-free lifestyles.** This campaign will be featured on the web and in collaboration with Urban Voice, a community-based magazine.

[LEARN MORE](#)

**DON'T LET THEIR RECOVERY GO UP IN SMOKE!** The Nevada Tobacco Quitline offers FREE cessation services by calling 1-800-QUIT-NOW (1-800-784-8689) OR TEXT QUITNOW TO 333888.

**HEALTH CARE PROVIDER CAMPAIGN**

## Health Care Provider Brief Intervention Campaign

The SNHD Tobacco Control Program has developed a **new campaign to encourage health care providers to conduct brief intervention and promote tobacco-free lifestyles to patients** in Southern Nevada. This campaign will be featured in future issues of the Mental Health Spectrum publication.

[LEARN MORE](#)



## BreakDown - 2024 Fall Sports Partnerships

The SNHD Tobacco Control Program's teen vaping prevention initiative, BreakDown, **partnered with 70 local high school sports teams to promote vape-free lifestyles** throughout the fall sports season. BreakDown provided educational training to promote vape-free lifestyles to 2,752+ teens and 70 coaches from August through October 2024.

[LEARN MORE](#)

## Smoke and Vape-free Events



### Island eNVy 'Ohana Outing

The SNHD Tobacco Control Program's Native Hawaiian Pacific Islander initiative, Island eNVy, is hosting a movie showing of Moana 2 to promote tobacco-free lifestyles to local community members.

# In The Field



## Nevada State Health Equity Fair

The SNHD Tobacco Control Program shared educational materials with Nevada State University in November to support its adoption of a comprehensive tobacco-free policy. Information was also shared on the benefits of quitting smoking and referral information for the Nevada Tobacco Quitline.



## Nevada Association of Student Councils Presidents Meeting

The SNHD Tobacco Control Program's youth vaping prevention initiative, BreakDown, established a partnership with the Nevada Association of Student Councils. Staff attended the Southern Nevada Student Council Presidents Meeting in November to promote vape-free lifestyles to high school students.

# Fast Facts

SOUTHERN NEVADA HEALTH DISTRICT  
TOBACCO CONTROL PROGRAM

## TOBACCO RETAILER DENSITY

Greater tobacco retailer density has been linked with **lower life expectancies and higher age-adjusted mortality rates.**

The number of tobacco retailers per square mile is nearly **5x more in the lowest-income neighborhoods** than in the highest-income neighborhoods.

In lower-income neighborhoods, more tobacco retailers had advertisements for tobacco products, sold flavored cigars and cigarrillos, and featured **tobacco advertisements targeting youth.**

**50%** of Las Vegas residents live within a half mile of a tobacco retailer.

Southern Nevada has 1858 tobacco retailers. That's 54 times the number of McDonald's stores and 36 times the number of Starbucks stores located in Las Vegas.

Nationally, **63% of public schools are within 1,000 feet** of a tobacco retailer.

In Las Vegas, **35% of public schools are within 1,000 feet** of a tobacco retailer.

Research has found **higher tobacco retailer density** in neighborhoods with a higher percentage of **African Americans**, as well as **individuals living below the poverty line.**

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

[VIEW FULL INFOGRAPHIC](#)

## In The News



### **"\$76 Million in Illegal E-Cigarettes Seized in Joint Federal Operation"**

The U.S. Food and Drug Administration, in collaboration with U.S. Customs and Border Protection (CBP), announced the administrative seizure of approximately three million units of unauthorized e-cigarette products, with an estimated retail value of \$76 million.

[LEARN MORE](#)

## Observances



### **NATIONAL HUMAN RIGHTS MONTH**

#### **National Human Rights Month**

December is National Human Rights Month. Targeted by the tobacco industry, minority populations and youth often experience tobacco-related disparities. The SNHD Tobacco Control Program is dedicated to increasing access to smoke-free spaces and cessation support for residents of any race, ethnicity, age, sexual orientation, behavioral health status, and income.

*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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