



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 2026 Tobacco-Free Living Summit

The 3rd Annual Because We Matter LV Tobacco-Free Living Summit took place on February 19th at the Dr. William Pearson Community Center. This free event promoted wellness and a tobacco-free future, while also honoring black history. Over 100 community members and stakeholders were in attendance.

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BreakDown Spring 2026 High School Outreach & Training Video - Love Yourself, Live Vape-Free

The SNHD Tobacco Control Program's youth vaping prevention initiative, BreakDown, developed a new campaign, "Love Yourself, Live Vape-Free." This campaign promotes vape-free lifestyles while highlighting the impacts of vaping on mental health. As part of this initiative, staff developed a 5-minute training video promoting CredibleMind, a free mental

health resource. This resource is being shared at 30+ outreach events at public high schools across Southern Nevada this spring. To date, more than 25,000 local students have been reached.

[WATCH TRAINING VIDEO](#)

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Home Smoke-Free Home Multi-Unit Housing Campaign

The SNHD Tobacco Control Program **developed a new campaign to promote comprehensive tobacco-free policies at local multi-unit housing communities in Southern Nevada.** This campaign was used to promote the SNHD Smoke-Free Housing initiative in collaboration with the Nevada State Apartment Association.

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Smoke and Vape-free Events



Black Family Wellness Expo

The SNHD Tobacco Control Program's African American Initiative, Because We Matter LV, is participating in the Black Family Wellness Expo. This event will promote tobacco-free lifestyles to local community members in Southern Nevada.



Black History Month Festival at Springs Preserve

The SNHD Tobacco Control Program’s African American Initiative, Because We Matter LV, partnered with the Black History Month Festival at the Springs Preserve in February. This event promoted tobacco-free lifestyles while also celebrating Black History Month.

CCSD Family Engagement Academy

The Southern Nevada Health District’s Tobacco Control Program was invited to participate in CCSD Family Engagement Academy at J.D. Smith Middle School. During this session, staff shared the latest trends in youth vaping, discuss the health effects of nicotine use, and provide practical tips to help parents start meaningful conversations with their children. Families also received cessation resources to help quit tobacco and vape use.

In The Field



Parq at Camino Staff Meeting

The SNHD Tobacco Control Program staff recently met with the team at Parq at Camino to discuss

the Smoke-Free Housing Initiative, including the health and property benefits of smoke-free policies. During the meeting, staff shared information on the benefits of implementing and strengthening existing smoke-free policies. Staff also highlighted cessation services and tools available to support policy promotion and compliance across NVHAND communities.



Resident Lunch & Learn at Pearson Pines

The SNHD Tobacco Control Program staff will participate in a Resident Lunch and Learn at Pearson Pines Senior Apartments, held in partnership with NVHAND. The presentation will focus on the benefits of smoke-free policies and available tobacco cessation resources for residents.



Market Trends Event

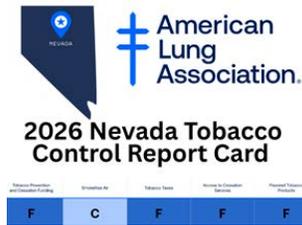
The SNHD Tobacco Control Program staff participated in the Market Trends event, connecting with more than 250 attendees to promote the benefits of smoke-free housing policies. Throughout the event, staff engaged with community managers to share the free resources available through the Be Healthy Breathe Easy Live Smoke-Free initiative.



Fiesta Radio 98.1 Collaboration

Staff partnered with Fiesta Radio to promote tobacco-free living through the station's WhatsApp subscriber network, encouraging them to join the "Living Smoke-free" movement. Listeners were encouraged to commit to quitting tobacco and join the Smoke-Free Movement through a direct sign-up link. This resulted in more than 90 participants joining the movement, and three lucky winners were selected through a raffle to receive supermarket gift cards.

In The News



American Lung Association's "State of Tobacco Control" 2026 Report

The American Lung Association's 2026 "State of Tobacco Control" report highlights major setbacks in federal tobacco prevention due to 2025 policy rollbacks. Nevada received an F grade for Tobacco Prevention and Cessation Funding, Tobacco Taxes, Access to Cessation Services, and Flavored Tobacco Products. Nevada's highest grade was a C for Smokefree Air.

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Observances



International Women's Day

International Women's Day is a global holiday celebrated annually on March 8th, bringing attention to issues such as gender equality and women's health. Tobacco use poses a serious risk of early death and disease for women. Unfortunately,

women have been targeted with extensive tobacco marketing.

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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