

# **Southern Nevada Health District Tobacco Control Program**



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Southern Nevada Health District  
Tobacco Control Program**

# THEN: 1999

- Highest adult smoking rates in the nation (30%)
- Youth smoking rates were among the highest in the nation as well (33%)
- Public was largely unaware of the dangers of secondhand smoke
- No culturally or linguistically tailored tobacco prevention programs
- No comprehensive law in place to protect the public from secondhand smoke exposure

# Comprehensive Tobacco Program

## *Population-Based Approach, CDC's Best Practices and Program Goals*

- Goal 1: Prevent youth initiation of tobacco products
- Goal 2: Promote quitting among youth and adults
- Goal 3: Reduce exposure to secondhand smoke
- Goal 4: Reduce tobacco related health disparities in diverse communities



# NOW: 2010

- Adult smoking prevalence in Clark County has decreased to 22%.
- **Some** diverse community smoking rates have declined.
- Youth smoking prevalence has declined from 33% to 14%, the 3rd lowest youth smoking rate in the nation.
- 90% of Clark County adults (2008) surveyed believe people should be protected from secondhand smoke.
- Comprehensive law was passed to protect the public from exposure to secondhand smoke (Nevada Clean Indoor Air Act – NCIAA).

# The Toll of Tobacco

- Smoking is the leading cause of preventable death and kills more people each year in the U.S. than alcohol, AIDS, motor vehicle crashes, illegal drugs, murders, and suicides **combined.**\*
- Tobacco use kills 1200 people every day in the U.S.\*\*
- Secondhand smoke is the third leading cause of preventable death in the U.S., killing an estimated 53,000 nonsmokers each year.\*\*

\**Campaign for Tobacco-free Kids*

\*\**U.S. Centers for Disease Control and Prevention*

# The Toll of Tobacco

- The tobacco industry spends over \$113 million each year to market their products in Nevada.\*
- In Nevada, \$565 million is spent in annual health care costs directly caused by smoking.\*

\*Campaign for Tobacco Free Kids



# Threats to Tobacco Prevention and Control in Nevada

- The SNHD TCP is currently funded by two primary sources (Centers for Disease Control and Tobacco Master Settlement dollars)
- As a result of the 2010 NV Special Legislative Session, funding for tobacco prevention programs using Tobacco Master Settlement dollars was eliminated.
- Effective July 1, 2010 all tobacco programs statewide- including the SNHD- will lose this critical funding source.

# What happens when funding is reduced or eliminated?

- Once tobacco prevention funding is eliminated or reduced significantly, smoking rates begin to increase quickly, resulting in a dramatic reversal of positive tobacco trends.
- Other states that have reduced or eliminated tobacco prevention funding such as Florida, Massachusetts, and California saw:
  - increase in youth and adult smoking rates
  - alarming increase in illegal sales of tobacco products to minors

# THE SILVER LINING FOR THE SILVER STATE AMERICAN RECOVERY AND REINVESTMENT ACT

- U.S. Department of Health and Human Services recently announced awards of more than \$372 million to communities throughout the U.S. as part of its *Communities Putting Prevention to Work* Initiative.
- Clark County is one of only 44 communities in the US to receive this highly competitive award totaling **\$14.6 million** over two years for the Clark County Tobacco Prevention Enhancement Project. **(Original request was \$20 million).**
- These awards are funded by the American Recovery and Reinvestment Act and are intended to avoid reductions in essential services during times of budget reductions, strengthen the nation's health care infrastructure, and **reduce health care costs through prevention activities.**

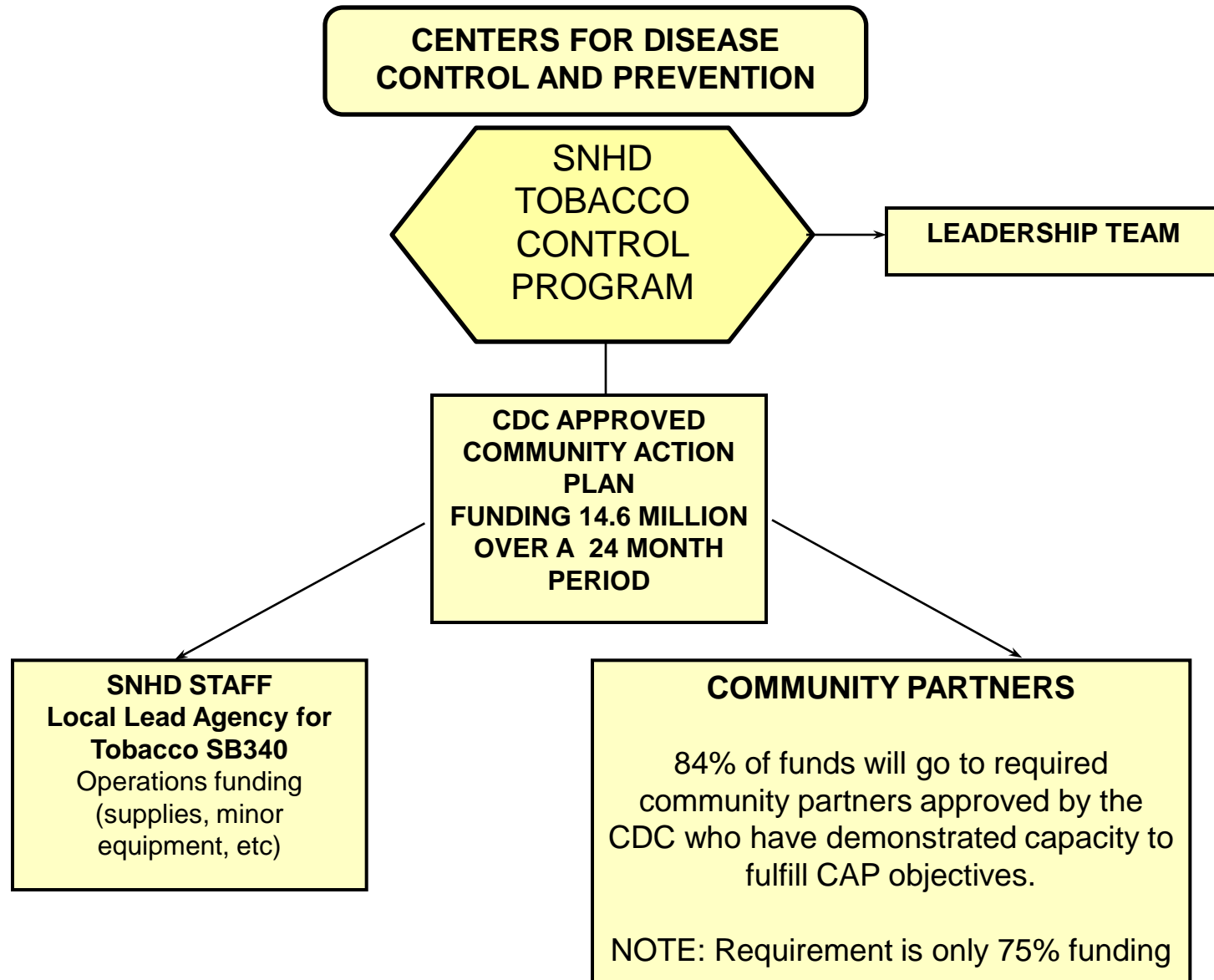
# Community Partnerships

- In Clark County we credit the strength of our grant application to our community partnerships and the many experienced agencies and organizations we collaborated with to submit a comprehensive and competitive proposal.

## How We Compare to Other Grantees:

- County of Los Angeles Department of Public Health, California- Awarded \$16.2 Million for tobacco prevention
- New York City (Fund for Public Health in New York, Inc.), New York- Awarded \$15.6 Million for tobacco prevention
- **Southern Nevada Health District, Nevada- Awarded \$14.6 Million for tobacco prevention**
- City of Chicago (Respiratory Health Association of Metropolitan Chicago), Illinois- Awarded \$11.6 Million for tobacco prevention
- More than 84 percent of the funding we will receive will go to our community partners to develop and implement programs under the guidance of the Centers for Disease Control.

# ARRA CPPW STRUCTURE



# Community Action Plan

- As per the requirements of *Communities Putting Prevention to Work* grant, SNHD will work with strategic partners to coordinate the implementation of policy, systems, and environmental changes across five evidence-based MAPPs strategies
- **Media outreach;**
- **Access to tobacco products;**
- **Point of decision information;**
- **Price; and**
- **Social support services**
- Overall focus on population based interventions, with primary focus of reducing health disparities.

# FUTURE- 2012

We look forward to reducing the burden of tobacco related disease in Clark County in order to improve the health of our residents.

- Less exposure to secondhand smoke
- Less initiation of use of tobacco products
- Strong community support for tobacco free polices

# Questions

For more information on SNHD's Tobacco Control Program visit [www.gethealthyclarkcounty.org](http://www.gethealthyclarkcounty.org) or call (702) 759-1270.

