



COMMUNITIES PUTTING PREVENTION TO WORK

Clark County Tobacco Prevention Enhancement Project Overview

Total Award Amount

- \$14,607,991 (two year total)
- 84.3 percent (\$12,308,540) of the overall budget will fund partner agency activities

At a Glance

- The Communities Putting Prevention to Work initiative is investing a total of **\$372.8 million** over two years to fund 44 communities nationwide.
- This total represents less than a \$4 per-person investment (\$3.65) in the funded communities for each of the next two years.
- By comparison, food companies spend 10 times that amount per capita (roughly \$37) on advertising alone each year, and tobacco companies spend roughly \$43 per capita annually to advertise and promote cigarettes.
- The American Recovery and Reinvestment Act's per-capita community investment represents only five-hundredths of 1 percent of the \$7,400 that the United States spends per person on health care each year.
- Each year in the United States, tobacco use accounts for \$96 billion in direct medical expenses.

Leadership Team Members

- Linda Anderson
Chief Deputy Attorney General
State of Nevada
- Donna Fairchild
Councilwoman, City of Mesquite
Member, Southern Nevada District Board of Health
- Terri Janison
President, Clark County School District Board of School Trustees
- Kelly LeGrow
Board Chair, American Lung Association
- Lawrence Matheis
Director, Nevada State Medical Association
- Christopher Roller
Director of Advocacy, American Heart Association
- Lynn Rosenbach
Manager, United Healthcare
- Lawrence Sands, DO, MPH
Chief Health Officer
Southern Nevada Health District
- Belinda Thompson
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Staff

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Partners Approved for Funding by the Centers for Disease Control and Prevention

- Rescue Social Change
- Nevada Tobacco Helpline
- American Lung Association of Nevada
- Clark County School District
- UNLV Nursing Division
- Goshen Community Development Coalition
- Nevada Cancer Institute
- Nevada Attorney General's Office
- March of Dimes