



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



2025 Tobacco Cessation Referrals

In 2025, the SNHD Tobacco Control Program successfully partnered with local healthcare providers to promote tobacco cessation through the Nevada Tobacco Quitline. **Through these efforts, local healthcare providers successfully referred 5,069 patients to free cessation resources in 2025.** For free help to quit smoking or vaping, contact the Nevada Tobacco Quitline at 1-800-QUIT-NOW.

[LEARN MORE](#)



Convos That Count - Media Campaign for Parents

The SNHD Tobacco Control Program developed a **new media campaign for parents and other adults to have conversations with the teens in their lives about vaping.** This campaign will be shared on social media to help support tobacco-free lifestyles among Southern Nevada youth.

[LEARN MORE](#)



NTCSC Community Champion Awards

The NTCSC is comprised of various state partners whose mission is to work together to improve the health of Nevadans by reducing the burden of tobacco use and nicotine addiction. Each year, the NTCSC selects local community champions dedicated to reducing tobacco use and secondhand smoke exposure in Nevada. This year, the **Southern Nevada Health District Tobacco Control Program nominated and awarded Nevada State University, Papa Ola Lōkahi, Robin Crawford from the Nevada State Apartment Association, and Ms. Ginger from the Nevada Association of Student Councils.** The Southern Nevada Health Districts celebrates them and their efforts to reduce the toll of tobacco on the health of Southern Nevadans.

[LEARN MORE](#)

Smoke and Vape-free Events



Dia de Reyes Event

The SNHD Tobacco Control Program's Hispanic/Latino initiative, Por Mi Por Ti Por Nosotros, Viva Saludable, collaborated with Clark County to participate at the Día de Reyes celebration, a joyful community event that brings families together through culture and tradition. As part of this partnership, the event was designated smoke-free. Staff will provide culturally appropriate tobacco-cessation resources for parents as well as vape-prevention education for youth, helping to promote healthier, tobacco-free lifestyles among priority population groups.



NBA Cares Total Health Fair

The SNHD Tobacco Control Program joined the NBA Cares Foundation and other local organizations to provide information and resources to our local community members. The Tobacco

Program distributed resources related to tobacco education and cessation.



Parent Presentations on Youth Vaping

The SNHD Tobacco Control Program's Hispanic/Latino initiative, Por Mi Por Ti Por Nosotros, Viva Saludable, partners with the CCS Family Engagement Center to provide local schools parent education on youth vaping during parent meetings and school events. Through these partnerships, staff share current information on youth vaping trends, health risks, and strategies for talking with children and youth about vaping, while also connecting families to culturally appropriate prevention and cessation resources. Upcoming presentations in the month of January will be held at Myrtle Tate Elementary School, Cartwright Elementary School, Cashman Middle School, and Las Vegas High School.

In The Field



Latinas in Power Collaboration

The SNHD Tobacco Control Program's Hispanic/Latino initiative, Por Mi Por Ti Por Nosotros, Viva Saludable established a collaboration with Latinas in Power (LIP) to promote tobacco-free lifestyles through the power of shared stories. In a new media campaign, LIP members shared their personal reasons for living smoke-free, helping inspire healthier choices within the community through authentic, culturally relevant messaging.



Because We Matter LV Tobacco-Free Living Summit

The Because We Matter LV Tobacco-Free Living Summit will be held on February 19th, 2026. This event will promote wellness and a tobacco-free future, while also honoring black history.



NTSC - Cassandra Meraz To Serve As New Secretary

A member of the SNHD Tobacco Control Program, Cassandra Meraz, was recently selected as Secretary for the Nevada Tobacco Control and Smoke-Free Coalition.



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 1,200 high school students throughout Southern Nevada.



A Healthier Tomorrow Podcast

SNHD Tobacco Control Program staff was recently invited to A Healthier Tomorrow Podcast to promote tobacco-free lifestyles.

In The News



"2025 Monitoring the Future Survey Shows Youth Tobacco Use Remains a Serious Problem, Underscoring Need to Reverse Federal Cuts that Threaten Progress"

While the U.S. has made progress in reducing youth use of tobacco products, the 2025 Monitoring the Future survey released in December shows that youth tobacco use is still a serious public health problem and underscores the need for continued action to reduce all forms of tobacco product use among our nation's youth.

[LEARN MORE](#)

Observances



NEW YEAR'S DAY

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

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.



get**healthy**clarkcounty

 Share

 Share

 Forward

Southern Nevada Health District
Tobacco Control Program
280 S. Decatur Blvd, Las Vegas, NV, 89107
tobaccoprogram@snhd.org
702-759-1270

[Preferences](#) | [Unsubscribe](#)