

SFY17 Annual Report

Nevada Department of Health and Human Services – Office of Community Partnerships and Grants

Division of Public and Behavioral Health – Tobacco Prevention and Control Program

Organization Name Project Description Grant Amount Total Payment Amount	Goal 1 # Objectives % Objectives met for SFY17	Goal 2 # Objectives % Objectives met for SFY17	Goal 3 # Objectives % Objectives met for SFY17	Goal 4 # Objectives % Objectives met for SFY17	Goal 5 # Objectives % Objectives met for SFY17
Carson City Health and Human Services Tobacco Prevention and Control \$75,341 \$73,536	3 100%	1 100%	N/A	3 67%	N/A
National Jewish Health Tobacco Cessation Services \$108,363 \$108,363	N/A	N/A	2 100%	N/A	N/A
Nevada Statewide Coalition Partnership Tobacco Prevention and Control \$144,278	3 100%	4 75%	N/A	1 100%	N/A

\$142,509					
Southern Nevada Health District Tobacco Prevention and Control \$440,000 \$439,999	4 100%	1 100%	N/A	1 100%	1 100%
Washoe County Health District Tobacco Prevention and Control \$201,977 \$201,977	4 100%	2 100%	N/A	3 100%	1 100%

Tobacco Prevention and Control Program

Background Information

The mission of the Chronic Disease Prevention and Health Promotion (CDPHP) Section is to “maximize the health of Nevadans by improving policy, systems and environments that influence quality of life.” The CDPHP Section includes the Tobacco Prevention and Control Program (TPCP) with its vision to reduce death and disability from tobacco use, for the overall improvement of public health in the state of Nevada. The program focuses on reducing tobacco-related disease, disability, and death through education and prevention; delaying or inhibiting the onset of use; eliminating disparities; eliminating exposure to secondhand smoke; and promoting cessation.

Five organizations submitted proposals and were awarded funds to work on one or more of the following goals:

1. Eliminate exposure to secondhand smoke
2. Prevent initiation of tobacco use among youth and young adults
3. Promote quitting among adults and youth
4. Identify and eliminate tobacco-related disparities
5. Evaluate program activities to demonstrate the impact of the Nevada TPCP

These following organizations were selected to receive funding from the Fund for a Healthy Nevada to work on tobacco control goals:

- Carson City Health and Human Services (CCHHS)
- National Jewish Health (NJH)
- Nevada Statewide Coalition Partnership (NSCP)
- Southern Nevada Health District (SNHD)
- Washoe County Health District (WCHD)

Distribution of Funds and Accountability

In state fiscal year (SFY) 2017, \$1,000,000 in funding was provided to the State TPCP, a majority of which (\$969,959) was distributed to five organizations listed previously.

- \$75,341 was provided to CCHHS. Of the funding received 98 percent was spent down.
- \$108,363 was provided to NJH. Of the funding received 100 percent was spent down.
- \$144,278 was provided to the NSCP. Of the funding received 99 percent was spent down.
- \$440,000 was provided to the SNHD. Of the funding received 100 percent was spent down.
- \$201,977 was provided to the WCHD. Of the funding received 100 percent was spent down.

The \$969,959 distributed to the five sub-recipients represented approximately 97 percent of the total budget for SFY17. The remaining portion of the budget was used to support state staff positions and program administrative costs. Funded organizations were awarded based on the strength of their applications and proposals. A new Request For Applications was released in SFY17 to determine funding allocations for SFY18 and SFY19. Under this Request, the same five organizations received continuing funding adjusted per applicant's score.

Key Activities in SFY17

Carson City Health and Human Services

- Created a resource kit for multi-unit housing owners and managers to adopt smoke-free policies.
 - A media campaign targeting multi-unit housing owners and managers was conducted using radio, movie ads, newspaper inserts, and social media.
- Conducted a mass media campaign to educate the public about secondhand smoke with an estimated reach of over 700,000.
- Conducted a readiness survey at Western Nevada College (WNC) and provided educational materials to support a grass-roots task force for the college campus to go smoke-free.
 - Organized a campus event to demonstrate the toxic waste effects and potential costs savings related to discarded tobacco products.
 - Shortly after this funding period, WNC implemented a tobacco-free campus policy.
- Youth advocates conducted tobacco education presentations at four different schools or educational settings.

- Assessed community health needs. Results indicate there is a need for tobacco prevention and control work within the mental health community.

National Jewish Health

- Provided Nicotine Replacement Therapy (NRT) for individuals who enrolled in cessation counseling. Uninsured individuals were able to receive up to an eight-week allotment of NRT.
- Provided telephonic tobacco cessation counseling conducted by specialized, trained coaches for pregnant/postpartum and American Indian priority populations.

Nevada Statewide Coalition Partnership

This organization represents a partnership between the following six coalitions:

1. Churchill County Coalition
2. Frontier Community Coalition
3. Healthy Communities Coalition (HCC)
4. Nye Communities Coalition
5. Partners Allied for Community Excellence (PACE)
6. Partnership of Community Resources

- NSCP actively promoted a toolkit for smoke-free workplaces with all Douglas County businesses listed with the local Chamber of Commerce, three businesses in Nye County, and to the White Pine County Commissioners.
- Rural coalitions trained 10 employers to use the smoke-free workplace toolkit.
- Churchill County Coalition assisted the WNC Fallon Campus in implementing a smoke-free policy and provided signage to help prepare the campus to become 100 percent tobacco-free by Fall 2017.
- HCC and PACE maintained technical assistance programs for property owners regarding tobacco-free multi-unit housing. All multi-housing units in Elko, White Pine, and Eureka Counties, as well as the Pahrump and Tonopah municipalities in Nye County, have been given a toolkit for tobacco and smoke-free housing. Outreach was conducted in Lyon County to offer technical assistance to rural housing which was met with limited results and no substantial policy adoption.

- NSCP supported the Nevada Chapter of the American Lung Association to facilitate strategic planning for the Nevada Tobacco Prevention Coalition and participated in the strategic planning efforts. A formal strategic plan was written. From the plan, ad-hoc committees were convened to address emerging issues in tobacco control and disseminate information to stakeholders.
- Rural youth advocates conducted five presentations to educate stakeholders regarding the public health benefit of increasing smoke-free venues for sporting or community events.
- Rural coalitions met with local businesses, a Chamber of Commerce, and a local advisory board to promote smoke-free events and explore the adoption of smoke-free policies.
- Worked in partnership with the WNC Rodeo team to conduct a counter-marketing campaign targeting youth regarding tobacco-related health issues and to promote tobacco-free events.
- Conducted social media-based counter-marketing campaign using youth advocates to promote tobacco-free ads and to engage youth on tobacco-related issues.
- Trained rural youth advocates on Tobacco 21 initiatives and developed materials to reach key decision-makers.
- Conducted outreach with tobacco retailers and polled local businesses to measure support for and knowledge about Tobacco 21.
- Worked with a local food pantry and senior center to provide information regarding tobacco cessation services and explored opportunities to refer clients who use tobacco to the Nevada Tobacco Quitline (NTQ).

Southern Nevada Health District

- Met with key community stakeholders to discuss the benefits of becoming a city with a comprehensive smoke-free policy. Stakeholders included a mayor, city council members, and healthcare providers. SNHD in conjunction with community partners reached 170 stakeholders by attending events and meetings.
- Provided tobacco control advocacy training for youth leaders. The trainings include how to plan, develop, and implement youth-led tobacco prevention advocacy projects. A total of 164 youth leaders were trained and 12 youth-led tobacco prevention advocacy projects reaching 24,250 individuals were completed. Youth social media networks are monitored and updated daily. This includes scheduling posts, hosting interactive web-based events, and responding to inquiries. Social media efforts via Facebook, Twitter, Snap Chat and Instagram reached 318,898 youth with a total of 384 postings.
- Maintained and promoted the Get Healthy Clark County Smoke-free Housing Directory to multi-unit housing residents, while also encouraging multi-housing owners and managers to adopt smoke-free policies for their communities. As of the end of June 2017, 190

smoke-free buildings containing 3,418 units were added to the online smoke-free housing directory bringing the total of smoke-free units available in Clark County to over 15,000.

- Provided technical assistance and educational materials at 17 community events to organizations who address tobacco-related health disparities. Staff collaborated with numerous organizations including Las Vegas gay PRIDE organizers to adopt and implement a completely smoke-free (including electronic products) festival. The national TRUTH Initiative featured the project in their nationwide newsletter as a success and model policy for tobacco control.
- Coordinated the implementation and distribution of findings related to the Clark County Adult Tobacco Survey (ATS) to show the impact of tobacco prevention and control efforts in the area. Data was used to modify program strategies, update the Program website, develop presentations, support legislative testimony, and develop educational web videos.

Washoe County Health District

- Created a list of 31 business with voluntary smoke-free meeting policies.
- Identified seven events to provide outreach regarding outdoor smoke-free and vape-free policies. Six of the seven adopted smoke-free and vape-free voluntary policies.
- Provided education, policy guidance, and signage to 140 multi-unit housing properties to become smoke-free.
- Established the Tobacco-Free (TF) Committee at Truckee Meadows Community College (TMCC) with ongoing communication and support from WCHD staff. Discussion was documented for a one day event and Kick Butts Day. The TF Committee created a stamp/logo for the Breathe Easy Campaign as well as a page insert about the campus going tobacco-free to be included in the student planners. One intern led a One-Day Stand Event at Sierra Nevada College campus in Incline Village with tobacco information and a survey.
- Identified 10 locations frequently visited by families and youth to provide outreach. Of these, Wild Island Water Park made their park 100 percent smoke-free starting with their 2017 summer season.
- Participated in three events/activities within the LBGTQ community. Carl's Saloon, popular among the LBGTQ community, implemented a smoke-free policy on April 28th.
- Produced comprehensive evaluation reports focusing on two outdoor events regarding attitudes of attendees about smoke-free events.
- Evaluated the post-intervention results of implementing a smoke-free policy at multi-unit housing complexes, 89 percent of residents reported liking the policy while the rest remained neutral and no one reported not liking the policy.

Collaborative Efforts and Leverage

Carson City Health and Human Services

CCHHS works with SNHD, WCHD and NSCP on reducing the burden of tobacco in Nevada. CCHHS staff also serve on the Executive Board and as Vice-President for the Nevada Tobacco Prevention Coalition (NTPC). Additionally, CCHHS collaborates with the State Tobacco Program to support local/state initiatives, especially health system change, as well as with local, state, and national organizations including the Centers for Disease Control and Prevention (CDC), Nevada Public Health Association (NPHA), Americans for Nonsmokers' Rights (ANR), Campaign for Tobacco-Free Kids, and Tobacco Control Legal Consortium. Both the increased cigarette tax and continued protection of the Nevada Clean Indoor Air Act were achieved in partnership with these agencies and exemplify the importance of relationships and a forum to communicate with partners and stakeholders.

National Jewish Health

NJH is the largest non-profit provider of tobacco cessation services in the United States. Currently, NJH contracts with 16 states including Nevada for tobacco quitline services. This allows all participating states to leverage resources funded by other states to cover associated developmental costs. This collaboration between NJH and other states also facilitates the future pooling of funds for large projects, including a modernized website for mobile devices, developing a behavioral health protocol, and establishing tailored programs to reach pregnant and post-partum women and the American Indian priority populations. NJH is a member of the North American Quitline Consortium (NAQC) to provide research and support to promote evidence-based quitline services across diverse communities in North America. NAQC's members participate in professional development and a variety of communications and opportunities for networking and information sharing. Finally, NJH has entered into contracts with two Nevada Medicaid Managed Care Organizations (MCO) to provide cessation services for their members. Efforts are planned to build additional public and private health insurance partnerships. A majority of NTQ funding currently comes from federal grants. Only one of these federal grants can be used to fund NRT for program participants, and the funding amount available for this line item is capped. These federal grants and funds from the Fund for a Healthy Nevada are leveraged to provide comprehensive best practice services for uninsured Nevadans and priority populations while still offering basic coaching calls to all Nevadans requesting assistance in quitting tobacco use.

Nevada Statewide Coalition Partnership

The NSCP and the six community coalitions conducting tobacco control strategies in Nevada's rural and frontier counties have a history of collaborative efforts at both the state and local levels. The NSCP Director is an active member of the NTPC and works closely with its member organizations on statewide strategies and policy development. The local community coalitions' memberships are comprised of stakeholders from key sectors of the community (government, health, education, direct service providers, treatment, juvenile justice, faith-based entities, law enforcement, mental health, parents, youth, etc.) and their collaborative efforts have been ongoing for over 10 years. Community coalitions utilize multiple strategies across multiple sectors to affect change and work on tobacco control efforts in this same manner.

Southern Nevada Health District

The SNHD Tobacco Control Program (TCP) is a founding member of NTPC. SNHD also holds permanent seats on the NTPC's Board of Directors. SNHD has partnered with NTPC for several years and will continue active involvement in all aspects of coalition activities. In order to maximize community impact, SNHD collaborates with a variety of local, state, and national organizations including the following: American Lung Association, American Cancer Society Cancer Action Network, American Heart Association, ANR, Chambers of Commerce, Nevada State Medical Association, Citizens for Clean Indoor Air Coalition, Nevada Cancer Coalition, Nevada State Apartment Association, Nevada Hand, Southern Nevada Regional Housing Authority, Nevada Institute for Children's Research and Policy, Clark County School District, Maternal and Child Health Coalition, Nevada Office of the Attorney General Tobacco Unit, LGBT Center, and Clark County Parks and Recreation Department. Additionally, SNHD pursues additional grant funds to sustain staffing infrastructure, ensure capacity, and to support community partners working in collaboration with the SNHD TCP to reach tobacco prevention and cessation goals consistent with state and national goals.

Washoe County Health District

WCHD has been a member of the NTPC since 2001. Currently, two staff serve on the NTPC Executive Board and participate in subcommittees. Staff facilitates the Northern Nevada Action Committee which focuses on amplifying tobacco prevention efforts and reducing duplication in Northern Nevada. Staff also participates in the NTPC policy and communications subcommittees as well as working on NTPC strategic objectives. Additionally, staff facilitates the Washoe Chronic Disease Coalition, which provides networking and education related to chronic diseases, including tobacco as a risk factor for chronic disease. The staff are active members of the NPHA and its Advocacy Committee, which brings together public health professionals throughout the state to address policy change with a high priority on tobacco control.

SFY17 Grantee Performance

Carson City Health and Human Services

CCHHS's work plan included a total of seven annual objectives supported by 19 activities. All three objectives addressing the goal to eliminate exposure to secondhand smoke were met and all 10 supporting activities were successfully implemented. The single objective addressing the goal to prevent the initiation of tobacco use among youth and young adults was met and the four supporting activities were also successfully implemented. Two of the three objectives addressing the goal to identify and eliminate tobacco-related disparities were met. For this last goal, three supporting activities were successfully implemented and two activities were documented to have challenges. The most notable barrier was attributed to tobacco-specific data, that was also local, being more difficult to obtain and analyze than anticipated. Overall, the grantee was successful in completing all, but a few activities, and has adjusted their next work plan to address this documented barrier.

National Jewish Health

NJH met all deliverables and call standards as stipulated by their contract. NJH provided monthly data reports to ensure the quality of call services provided to Nevadan clients, demonstrate maintenance of tailored program services for priority populations, and account for the delivery of NRT to qualified participants. This contract is also supported by federal grants and the associated reports, containing detailed information, are available upon request: dkawcak@health.nv.gov.

Nevada Statewide Coalition Partnership

NSCP's work plan listed eight annual objectives supported by 27 activities. All three objectives addressing the goal to eliminate exposure to secondhand smoke were met and all 11 supporting activities were successfully implemented. Of the four objectives addressing the goal to prevent the initiation of tobacco use among youth and young adults was supported by 15 activities. Three objectives were met while the fourth objective noted progress while documenting a lack of community support. The associated activities that were not fully implemented would have produced a counter-marketing campaign in partnership with the Nevada High School Rodeo Association. The single objective addressing the goal to identify and eliminate tobacco-related disparities was met and the supporting activity was successfully implemented. Going forward, the grantee will implement improved youth prevention strategies that employ engaged youth advocates to address policy and retail issues specific to their regions in subsequent work plans to address the barrier experienced this past fiscal year.

Southern Nevada Health District

SNHD's work plan listed seven annual objectives supported by 24 activities. All four objectives addressing the goal to eliminate exposure to secondhand smoke were met and all 11 supporting activities were successfully implemented. The single objective addressing the goal to prevent the initiation of tobacco use among youth and young adults and all seven supporting activities were successfully implemented. The single objective addressing the goal to identify and eliminate tobacco-related disparities was met and all three supporting activities were successfully implemented. The single objective addressing the goal to evaluate the program and demonstrate impact was met and the three supporting were successfully implemented. No barriers were left unresolved and SNHD met or exceeded expectations for all objectives and measured activities.

Washoe County Health District

WCHD's work plan listed 10 annual objectives supported by 36 activities. All four objectives addressing the goal to eliminate exposure to secondhand smoke were met and all 20 supporting activities were successfully implemented. The two objectives addressing the goal to prevent the initiation of tobacco use among youth and young adults and all seven supporting activities were successfully implemented. The three objectives addressing the goal to identify and eliminate tobacco-related disparities was met and all six supporting activities were successfully implemented. The single objective addressing the goal to evaluate the program and demonstrate impact was met and the three supporting were successfully implemented. No barriers were left unresolved and WCHD accomplished all the work it had planned for SFY17.

Client Demographics

Carson City Health and Human Services

According to the 2013 US Census Bureau, the population for Carson City is 54,481. Race and ethnicity is largely white at 87 percent, Hispanic/Latino 22 percent, Asian 4 percent, Black less than 3 percent, and American Indian at 3 percent. With limited diversity in Carson City, CCHHS targets all race and ethnic backgrounds. Approximately 30 percent of the population is youth under the age of 24, which demonstrates a large audience to prevent tobacco use and initiation. Per the Nevada Rural and Frontier Data book 2017, the population of Carson City residents living in poverty in 2014 is 16 percent, which is an increase of 36 percent from 2009. Medicaid enrollment is at 13,224 or 24 percent of total population and uninsured is roughly 14 percent. According to AreaVibes, 42 percent of Carson City residents rent their homes. These populations reflect higher rates of tobacco use and exposure to secondhand smoke due to housing and workplace opportunities. According to the 2016 Nevada ATS, 85 percent of Nevada adults believe people should be protected from secondhand smoke. Smoking prevalence among Nevada

youth is at a low of 7 percent (2015 Youth Risk Behavior Survey). However, Carson/Douglas youth remain higher at an average of 10 percent. The electronic cigarette prevalence is of great concern, with Nevada and Carson/Douglas youth both reporting almost 27 percent use. CCHS will work with youth and youth advocacy to increase knowledge and education concerning tobacco and e-cigarette use.

National Jewish Health

The adult smoking rate for Nevada is at 16.5 percent according to the 2016 Behavioral Risk Factor Surveillance System (BRFSS). Females between 48-50 years of age utilize Quitline services at a higher rate than other groups according to the 2016 Outcomes Report. The report notes the highest rate of callers by race/ethnicity as White/Caucasian (70 percent). A plurality of callers (30 percent) are Medicaid recipients compared to those with other types of health plans or insurance (Quitline Health Plan Summary Report).

Nevada Statewide Coalition Partnership

Nevada's rural and frontier communities represent a small portion of the population of Nevada, but a large portion of health disparities compared to the overall population. Unfortunately, rural and frontier communities in Nevada carry the burden of tobacco control efforts proportionately for the state due to economics, age, geographic location, and income. Per the 2017 Nevada Rural and Frontier Health Data Book – Eighth Edition, an estimated 281,019 Nevadans or 10 percent of the population reside in the state's rural and frontier counties. The rural and frontier population spreads over 95,432 square miles or 87 percent of the state's land mass. Additionally, in 2017 the second largest population by racial and ethnic categories are those of Hispanic origin with 16 percent in rural or frontier counties.

Southern Nevada Health District

SNHD serves the public health needs of over 2.1 million Clark County racially and ethnically diverse residents; 30 percent of residents are Hispanic or Latino. In terms of daily conventional cigarette smoking, 2016 Clark County ATS results show the highest prevalence is among Native Hawaiian/Pacific Islander and American Indian/Alaska Native at 25 percent followed by multi-race individuals at 17 percent, then Caucasians also at 17 percent. In 2016, Caucasians had the highest daily use of electronic cigarettes (e-cigarettes) at 88 percent; while African American had the highest rate of using hand-rolled cigarettes at 18 percent. Hookah use was highest among Hispanic adults at 10 percent. The LGBT population is a consistent target of the tobacco industry. Individuals identifying as multi-racial used flavored little cigars at 25 percent. The percentage of people exposed to secondhand smoke daily while working in a casino was 41 percent in 2016.

E-cigarettes and hookah are promoted in places where youth socialize such as concerts, festivals, and in their online social media environments. Although high school cigarette smoking rates have declined significantly in Clark County (31 percent in 1999 to 6 percent in 2015), e-cigarette and flavored tobacco product promotion has increased dramatically resulting in 25 percent of high school students reporting current e-cigarette use in 2015.

A total of 33 percent of Clark County's housing units are contained in multi-unit structures. In 2014, 414,971 of Nevada's residents reside in multi-family dwellings. In 2015, 48 percent of local survey respondents were bothered by secondhand smoke and e-cigarette aerosol drifting into their apartments through shared ventilation, balconies, and windows.

Washoe County Health District

Washoe County, located along the eastern slopes of the Sierra Nevada Mountains in western Nevada, has a population 441,946. The current adult smoking rate in Washoe County is 16 percent according to the 2016 BRFSS. Per the 2015 YRBS, there has been an alarming increase in current use of electronic cigarette devices among Washoe County Youth. In the past 30 days, Washoe County high school students reporting using any tobacco product at 14 percent, smoking cigarettes at 10 percent, and vaping e-cigarettes at 30 percent. In the past 30 days, Washoe County middle school students reported using any tobacco products at 5 percent, smoking cigarettes at 4 percent, and vaping e-cigarettes at 12 percent.

Populations identifying as LGBTQ have higher rates of smoking, which holds true for LGBTQ populations in Washoe County. A survey taken at the local 2016 Pride event showed that 61 percent of respondents reported using tobacco or vaping products. When appropriate, the program strives to target efforts at those most impacted by tobacco use and exposure. Washoe County works on smoke free multi-unit housing, smoke free outdoor events like Pride, and tobacco-free college campuses and institutes of higher education. The interventions in Washoe County strive to have impacts in disparate populations most impacted by tobacco use and exposure.

Outcomes Reports

Carson City Health and Human Services

CCHHS focused evaluation efforts to demonstrate impact in two areas: tobacco-free campus and smoke-free multi-unit housing policies. Surveys were conducted at WNC campuses which found that 12 percent of respondents were tobacco users and that 83 percent of respondents were in favor of the college enacting a 100 percent tobacco-free policy. Results from assessing the status of smoke-free policies affecting multi-unit housing are being compiled.

More information is available upon request by contacting Sandy Wartgow RN, BSN at: swartgow@carson.org.

National Jewish Health

The Nevada 2016 Outcome Report was produced by the NJH and become available March 2017. Key findings for this report included the six-month quit rate for all program participants (27 percent) and the rate increased to 39 percent for those who completed three or more coaching sessions. The full report is available from the state Tobacco Prevention and Control Program upon request: dkawcak@health.nv.gov.

Nevada Statewide Coalition Partnership

No outcome reports were produced during SFY17. However, all sub-recipients submitted quarterly reports which focused on process evaluation and included measures to conduct limited outcome evaluation.

Southern Nevada Health District

The SNHD TCP produced and disseminated two reports in SFY17. The first report was an evaluation of the effectiveness of two youth tobacco prevention programs. A key finding of this report includes evidence the youth programs were effective in influencing attitudes about tobacco use and pre-intervention data for both

programs showed “vapor products” were the most commonly used products by youth reporting current tobacco use (79 percent and 76 percent respectively for the two programs). The full report is available upon request by contacting Maria Azzarelli, TCP Coordinator for SNHD at: azzarelli@snhdmail.org.

The second report was the 2016 Clark County ATS. A key finding of this report includes daily cigarette use in Clark County had decreased from 18 percent in 2012 to 13 percent in 2016, 81 percent of survey respondents would be in favor of a law or regulation to prohibit smoking within 30 feet of entrance to businesses and public buildings, and 79 percent were in favor of raising the minimum purchase of tobacco products to 21. The full report is available online: www.getthehealthyclarkcounty.org.

Washoe County Health District

WCHD produced two reports at the end of SFY16 which were released in early SFY17 and have not been previously included as part of this reporting channel. The first report was an evaluation of the outcomes of smoke-free policy adoption for multi-unit housing. Key findings showed that 89 percent of impacted residents and employees surveyed liked the new smoke-free policy and 53 percent of respondents noticed less cigarette smoke after the policy went into effect.

The second report was an evaluation of the tobacco-free campus policy promotion at Truckee Meadows Community College. Key findings were that 70 percent of respondents believe tobacco use on campus is an issue that could effectively be addressed through a policy and 75 percent reported being bothered by secondhand smoke on campus.

Full reports are available upon request by contacting Kelli Seals, MPH, Health Educator Coordinator for WCHD at: kseals@washoecounty.us.

Major Planned Activities for SFY18

Carson City Health and Human Services

Planned strategies for SFY18 include: working with local colleges to implement tobacco-free policies to support reduction in youth initiation and addressing disparate populations including veterans, low-income residents, and Hispanics attending college. Activities with schools, youth, and adults will increase knowledge of and attitudes against tobacco use, and support policies to reduce tobacco use. Education and marketing will be used to support outreach and reduce tobacco use and initiation by youth. Youth advocacy and activities, including counter marketing and social media plans, will support tobacco prevention and policy implementation in community and school environments. Working with community partners will support smoke-free policies at the statewide level and will preserve and expand statewide clean indoor air laws. Local work supporting a comprehensive smoke-free policy for Carson City includes increasing the number of smoke-free policies in multi-unit housing. Smoke-free meetings and community events will promote tobacco-free norms and reduce harm from secondhand smoke exposure. All efforts, education, and marketing will also promote the NTQ for evidence-based cessation services.

Eighty percent of smokers see a physician every year and most smokers expect their physicians to talk to them about quitting. CCHHS will work with providers to increase their knowledge of helping tobacco users quit, practice processes, and referral to cessation resources. Activities will focus on electronic health record system capabilities to place alerts to the screener of tobacco use and patient is identified as tobacco user. The alert will remind screener to address tobacco use with the patient and refer. Building upon an alert system, the goal will be to close the referral loop in the electronic health system by allowing electronic referral to the NTQ and other evidence-based cessation programs. Lastly, to compliment changes to the health system electronic capabilities, CCHHS would implement a

media campaign to support healthcare providers referring and encouraging cessation. The media campaign would also include messaging as to importance of the healthcare provider being a part of the success of referral and quitting. This combination of activities and strategies will reduce the burden of tobacco.

National Jewish Health

Tobacco cessation services through evidence-based telephonic counseling services will continue to be available for tobacco users residing in Nevada. Limited funds will restrict NRT availability to the following vulnerable populations: the uninsured, American Indian, and pregnant/postpartum women. Nonqualified callers will be advised to access insurance benefits or budget appropriately to pair cessation medications with counseling and increase their success rates. Through a partnership with Medicaid, two Medicaid MCO's are providing quitline services for their recipients and protocols are being developed to explore efficiently identifying these callers. Triaging Medicaid recipient callers associated with a third MCO to their in-house cessation services is another activity NJH is working towards in SFY18.

Nevada Statewide Coalition Partnership

For SFY18, NSCP will focus on policies, partnerships, and intervention activities to occur at the community level to impact social norms and behavior change statewide. The community coalitions will focus on one objective specific to preventing initiation among youth and young adults or one objective specific to eliminating exposure to secondhand smoke. With the limited amount of funding available for rural Nevada, it is best to address one issue under each goal across the coalitions to make the most effective use of funding.

SFY18 activities include meeting with health systems in each of the six coalition areas to determine current screening methods for referral of patients to tobacco cessation services, determine capacity of current health record systems, and develop plans to move electronic health systems forward to establish provider reminder systems for referral to tobacco cessation services.

Southern Nevada Health District

Activities to support prevention of tobacco product initiation include: formation of a youth advocacy council; social venue counter-marketing; youth training; online media strategies; and youth advocacy. Activities will be culturally and linguistically tailored and designed to address social norms and perceptions around combustible and emerging tobacco product use among youth. To reduce access to tobacco products staff will: conduct feasibility and legal analysis of access restrictions; community mobilization; tobacco retailer assessments; and disseminate assessment results to stakeholders. Staff will meet with higher education campus stakeholders to provide technical assistance and advocate to support policy implementation and promote cessation resources. Staff will continue to educate decision makers on the benefits of adopting a comprehensive smoke-free jurisdiction, increase the number of multi-housing units that have a smoke-free policy, and expand tobacco-free policy at worksites, meeting venues, and high-profile events.

SNHD will promote health systems changes to support tobacco cessation to increase the number of hospitals or clinics in Clark County referring to the NTQ through an electronic referral system. Staff will work toward securing a minimum of four systems changes within southern Nevada clinical settings with a priority placed on hospitals and clinic networks.

SNHD will implement a statewide tobacco attitude and use survey among Nevada's racial and ethnic populations and plan a statewide ATS. Data collected will be critical to assessing the impact and effectiveness of current programs and initiatives and providing data for ongoing program improvement among the state's

diverse communities. This data will also provide useful information for designing, revising, and updating programs to best utilize resources and serve priority populations.

Washoe County Health District

To help prevent initiation among youth and young adults the WCHD will promote tobacco-free policies at colleges and other institutions of higher learning by providing education, leadership, and technical assistance. WCHD will also increase the number of smoke-free locations and events frequented by youth and young adults and will target outreach to stakeholders and offer technical assistance. To help eliminate nonsmokers' exposure to secondhand smoke the WCHD plans to increase the number of smoke-free indoor and outdoor locations and increase utilization of those locations to build support for a smoke-free jurisdiction. Activities to achieve this goal include: assessment of and education to stakeholders on tobacco-free workplaces, increase the number of smoke-free multi-unit housing, increase the number of businesses committing to hold meetings and events in smoke-free locations, and education of stakeholders about smoke-free jurisdictions. A strategy of statewide collaboration is to support key activities of the NTPC as Nevada's statewide coalition. Activities include funding the fiscal and administrative agent, serving on the NTPC board and subcommittees, participating in NTPC strategic planning.

Strategies and activities from the 2017-2019 funding cycle include promoting health systems changes to support tobacco cessation by providing technical assistance to support health systems enhancement in clinical settings to increase clinical referrals to the NTQ. Activities will include building WCHD staff knowledge and skills, obtaining materials to educate those in clinical setting about effective health systems enhancements to increase cessation, and assist financially with facilitation of health systems enhancements. Health systems enhancements will focus on prompts to help healthcare providers screen for tobacco use and refer patients to cessation services as needed.

Tobacco Prevention and Control Program Staff and Stakeholders

Tobacco Prevention and Control Program Staff:

Jennifer Bonk, M.S.	CDPHP Section Manager	jbonk@health.nv.gov
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Yanyan Qui, PhD	Chronic Disease Program Evaluator	yqui@health.nv.gov

Tobacco Prevention and Control Program Subgrantees and Partners:

Sandy Wartgow, RN	Carson City Health and Human Services
Linda Lang	Nevada Statewide Coalition Partnership
Andrea Zeller	Churchill County Coalition
Jeffery Munk	Frontier Community Coalition
Wendy Madson	Healthy Communities Coalition
Stacy Smith	NyE Communities Coalition

Laura Oslund
Cheryl Bricker
Maria Azzarelli
Kelli Seals, MPH
Allison Winter
John Packham, PhD

Partners Allied for Community Excellence
Partnership of Community Resources
Southern Nevada Health District
Washoe County Health District
National Jewish Health (Quitline vendor)
Nevada Tobacco Prevention Coalition