



*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

**Victory Is Possible:  
Help Veterans Live Smoke-Free!**  
Whether it's a cigarette or electronic vapor product,  
it's not harmless and it's not healthy!

Nearly 48% of Veterans experiencing psychological distress report current use of tobacco products.

The VA offers free and confidential cessation services designed specifically for Veterans:

**VA Tobacco Cessation:**  
1-855-QUIT-4U (1-855-784-8638)  
Provides counseling, free prescription, financial assistance, and more!  
Services are available in English and Spanish.

**Smoking/Vape Test Program:**  
Test VET to 47845  
Enroll in a free, 8-week test-based cessation program. Counsel in English and Spanish.

For more information on how to live tobacco-free or to order resources for your patients, please visit [getreadyforveterans.org](http://getreadyforveterans.org)

**TOBACCO CESSATION  
CAMPAIGN FOR VETERANS**

## Tobacco Cessation Campaign For Veterans

The SNHD Tobacco Control Program recently **developed a new campaign to encourage tobacco cessation among veterans.** These advertisements will be shared online and in print in collaboration with the Mental Health Spectrum publication.

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## BreakDown - High School Football Brand Ambassadors

SNHD's youth vaping prevention program, BreakDown, **has recruited 150 high school football players as brand ambassadors to promote vape-free lifestyles.** All brand ambassadors wear BreakDown football towels to show support for the vape-free initiative. Ambassadors also promote BreakDown on social media.

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## Las Vegas PRIDE Festival 2025 - A Smoke-Free Event

The SNHD Tobacco Control Program's LGBTQIA+ Initiative, CRUSH, **partnered with the Southern Nevada Association of PRIDE to make the 2025 Las Vegas Pride Festival smoke and vape-free.** Pride is a celebration of people coming together in love and friendship to show how far LGBTQ+ rights have come, and that there is still work to be done.

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## Smoke and Vape-free Events



### Dia de Los Muertos Festival

The SNHD Tobacco Control Program's Hispanic/Latino initiative, Por Mi Por Ti Por Nosotros, Viva Saludable initiative is joining the City of Las Vegas' Día de los Muertos Festival with an ofrenda honoring Ramón Valdés ("Don Ramón" from El Chavo del Ocho). This tribute celebrates his legacy while raising awareness about the health impacts of smoking. PMPT staff will promote smoke-free living, share cessation resources, and

encourage attendees to reflect, remember, and commit to healthier, tobacco-free futures.



### **¡Celebrando Nuestra Cultura! Event**

The SNHD Tobacco Control Program's Hispanic/Latino initiative, Por Mi Por Ti Por Nosotros, Viva Saludable participated in ¡Celebrando Nuestra Cultura! event at the Clark County Government Center Amphitheater. At this event, staff promoted culturally relevant cessation resources and distributed educational brochures on the dangers of vaping.



### **Fall into Wellness Event**

The SNHD Tobacco Control Program's Hispanic/Latino initiative, Por Mi Por Ti Por Nosotros, Viva Saludable participated in the Fall Into Wellness event hosted by the CCSD Family Engagement Department. Staff led engaging, age-appropriate activities to promote tobacco-free living among families and shared culturally and linguistically relevant resources to support healthier, smoke-free homes.

## **In The Field**



## Communities In Schools Vaping Prevention Presentation

The SNHD Tobacco Control Program partnered with Communities in Schools to host an educational training presentation focused on the importance of vaping prevention and the promotion of tobacco-free lifestyles to teens.



## PMPT Mater Academy East Las Vegas Parent Meeting

The SNHD Tobacco Control Program's Hispanic/Latino initiative, Por Mi Por Ti Por Nosotros, Viva Saludable established a partnership with Mater Academy Mountain Vista. Staff will share the latest information on youth vaping trends, discuss the health risks, and offer tips for talking with kids about vaping. Parents will also receive culturally appropriate resources and cessation support to help keep their families healthy and tobacco-free.

## In The News



### ***"WHO tobacco trends report: 1 in 5 adults still addicted to tobacco"***

Since 2010, the number of people using tobacco has dropped by 120 million – a 27% drop in relative terms. Yet, tobacco 1 in 5 adults are still addicted to tobacco, fueling millions of preventable deaths every year. Additionally, WHO estimates that more than 100 million people worldwide are now vaping, highlighting the importance of tobacco control and prevention efforts.

## 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.



### **National 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.



## - THE GREAT AMERICAN - **SMOKEOUT**

### **The 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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