



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

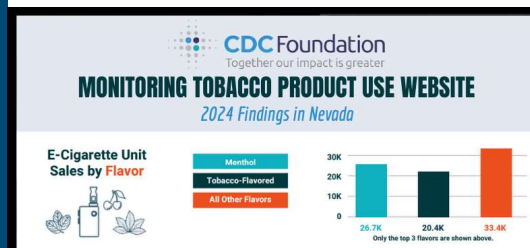


Because We Matter LV - Tobacco-Free Living Summit

The SNHD Tobacco Control Program's African American Initiative, Because We Matter LV, is hosting its **2nd annual Tobacco-Free Living Summit on January 30th, 2025**. This summit is 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.

[LEARN MORE](#)

[FREE REGISTRATION HERE](#)



CDC Foundation: Monitoring Tobacco Product Use Website

The Monitoring Tobacco Product Use website was created by the CDC Foundation and its partners to highlight and assess the effectiveness of e-cigarette flavor restriction policies, monitor tobacco retail sales and estimate e-cigarette use among youth throughout the country.

[LEARN MORE](#)

Smoke and Vape-free Events



Taste the Dream: Black Food and Community Resource Fair

The SNHD Tobacco Control Program's African American initiative, Because We Matter LV, is participating in Taste the Dream: Black Food and Community Resource Fair. This event is a vibrant MLK Day event celebrating Black culture, uplifting Black-owned businesses, and connecting the Las Vegas community with essential resources.



Día de Los Reyes Event

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros, is participating in Dia De Reyes Celebration to promote smoke-free lifestyles.

In The Field



BreakDown Student Council ZONE Conference

The SNHD Tobacco Control Program's youth vaping prevention initiative, BreakDown, established a partnership with the Nevada Association of Student Councils for its annual ZONE Conference. This event will promote vape-

free lifestyles to 1,400 high school students throughout Southern Nevada.



Christmas en el Barrio Event

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros, participated in the Christmas en el Barrio event to promote smoke-free lifestyles. This event took place on December 24th at CIVICA Academy in the East side of Vegas. The event had over 2,000 attendees and over 1,000 kids received free toys.

Fast Facts

SOUTHERN NEVADA HEALTH DISTRICT
TOBACCO CONTROL PROGRAM



INFANTS & CHILDREN

If current smoking rates persist,
41,000 OF NEVADA'S CHILDREN
alive today will die prematurely from smoking.



Secondhand smoke exposure during prenatal development

can cause pregnancy complications and poor birth outcomes, including impaired lung development, low birth weight, and preterm delivery.

Maternal smoking during pregnancy is **linked to double the risk** of sudden infant death and birth defects.

In fact, maternal smoking is **the strongest risk factor leading to sudden infant death syndrome (SIDS).**



Secondhand smoke exposure during childhood

increases the risk of respiratory infections, ear infections, meningitis, tooth decay, and asthma attacks.

Children exposed to tobacco smoke are more likely to experience **behavioral issues and poor academic performance.**

Tobacco smoke exposure in early life increases the likelihood of becoming a smoker later in life.

Children living with people who smoke are at an **increased risk of dying before their fifth birthday.**

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

[VIEW FULL INFOGRAPHIC](#)

In The News



"Denver City Council approves ban on sales of flavored tobacco products"

In December, the Denver City Council voted 11-1 to ban the sale of flavored tobacco products in the city. The ordinance includes bans on e-cigarettes, menthol cigarettes, vapes and other flavored nicotine and tobacco products.

Observances



New Year's Day

The SNHD Tobacco Control Program encourages all tobacco users to quit. If you use tobacco or know someone who does, quitting is the perfect new year's resolution. For free help to quit smoking or vaping, call the Nevada Tobacco Quitline at 1-800-QUIT-NOW (1-800-784-8669).



National Birth Defects Prevention Month

National Birth Defects Prevention Month is a time to raise awareness about birth defects and highlight efforts to improve the health of people living with these conditions across their lifespan. Maternal smoking before or during pregnancy significantly increased the risk of birth defects.

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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