



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

News Release

Contact: Jennifer Sizemore
(702) 383-1225

FOR IMMEDIATE RELEASE

Tobacco control program targets university students

(Las Vegas, Nev., - April 8, 2002) – The Clark County Health District Tobacco Control Program has contracted with Educational Message Services, Inc. (EMS) to place tobacco cessation information and prevention message boards in locations targeting University of Nevada Las Vegas (UNLV) students beginning this month. The project is a joint collaboration between the health district, the UNLV Student Health Center and the UNLV Counseling Center.

“This is the first time message boards have been used in our state to facilitate smoking cessation among students, and we are pleased to be a participant. With this program in place, we hope to see an increase in the amount of students who seek smoking cessation treatment,” said Tina Saddler, a nurse practitioner with the student health center.

A study conducted by Harvard University found a 28 percent increase from 1992 to 1997 in the amount of college students who smoke. Currently, there is limited information about the use of tobacco by college students and effective prevention strategies for this age group. However, this method of delivering messages has been evaluated and found to be successful for delivering relevant and highly targeted education to hard to reach individuals in a one-on-one setting.

Messages are strategically placed within community venues, where individuals from priority populations are alone and without distractions. The message boards were developed using focus groups and will be placed in areas including waiting areas, locker rooms, changing areas and restrooms.

For more information regarding the health district Tobacco Control Program call 383-1217.

#####