



*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



### New Spanish Smoke-Free Housing Directory

The SNHD Tobacco Control Program has launched a **new Spanish Smoke-Free Housing Directory to reduce secondhand smoke exposure** by increasing access to smoke-free multi-unit housing communities in Southern Nevada. The directory has over 60,000 smoke-free living spaces listed ranging from senior housing to luxury living. SNHD staff provides technical support, free signage and promotional materials to apartment communities that wish to become part of the smoke-free housing initiative.

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

The SNHD Tobacco Control Program's African American Initiative, Because We Matter LV, is **hosting our 2nd Annual Tobacco-Free Living Summit on January 30th, 2025**. The tobacco-free living summit is dedicated to addressing the harmful impact of tobacco on the Black community.

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## 1-Star for Smoke-Filled Businesses Campaign

The SNHD Tobacco Control Program has developed a **new campaign to reduce secondhand smoke exposure** in Southern Nevada. A mailer will be sent out to pre-identified businesses to encourage business owners to adopt smoke-free minimum distance policies. This campaign will also offer local business owners smoke-free signage at no cost via the SNHD Tobacco Control Program's online storefront.

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## Smoke and Vape-free Events



### Dia de los Muertos Festival

The SNHD Tobacco Control Program's Hispanic and Latinx initiative, Por Mi Por Ti Por Nosotros, is partnering with the City of Las Vegas for the Dia de los Muertos event in celebration of Hispanic Heritage Month. This event will promote smoke-free lifestyles to Hispanic community members in Southern Nevada.

## In The Field



### CSN Health Equity Fair

The SNHD Tobacco Control Program completed outreach activities at the College of Southern Nevada campus in October 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.

## Fast Facts



SOUTHERN NEVADA HEALTH DISTRICT  
TOBACCO CONTROL PROGRAM

### AMERICAN INDIANS AND ALASKA NATIVES

It is important to distinguish the differences between traditional tobacco and commercial tobacco use among American Indians and Alaska Natives.

Traditional tobacco is rarely smoked and is used for sacred, religious, and traditional purposes. The use of "tobacco" in this fact sheet refers to commercial tobacco, which is manufactured by companies for profit and contains harmful chemicals that cause death and disease. Tobacco use is the #1 cause of preventable disease, disability, and death among American Indian and Alaska Native populations.

American Indians and Alaska Natives use tobacco at **higher rates than any other racial or ethnic group** in the United States. National data show:



**1 in 5**

American Indian and Alaska Native adults smoke cigarettes.

**1 in 6**

American Indian and Alaska Native women smoked during pregnancy.

**1 in 2**

American Indian and Alaska Native young adults ages 18 to 25 use tobacco.



**40.4%** of American Indian and Alaska Native high school students are current e-cigarette users, a rate significantly higher than the national average of 27.5%.

Tobacco use is associated with heart disease and cancer, the **two leading causes of death** among American Indian and Alaska Native adults.

Tobacco companies target indigenous populations with advertising, financial contributions to cultural organizations, and sponsored cultural events to increase tobacco use rates.



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

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## In The News



### **"Debate over smoking in casinos takes center stage at G2E"**

Last year's conference marked the first time a panel discussion on smoke-free gaming was part of G2E's schedule. Anti-smoking proponents shared new research for a panel, showing that 86 percent of casino patrons prefer smoke-free gambling floors.

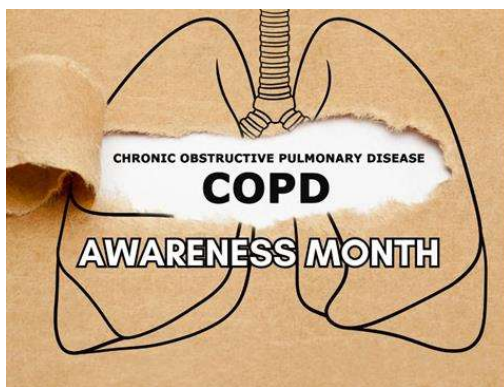
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## Observances



### **American Indian and Alaska Native Heritage Month**

American Indian and Alaska Native Heritage Month celebrates the rich and diverse cultures, traditions, and histories of Native people. Commercial tobacco use is the #1 cause of preventable death and disease among American Indians and Alaska Natives.



### **COPD Awareness Month**

November is National COPD Awareness Month. COPD is usually caused by smoking. In fact, smoking accounts for about 8 out of 10 COPD-related deaths.



### **Great American Smokeout**

The third Thursday of November marks the Great American Smokeout. This day encourages smokers to make a plan to quit, or to plan in advance and quit smoking that day.

*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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