

News Release

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FOR IMMEDIATE RELEASE

Secondhand smoke campaign reaches out to the Hispanic Community

(Las Vegas, Nev., - January 9, 2003) – The Clark County Health District conducted a Hispanic Community Survey and launched a tobacco control outreach campaign in order to expand awareness efforts and to reduce exposure to secondhand smoke.

The survey commissioned by the health district found that 29 percent of the respondents were smokers and 62 percent of current smokers had tried to quit in the past. The survey also queried participants on secondhand smoke and policy issues. The results demonstrated that 70 percent felt people should be protected from secondhand smoke, with 81 percent agreeing to smoking bans on school property and more than 70 percent agreeing to bans in gaming areas of grocery stores, convenience stores, pharmacies and drug stores.

In order to reach this population and address their concerns the radio and television campaign, “Cero Humo (Zero Smoke),” was created to educate the Hispanic community about the dangers of secondhand smoke.

“Hispanics represent 22 percent of our population in Clark County and we felt it was important to develop a message on the dangers of secondhand smoke specifically for this community,” said Dr. Kwalick, chief health officer.

Grupo Vida, the agency of record for the health district on this campaign, worked with the health district and the Latinos Together Against Disease (LTAD) coalition, to develop a campaign that incorporates beliefs important to the Hispanic community such as the family, culture and values.

“Integrating children into the Cero Humo campaign was very important because families and children are so important in the Hispanic culture. We wanted to make people aware of the health risks of secondhand smoke exposure to children,” said Gail Muniz, health educator for the health district.

The second phase of the campaign begins airing on local stations the week of January 13, 2003. For more information about the Clark County Health District Tobacco Control Program call 383-1217.

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Hispanic Community Survey Summary Results

A telephone survey of Hispanics in the Las Vegas area was commissioned by the Clark County Health District and conducted by Roslow Research Group (RRG) in the fall of 2002. A total of 221 interviews were conducted. The sample of telephone numbers was randomly generated from local phone directories by Spanish-surname. A total of 188 (85 percent) of the interviews were completed in Spanish.

Overall Findings:

- 86 percent of respondents were foreign born and had resided in the U.S. for approximately 12 years
- 80 percent of respondents spoke more Spanish than English in their homes
- Two-thirds are employed at least part time and 41 percent of those employed work in the hospitality industry

Smoking Prevalence

- 29 percent of the respondents were smokers
- Smokers smoked an average of 2 packs of cigarettes per week
- 62 percent of current smokers have tried to quit in the past
- 76 percent of smokers were interested in quitting smoking

Tobacco and Secondhand Smoke:

- 71 percent of both smokers and non-smokers “completely agreed” that it is important for non-smokers to avoid secondhand smoke because of the health risks
- 77 percent of respondents indicated they have a smoke-free policy for their home
- 75 percent of respondents indicated they have a smoke-free policy for their family cars
- 65 percent of respondents indicated that tobacco use is a serious problem in the community
- 70 percent of respondents indicated that people should be protected from secondhand smoke

Secondhand Smoke and Policy Issues

- 81 percent of respondents agreed that smoking should not be allowed on school property at any time
- 76 percent agreed that smoking should be banned in the gaming areas of grocery stores
- 71 percent agreed that smoking should be banned in the gaming areas of convenience stores, pharmacies and drug stores.
- 51 percent supported a ban on smoking close to the entrance of business and public buildings
- When asked about their perception of how many adults in the community smoke, respondents estimated that prevalence to be 61 percent

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