



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 - No Menthol May Campaign

The SNHD Tobacco Control Program's African American initiative, Because We Matter LV, **is establishing partnerships with local events, organizations, politicians, and social justice causes for No Menthol May.** Through these partnerships, staff will share information about the health risks of smoking and encourage tobacco-free lifestyles throughout the month of May.

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Responsible Tobacco Retailer Survey Project

Responsible Tobacco Retailer Survey Project

The SNHD Tobacco Control Program launched a new program, the Responsible Tobacco Retailer Survey Project. This project **aims to increase awareness among tobacco retailers about Nevada's tobacco laws and the resources available to support compliance.** This initiative involves visiting retail locations throughout Nevada to conduct purchase surveys and distribute educational materials to retailers and their staff. This campaign includes TV, radio, web, social media, and billboards.

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Because We Matter - Jazz In The Park Festival

The SNHD Tobacco Control Program's African American initiative, **Because We Matter LV**, has **partnered with the Jazz In The Park Festival**. Through this partnership, the event is now smoke-free and vape-free. Event attendees will also receive information about the benefits of quitting smoking and smoking cessation information.

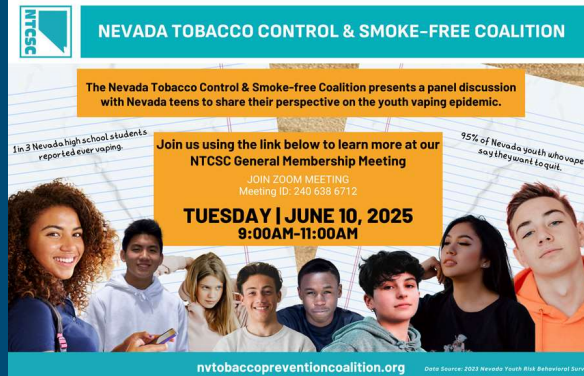
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Las Vegas Ballpark - Smoke-Free Policy & Cessation Efforts

The SNHD Tobacco Control Program partnered with the **Las Vegas Ballpark** to establish a **comprehensive tobacco-free policy on all park grounds in 2022**. Since this partnership was established, the Las Vegas Ballpark has continued to promote tobacco cessation resources at Aviators baseball games every season.

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NTCSC Upcoming Meeting



Smoke and Vape-free Events



Cinco de Mayo Celebration

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 cessation resources through the 1-855 DEJELO-YA Quitline. The event will include a Mother's Day celebration and highlight tobacco-free lifestyles.



Cinco de Mayo Celebration

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros, Viva Saludable partnered with Latinas in Power to promote tobacco-free lifestyles during their Mother's Day Brunch celebration.

In The Field



La Bonita Street Hits

The SNHD Tobacco Control Program's Hispanic and Latinx initiative, Por Mi Por Ti Por Nosotros is partnering with Fiesta Radio 98.1 to promote tobacco and vape-free lifestyles at La Bonita Supermarket during street hits.



NASC Student Council State Conference

The SNHD Tobacco Control Program's youth vaping prevention initiative, BreakDown, partnered with the Nevada Association of Student Councils to host its statewide conference. At this event, staff shared information to encourage vape-free lifestyles. Over 1,000 students were reached.



Fiesta Radio Segments

The SNHD Tobacco Control Program's Hispanic/Latinx initiative, Por Mi Por Ti Por Nosotros Viva Saludable was invited to speak on Fiesta 98.1. Staff and community partners promoted smoke-free outdoor events to reduce secondhand smoke exposure in the Latinx community. Spanish cessation resources were also shared.

Fast Facts



NATIVE HAWAIIAN AND PACIFIC ISLANDER

The two leading causes of death among Native Hawaiian/Pacific Islander adults are cancer and heart disease. Tobacco use increases the risk of developing both conditions.
In fact, tobacco use and exposure cause 90% of lung cancer deaths.



Lung cancer is the leading cause of cancer deaths among Native Hawaiian/Pacific Islander adults.



In 2019, an estimated **18.7% of Native Hawaiian/Pacific Islander adults** nationwide smoked cigarettes in the past year.



Native Hawaiian/Pacific Islander adults are **more likely to use menthol cigarettes** than other groups of Asian adults who smoke.

In 2021, Native Hawaiian/Pacific Islander high school students in Nevada used e-cigarettes **at a higher rate than any other race.**



In 2019, **77% of Native Hawaiian/Pacific Islander adults** who smoked reported using a menthol brand, compared to 30% of white people who smoked.



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



"Research continues to show Nevada casinos expose patrons to secondhand smoke"

Of the 7 million deaths that occur annually because of tobacco, more than 18% are caused by secondhand smoke exposure. In Nevada, smoking is prevalent in part because of smoking in casinos and relaxed exemptions for smoking indoors compared to other states. As Nevadans call for action to protect themselves from secondhand smoke and prevent tobacco addiction, researchers at the University of Nevada, Reno, are working to show the public and lawmakers the dangers Nevada's smoking culture is having on children and teens.

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Observances



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.



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.

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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