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## News Release

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FOR IMMEDIATE RELEASE

**Tuesday, April 4: "Surrounding Our Kids with Equal Opportunities"**  
Southern Nevada Health District Celebrates National Public Health Week, April 3 – 9, 2006

LAS VEGAS - April 4, 2006 - The Southern Nevada Health District is celebrating National Public Health Week, April 3 - 9, 2006. Under the overarching theme of "Designing Healthy Communities, Raising Healthy Kids," each weekday focuses on the relationship between community infrastructure and a core children's health issue. Today's focus is "Surrounding Our Kids with Equal Opportunities."

Equal opportunity through equal access to housing, health services and healthy food choices ensures that disadvantaged children are not put at disproportionate risk for health and developmental problems. For example, kids from families without medical insurance have a much harder time getting preventive, primary and urgent medical care. Un-insured or under-insured families should explore free or reduced-cost medical care options. The Southern Nevada Health District Immunization Project ensures that infants, children, and adults are immunized against vaccine preventable diseases. In addition, other community organizations help connect disadvantaged families with vital medical services.

Local markets, including those in disadvantaged neighborhoods, should stock healthy food items. When healthy food choices are easier to find, they are more likely to be purchased and consumed. Plus, kids take their healthy eating cues from adults. Healthy food choices are easier for children to make when parents and other influential adults set a good example.

Since 1995, National Public Health Week has been observed during the first full week in April to encourage people to actively pursue a stronger, healthier life. For more information on National Public Health week, healthy eating and free or reduced-cost medical services, visit these health district web sites: [www.cchd.org](http://www.cchd.org) and [www.getthehealthyclarkcounty.org](http://www.getthehealthyclarkcounty.org).

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