



*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!*

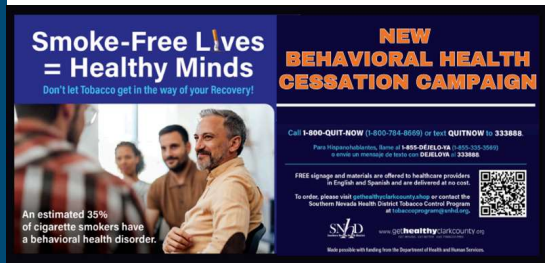
## Spotlights



### Because We Matter LV - Tobacco-Free Living Summit

The SNHD Tobacco Control Program's African American Initiative, Because We Matter LV, hosted its **2nd annual Tobacco-Free Living Summit on January 30th, 2025**. This summit was dedicated to addressing the harmful impact of tobacco on the Black community, promoting tobacco-free living to local community members.

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### Healthy Minds Behavioral Health Cessation Campaign

The SNHD Tobacco Control Program created a **new campaign highlighting the importance of tobacco cessation and behavioral health recovery**. This campaign was launched to promote tobacco cessation to Behavioral Health Centers in Southern Nevada.

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## Student Council ZONE Conference

The SNHD Tobacco Control Program's **teen vaping prevention program, BreakDown**, partnered with the **Student Council ZONE Conference** to **promote vape-free lifestyles** to local teens on January 25th, 2025. Over 1,200 local students and 50 educators received vaping prevention education at this event.

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## Smoke and Vape-free Events



### BreakDown 7v7 SHOOK Flag Football Tournament

The SNHD Tobacco Control Program's teen vaping prevention initiative, BreakDown, is partnering with the 7v7 SHOOK Flag Football Tournament in February. This tournament will promote vape-free lifestyles to local teens in Southern Nevada.



### Island eNvy 'Ohana Outing

The SNHD Tobacco Control Program's Native Hawaiian and Pacific Islander initiative, Island eNvy, is partnering with the UNLV 'Ewalu Club's bowling event in February. This event will promote tobacco-free lifestyles to local community members in Southern Nevada.



### Springs Preserve Black History Month Festival

The SNHD Tobacco Control Program’s African American Initiative, Because We Matter LV, is partnering with the Black History Month Festival at the Springs Preserve in February. This event will promote tobacco-free lifestyles to local community members in Southern Nevada.

## In The Field



### Behavioral Health Provider Training Lunch & Learn

The SNHD Tobacco Control Program is hosting a lunch and learn to share information about the use of e-referral process in behavioral health facilities. Providers will also receive information on the Nevada Tobacco Quitline and cessation resources.



### Southern Nevada 2025 Market Trends Event

The SNHD Tobacco Control Program is attending the 2025 Market Trends event to promote smoke-free policies in multi-unit housing communities in Southern Nevada.

## Fast Facts



## AFRICAN AMERICANS

**Tobacco use is the #1 cause of preventable disease, disability, and death among African Americans, causing 45,000 DEATHS AMONG AFRICAN AMERICANS EVERY YEAR.**



The tobacco industry uses **culturally tailored advertising** to target African Americans.

In fact, the tobacco industry often promotes its products at **events, stores, and other locations popular with African Americans.**

Approximately **85%** of African American adults who smoke use

### **MENTHOL CIGARETTES.**

Menthol has been found to make tobacco products more addictive. African Americans have been targeted by aggressive menthol tobacco marketing since the 1950s. **93% of African Americans chose menthol cigarettes when they first tried smoking.**

The FDA's proposal to ban menthol and other flavors in cigarettes and cigars can help reduce the toll of tobacco on the health of African Americans.

**27.4% of African American adults in Nevada smoke,** compared to the state average of 16.5% of all adults. African American smoking rates in Clark County, Nevada have been the **highest among any race for nearly two decades.**

In Nevada, **about 33% of African American adult smokers want to quit** and have a higher average of quit attempts compared to white smokers.



To increase the number of successful quit attempts among African Americans, **the SNHD Tobacco Control Program:**

Encourages healthcare providers to **ask about tobacco use at every patient visit.**

Shares quitting resources developed specifically for African Americans through the **Because We Matter LV Initiative.**

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

[VIEW FULL INFOGRAPHIC](#)

## In The News



### **"FDA Proposes Significant Step Toward Reducing Nicotine to Minimally or Nonaddictive Level in Cigarettes and Certain Other Combusted Tobacco Products"**

The U.S. Food and Drug Administration issued a proposed rule that, if finalized, would make cigarettes and certain other combusted tobacco products minimally or nonaddictive by limiting the level of nicotine in those products.

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## Observances



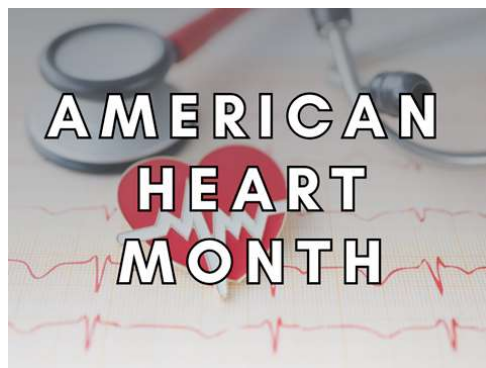
### **National Cancer Prevention Month**

National Cancer Prevention Month is an opportunity to raise awareness for tobacco-related cancer and highlight efforts to promote tobacco cessation. Tobacco use can cause cancer almost anywhere in the body.



#### **Black History Month**

Black History Month honors the triumphs and struggles of African Americans throughout U.S. history. African Americans are targeted by the tobacco industry. The SNHD Tobacco Control Program's African American initiative, Because We Matter, is dedicated to improving health equity by sharing cessation and health education resources.



#### **American Heart Month**

February is American Heart Month, a time when all people can focus on their cardiovascular health. Tobacco use can permanently damage your heart and blood vessels, leading to cardiovascular disease. Fortunately, quitting benefits the heart and cardiovascular system.

*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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