Talking Points:

- Cheryl Bricker, Executive Director, Partnership of Community Resources, Treasurer of the Nevada Statewide Coalition Partnership
- Commend GMAC for the Needs Assessment and for prioritizing according to data: That's what local coalitions do! Health & Mental Health rose to the top as indicated on age 12: Support for Current Services.
- When an issue raises to the top, multiple strategies are required to reduce prevalence, increase protective factors, and successfully meet desired outcomes (like tobacco free communities)
- Using tobacco control as an example: Nevada Statewide Partnership Coalition is involved in all of the following strategies with each individual coalition prioritizing the need, then the strategy most effective for the desired outcome:
    - Prevention education, advocacy to change norms and/or change ordinances (DC SB177), Advocacy training for youth and adults, Smoke Free Entryways, Smoke Free Playgrounds, treatment as in Quit Lines, local cessation classes (youth and adult), medical interventions (patches) referral, behavioral interventions
- My concern: Funding needs to recognize multiple strategies, rural challenges, and that using DC as an example, Jan and Feb reports from the Quit Line demonstrates that rural folks do not call quit lines. (1.7 1.8 people per month) We publicize on our websites, hand out refrigerator magnets, talk about quit lines at meetings and public gatherings....but as statistics indicate, only metropolitan communities benefit from the quit line
- 2-1-1: People in rural communities often call the local coalition rather than 211. PCR is listed on 211, but also has an extensive resource directory published at least every two years, and updated and available on our website.
- Rural communities need to utilize local people for prevention, intervention and treatment of all forms of tobacco use
- Funding the Nevada Statewide Coalition Partnership enables rural communities to focus on individualized issues while addressing the WHOLE problem
- Examples:

    - In 2014 42 Nevada youth advocates trained and CD's of the training for sustainability, with each community creating an individualized plan to prevent and intervene with tobacco issues in individual communities
    - Nevada celebrates TWO Tobacco Free Kids Western Region Winners since 2007 –This demonstrates youth commitment to advocating for the elimination of tobacco product use
    - We have the resources…trained youth, experienced prevention specialists…let us utilize this resource
- There will always be a fight: clean air act, tobacco sales and use by youth under 18, and now electronic cigarettes. Without funding to continue local advocacy, educating the general population about the methods Big Tobacco uses to promote use by young people…We will lose the war!