



Clark County Health District • Public Information Office • 625 Shadow Lane, Las Vegas, NV 89106 • 385-1291

News Release

Contact: David Tonelli
(702) 383-6320
Jennifer Sizemore
(702) 383-1225

FOR IMMEDIATE RELEASE

Clark County Health District Celebrates World No Tobacco Day 2005

(Las Vegas, Nev., - May 31, 2005) – The Clark County Health District is marking World No Tobacco Day 2005 with a continued call for residents to adopt smoke-free lifestyles.

The percentage of Clark County adults who smoke cigarettes has declined in recent years. However, the smoking prevalence locally remains above the state and national averages. According to the 2003 *Behavioral Risk Factor Surveillance Survey*, roughly 27 percent of Clark County adults currently smoke tobacco products, compared to 25 percent statewide and 22 percent nationally. Programs to address the disparities in smoking by age, ethnicity, and educational levels are seen as key to the national effort to reduce the adult smoking rate to 12 percent by 2010.

The health district Office of Health Education and Promotion created the Cero Humo (Zero Smoke) program in 2002 to provide culturally and linguistically appropriate messages to the local Hispanic community. In its first three years, the program has provided tobacco education, encouraged smoking cessation and advocated smoke-free environments to a segment of the local population traditionally underserved by tobacco control messaging.

World No Tobacco Day was first held in 1988, and is observed annually on May 31 to call attention to the impact of tobacco use on public health. World No Tobacco Day 2005 focuses on the prominent role health professionals play in tobacco control and education.

For additional information, contact the health district tobacco control program at (702) 759-1270 or visit <http://www.getthehealthyclarkcounty.org>.

###