



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



BreakDown Spring 2026 High School Outreach Tour

The SNHD Tobacco Control Program's youth vaping prevention initiative, BreakDown, is hosting **30+ outreach events at public high schools** across Southern Nevada this spring to promote vape-free lifestyles. To date, more than 30,000 local students have been reached.

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Responsible Tobacco Retailer Educational Campaign

In collaboration with the Nevada Tobacco Control and Smoke-Free Coalition, the SNHD Tobacco Control Program **developed a new campaign to promote compliance and educate tobacco retailers about current Nevada law.** These materials were mailed to over 2,000 Nevada tobacco retailers, encouraging them to check ID to avoid the illegal sale of tobacco to individuals under 21.

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Vive Real - New Vaping Prevention Youth Initiative

The SNHD Tobacco Control Program developed a **new youth-led brand initiative, “Vive Real,” to support culturally and linguistically relevant tobacco prevention messaging among Hispanic and Latino high school students.** Vive Real promotes vape-free lifestyles, raises awareness about the risks of nicotine and flavored vape products, and encourages prevention and cessation through relatable messaging and youth engagement.

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Smoke and Vape-free Events



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 parent education on youth vaping at schools and community events. These efforts share information on trends, health risks, and how to talk with youth, while connecting families to culturally appropriate resources. An upcoming presentation is scheduled at KO Knudson MS.



Parent Involvement Meetings

The SNHD Tobacco Control Program's Hispanic/Latino initiative, Por Mi Por Ti Por Nosotros, Viva Saludable, has established an ongoing partnership with Mater Academies to participate in Parent Involvement meetings promoting tobacco-free lifestyles. Parents also receive culturally appropriate resources and cessation support to help keep their families healthy and tobacco-free. Staff will attend two parent meetings this month at the East Las Vegas and Mountain Vista locations.



Día del Niño Event

The SNHD Tobacco Control Program's Hispanic/Latino initiative, Por Mi Por Ti Por Nosotros, Viva Saludable is partnering with Fiesta Radio for an upcoming Día del Niño celebration for a family-friendly, and smoke-free outdoor event to the community. Staff will be on-site sharing resources and connecting families to the Spanish tobacco Quitline for free help to quit smoking.



Eggstravaganza Event

The SNHD Tobacco Control Program's Hispanic/Latino initiative, Por Mi Por Ti Por Nosotros, Viva Saludable is supporting the upcoming Mater Academy Eggstravaganza event. During the event, staff will engage with families

and share culturally relevant information on the dangers of vaping, along with resources to support tobacco cessation. This collaboration aims to prepare families with the knowledge and tools needed to create healthier, smoke-free environments for youth and the community.

In The Field



14th Annual CSN Health & Wellness Fair

SNHD Staff participated in CSN's Health and Wellness Fair to share information about the Tobacco-Free CSN initiative and offer cessation resources.



The Truth About Vaping Student Lectures

SNHD staff visited Clark High School and Cashman Middle School to deliver a presentation on the truth about vaping. These lectures teach students about the physical and mental health risks associated with vaping, while also discussing the myths about vaping and sharing teen cessation resources.



Tobacco-Free CSN Outreach Event

SNHD staff team and the SNHD SPARK Youth Advisory Council will be gathering on CSN's campus to share information as part of the new "CSN, The Time is Now" project, which encourages the adoption of a comprehensive tobacco-free campus policy.

In The News



"Lifetime of smoking in Nevada costs more than \$4 million."

Smoking isn't just bad for your health, it can also take a toll on your finances. According to the Centers for Disease Control and Prevention, cigarette smoking kills nearly half a million Americans each year. The CDC's economic trends in tobacco page shows that smoking costs the U.S. more than \$600 billion in medical expenses and lost productivity.

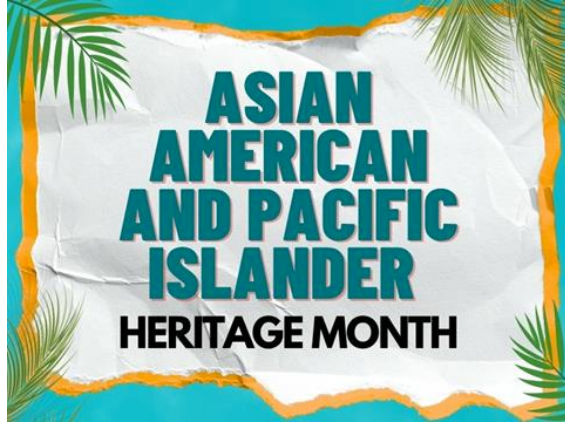
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Observances



Minority Health Month

The tobacco industry uses tailored marketing to target minority populations based on race, ethnicity, sexual orientation, behavioral health status, and more. Minority groups also often experience elevated exposure to secondhand smoke.



Asian-American and Pacific Islander Heritage Month (May Day)

Asian American and Pacific Islander (AAPI) populations experience significant disparities in tobacco use rates and health effects. In fact, lung cancer is the leading cause of cancer death among AAPI populations.



Cannabis Awareness Month

With approximately 48.2 million users, cannabis use may have a wide range of health effects on the body and brain. In fact, about 1 in 10 cannabis users will become addicted. For people who begin using before age 18, the number rises to 1 in 6.

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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