

Report Card Tobacco Control Program

Southern Nevada Health District

REPORT OVERVIEW

The appended report reviews the status of this grantee's progress toward specific outcomes as of August 2007. We have used a consumer report-type rating system with five possibilities for rating the progress of a program toward achieving specific objectives. Ratings are indicated by the proportion of the circle filled in—the more the program has achieved, the more quarters of the circle are blackened.

In this report, we also include brief comments for each rating earned and provide recommendations for program improvement that are focused on achieving short-term, intermediate, and long-term outcomes to decrease burden from tobacco use and its disease complications among Nevadans.

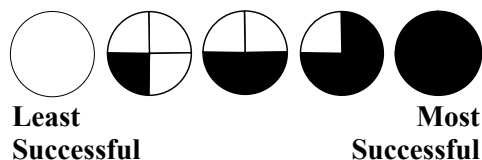
The foundation for this report is the performance measures that are being established for grantee performance. Once baseline measures have been taken, process and outcomes can be measured overtime, and program progress can be monitored.

Future additions to this report will build upon the program ratings presented here. Battelle will continue to advise and provide technical assistance to grantees to help them further improve their performance. We are providing these snapshot reports so that grantees will be able to view their progress and readily recognize areas where improvement is needed.

August 20, 2007

Tobacco Control Program Report Card

To rate each grantee on key tobacco control accomplishments we are using a consumer report-type rating. The ratings can be interpreted as “open circle” meaning very little progress has been made by the program; 25% means the program has been “somewhat successful”; 50% means “moderately successful” and halfway to the goal; 75% means the program has been “mostly successful”; and 100% indicates the program has been “very successful.”



1. The grantee has shown progress in **implementing Battelle’s evaluation recommendations.**



Comment: The Southern Nevada Health District (SNHD) Tobacco Control Program (TCP) has implemented all of Battelle’s recommendations including establishing outcome indicators for all outreach events and campaigns; providing a list of collaborators who conduct brief interventions with health care providers; establishing measures to determine what “support” has been offered for the activity to expand and support community coalitions in Southern Nevada (i.e., Latinos United Celebrating Health [LUCES], XPOZ, Urban Fuel, Clean Indoor Air Alliance [CIAA]); and establishing indicators to measure the amount of promotion of voluntary smoke-free policies in workplaces, homes, and cars.

2. The grantee has **adequate data to measure achievement of goals and objectives.**




Comment: The grantee has been very successful thus far in producing adequate data to measure accomplishment of the goals and objectives. Additional data will be available from the Behavioral Risk Factor Surveillance System (BRFSS), the Youth Risk Behavior Survey (YRBS), and the Adult Tobacco Survey (ATS) when these surveys are completed to further assess outcomes. Some of the key highlights include:

- The SNHD TCP conducted 12 media campaigns in the last year. The campaigns were related to youth, young adults, the Hispanic community, and secondhand smoke programs with a media reach of nearly 21%.
- The combined total number of website hits for UrbanFuel.org, xpozcoalition.com, socrush.com, and GetHealthyClarkCounty.org to date is 3,356,770. To date, over 7,000 youth are involved in the XPOZ movement.
- A total of 9,478 Brief Intervention cessation materials (posters, quit cards, lung models) have been distributed to the community, with over 200 health care providers trained as a result of this project. Call volume as a result of this project has increased as tracked by the Nevada Tobacco Users Helpline.

- The comprehensive approach the SNHD TCP has taken to reduce tobacco use in Clark County has contributed to declines in youth smoking prevalence (from 33% in 1999 to 18% in 2005), adult smoking prevalence (from 30% in 1999 to 20% in 2006), and Hispanic smoking prevalence (from 33% in 2001 to 15% in 2006).
- The SNHD TCP also played a major role in pushing for successful passage of the Nevada Clean Indoor Air Act.

3. The grantee is **meeting the scheduled timeline** to achieve goals and objectives. 

Comment: The grantee is meeting the scheduled timeline for all of the goals and objectives.

4. The **grantee's goals, objectives, and indicators match well with CDC's** recommended goals, objectives, and indicators. 

Comment: The grantee's goals, objectives, and indicators match well with the CDC's recommendations in all four CDC goal areas including **Goal 1. Preventing the Initiation of Tobacco Use Among Young People** as illustrated by the youth tobacco prevention programs including media campaigns, web-based communication strategies, tobacco prevention training events, and numerous community outreach activities; **Goal 2. Eliminating Nonsmokers' Exposure to Secondhand Smoke** as illustrated by large-scale multi-language media campaigns, policy/advocacy efforts, and coalition building by the SNHD TCP which contributed to the passage of the Nevada Clean Indoor Air Act, the first comprehensive law to reduce exposure to secondhand smoke in the state of Nevada; **Goal 3. Promoting Quitting Among Adults and Young People** as illustrated by collaboration with statewide partners such as the Nevada Tobacco User's Helpline, innovative social marketing strategies, and SNHD health care provider training program; and **Goal 4. Identifying and Eliminating Tobacco-Related Disparities** as illustrated by SNHD's development of numerous culturally tailored tobacco prevention campaigns as well as their community outreach program. This would include SNHD's Spanish-language tobacco prevention programs; Lesbian, Gay, Bisexual and Transgender community-based programs; as well as expansion of programming in the African-American, Asian, and Native-American populations.

5. The **grantee's goals, objectives, and indicators match well with Nevada's 5-year strategic plan for tobacco control.** 

Comment: The grantee's goals, objectives, and indicators match well with the Nevada 5-year strategic plan recommendations and parallel four CDC goal areas including **Goal 1. Preventing the Initiation of Tobacco Use Among Young People; Goal 2. Eliminating Nonsmokers' Exposure to Secondhand Smoke; Goal 3. Promoting Quitting Among Adults and Young People; and Goal 4. Identifying and Eliminating Tobacco-Related Disparities.**

6. The grantee's program efforts will **have a potential impact on reducing tobacco use and exposure in Nevada.**



Comment: The potential impact this grantee's efforts will have on reducing tobacco use and exposure in Nevada is very high. Given the current comprehensive and integrated focus of program efforts, there is a high probability of influencing not only tobacco-related attitudes and opinions but also tobacco-related behavioral and environmental changes. The Southern Nevada Health District has the greatest potential of all of the tobacco grantees in the state to contribute to reduction in tobacco use prevalence among adults and youth, given their focus on multiple populations, use of multiple strategies, coupled with adequate evaluation measures. Battelle recommends that the Southern Nevada Health District consider expanding the venues in which they push for clean air to include clean outdoor air as well (e.g., parks, outdoor concerts, and other outdoor settings youth frequent). In addition, depending on the political climate, this grantee may consider approaching casinos about clean indoor air to protect patrons and employees in these settings. Battelle will provide technical assistance to help the Southern Nevada Health District to implement these recommendations.

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