



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



No Menthol May

The SNHD Tobacco Control Program's African American initiative, Because We Matter, is partnering with local churches for No Menthol May. **No Menthol May is an opportunity to engage local faith leaders** to help improve community health and reduce disparities related to tobacco use. Approximately 85% of African American adults who smoke use menthol cigarettes.

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Tobacco Retailer Purchasing Surveys

The SNHD Tobacco Control Program **collaborated with community partners across Nevada to conduct tobacco purchase assessments** in tobacco retail settings statewide. These tobacco purchase assessments will assess a retailer's adherence to Nevada's tobacco laws including ID verification. Additionally, tobacco retailers will be given a Tobacco Retailer toolkit filled with educational information on how to be a Responsible Retailer. The surveys began on April

1st, with 185 stores completed in Southern Nevada and over 215 stores statewide to date.

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NTSCC Poll Finds Nevadans Support Smoke-free Casinos

A new poll released by the Nevada Tobacco Control & Smoke-free Coalition found that a majority of Nevadans support ending indoor smoking at Nevada casinos and other workplaces currently exempt in the Nevada Clean Indoor Air Act. 58% of Nevada voters support a potential law change, while 39% of Nevada voters were opposed.

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Smoke and Vape-free Events



5 de Mayo Event

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros, Viva Saludable partnered with the Mexican Patriotic Committee's annual Cinco de Mayo event to promote tobacco-free lifestyles and cessation resources through the 1-800 DEJELO-YA Quitline.



Jazz In The Park Festival

The SNHD Tobacco Control Program's African American initiative, Because We Matter, is partnering with the 2024 Jazz In the Park Festival to offer performances every Saturday May 11th - June 8th. These events are smoke and vape-free.



Latinas in Power Mother's Day Celebration

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros, Viva Saludable partnered with Latinas in Power (LIP) to provide an opportunity for LIP members to build health awareness on tobacco-free lifestyles and promote the Spanish Tobacco Quitline throughout an engaging painting event honoring Latina mother.



4th Annual May Day

The SNHD Tobacco Control Program's Native Hawaiian/ Pacific Islander initiative, Island eNVy, is partnering with the 4th Annual May Day event in

Las Vegas on May 5th. This Luau Festival will offer food, music, and fun for local families. This event is smoke and vape-free.



North Las Vegas Movie Madness

The City of North Las Vegas is hosting Movie Madness, a series of free movie nights at various parks in North Las Vegas. All movie nights are smoke and vape-free.

Fast Facts



SOUTHERN NEVADA HEALTH DISTRICT
TOBACCO CONTROL PROGRAM

MATERNAL HEALTH

Smoke is Smoke – whether it’s a cigarette or electronic vapor product, it’s not harmless and it’s not healthy!



SMOKING DURING PREGNANCY

- Causes **tissue damage** in the unborn baby’s lungs and brain.
- May cause the baby to be born with a **cleft lip**.
- Carbon Monoxide from tobacco smoke can **keep the baby from getting enough oxygen**.
- May cause the baby to be **born prematurely**.

EFFECTS OF SMOKING ON BREASTFEEDING

- Nicotine & other chemicals found in tobacco can **pass from mom to baby through breastmilk**.
- **Decreases a mom’s supply** of breastmilk.
 - Can cause a baby to have **colic**.
- Smoking moms tend to have their **babies wean earlier** than moms who do not smoke.

SECONDHAND SMOKE EXPOSURE & PREGNANCY

There is **NO SAFE LEVEL** of secondhand smoke!

- Moms who smoke are more likely to **deliver their babies early**.
- 1 in 5 babies born to moms who smoke during pregnancy have **low birth weights**.
- Mothers who smoke while pregnant or babies exposed to secondhand smoke after birth are **more likely to die from Sudden Infant Death Syndrome (SIDS)**.

MARIJUANA USE & PREGNANCY

THC & other chemicals found in marijuana can **pass from the mom to the baby through breastmilk**.

- Moms using marijuana can cause their babies to have **behavior, memory & attention problems** later in life.
- Causes **low birth weight**.



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

[VIEW FULL INFOGRAPHIC](#)

Supporting Research



New study accepted for publication: Measuring Air Quality in Smoking and Nonsmoking Areas of Nevada Casinos Reno/Sparks: Potential Exposure of Minors to Secondhand Smoke

A new study conducted by University of Nevada, Reno staff tested indoor spaces at various casinos and found high PM2.5 peaks in casino locations even with zero, or a low percentage of, observed active smokers, including in both gaming/non-gaming areas. Indoor locations had median PM2.5 levels up to 18 times higher than the lowest outdoor background levels. Minors were present throughout all casino locations, and thus were likely exposed to elevated PM2.5 levels.

In The News



West Virginia Bans Smoking In Cars That Are Also Carrying Kids

West Virginia became the 12th state to ban smoking in vehicles with children present. Violators can be fined up to \$25 if they're pulled over for another offense. However, smoking with children present cannot be the main reason a driver is stopped.

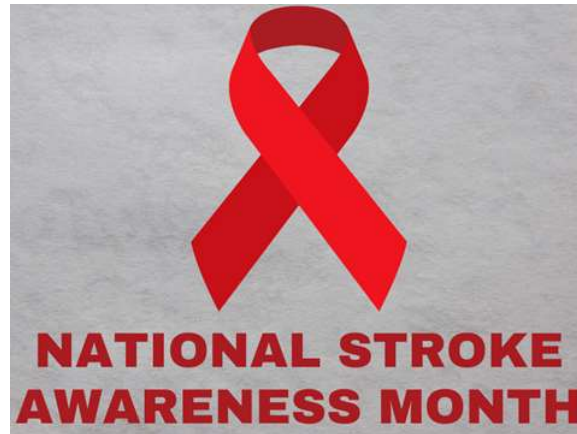
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Observances



World No Tobacco Day

World No Tobacco Day is May 31st. This day is an opportunity to raise awareness on the harmful and deadly effects of tobacco use.



National Stroke Awareness Month

May is National Stroke Awareness Month. Smokers are two times more likely to have a heart attack or stroke and are two times more likely to die from them.

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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