

Joe Lombardo
Governor

Laura Rich
Director



Andrea R. Rivers,
*MS
Administrator*

Ihsan Azzam,
*Ph.D., M.D.
Chief Medical
Officer*

The Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease (CWCD)

MEETING AGENDA

July 23, 2026

1:00 p.m. until Adjournment

This meeting is being held virtually. The public is invited to attend.

VIRTUAL INFORMATION

How to Participate

Meeting Link:

Microsoft Teams: [Need help?](#)

[Join the meeting now](#)

Meeting ID: 240 962 128 758 064

Passcode: bp28PW9y

Dial in by phone

[+1 775-321-6111,,487887693#](#) United States, Reno

[Find a local number](#)

Phone conference ID: 487 887 693#

For organizers: [Meeting options](#) | [Reset dial-in PIN](#)

NOTICE:

1. The agenda items may be considered out of order.
2. Two or more items may be combined; and
3. Items may be removed from the agenda or delayed at any time.
 1. Call to Order and roll call:
 2. Public Comment: No action may be taken on a matter raised under this item unless the matter is included on an agenda as an item on which action may be taken. To provide public comments

telephonically, dial 1-775-321-6111. When prompted to provide the meeting ID, enter 487887693#. Due to time considerations, comments will be limited to five (5) minutes per person. Members of the public utilizing the call-in (audio only) number may raise their hands by pressing * 5. People making comments will be asked to begin by stating their name for the record and spelling their last name or provide Anais Infante, a.infante@health.nv.gov, with written comments.

3. For Information Only: Committee Chair will invite Committee members to present on information of importance for themselves, families, or their individual agencies. Action may not be taken on any item provided as an update.
4. For Possible Action: Discussion and possible action to approve the meeting minutes from October 23, 2025.
5. For Information Only: Oral Health Presentation
6. For Information Only: Ongoing Oral Health Efforts Presentation
7. For Information Only: Informational updates on council activities or directives.
8. For Possible Action: Discussion and possible action to confirm 2026 meeting dates.
 - October 22, 2026
9. For Information Only: Partner Presentations-Chronic Disease Prevention and Health Promotion Program (CDPHP) Reports
10. For Information Only: Present Division of Public and Behavioral Health CDPHP Section Updates and Program Reports
11. For Possible Action: Discussion and possible action for future agenda items.
12. Public Comment: No action may be taken on a matter raised under this item unless the matter is included on an item. No action may be taken on a matter raised under an item unless the matter is included on an agenda as an item on which action may be taken. To provide public comments telephonically, dial 1-775-321-6111. When prompted to provide the meeting ID, enter 487887693#. Due to time considerations, comments will be limited to five (5) minutes per person. Members of the public utilizing the call-in (audio only) number may raise their hands by pressing * 5. People making comments will be asked to begin by stating their name for the record and spelling their last name or provide Anais Infante, a.infante@health.nv.gov, with written comments.
13. Adjournment

NOTICES OF THIS MEETING HAVE BEEN POSTED AT THE FOLLOWING LOCATIONS

Physical Posting Locations

- Nevada Division of Public and Behavioral Health: 4150 Technology Way, Carson City, NV 89706
- Nevada Division of Public and Behavioral Health: 4126 Technology Way Carson City, NV 89706
- Bureau of Health Care Quality and Compliance (Las Vegas Office): 500 E Warm Springs Rd, Suite 200 Las Vegas, NV 89119

Internet Postings

- The Nevada Division of Public and Behavioral Health website at the <https://www.dpbh.nv.gov/boards/cwcd-committee-home/2026-cwcd--kdac-meetings/> and the Department of Administration's website at <https://notice.nv.gov/>

It is the goal of this body to afford the public a comment period in compliance with the minimum requirements of the Open Meeting Law prior to adjournment. This body provides at least two public comment periods. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken. The Chair retains discretion to only provide for the Open Meeting Law's minimum public comment and not call for additional item-specific public comment when it is deemed necessary by the Chair to the orderly conduct of the meeting.

This meeting is a public meeting, recorded and held in compliance with and pursuant to the Nevada Open Meeting Law, pursuant to NRS 241. By participating, you consent to recording of your participation in this meeting. All voting members should leave their cameras on for the duration of the meeting and refrain from entering any information into the chat function of the video platform.

The agenda and meeting information was mailed to groups and individuals as requested. If you need supporting documents for this meeting, please notify Anais Infante, a.infante@health.nv.gov, Division of Public and Behavioral Health, Bureau of Child, Family and Community Wellness, at (775) 684-2202 or by email at a.infante@health.nv.gov.

If at any time during the meeting a person intending to present on an agenda item cannot do so or is having technical difficulties, please reach out to Anais Infante, at (775) 684-2202, or by email at a.infante@health.nv.gov referencing the agenda item number, what time the difficulty started, and their intent to participate should the agenda item be moved to another time, date, or addressed otherwise.

Please be cautious and do not click on links in the chat area of the meeting unless you have verified that they are safe. If you ever have questions about a link in a document purporting to be from the Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease (CWCD), please do not hesitate to contact Anais Infante at a.infante@health.nv.gov. Please refrain from commenting in the chat area of the meeting, unless requested to, because minutes are required to be taken of the meeting.

Use of obscenities or other behavior which disrupts the meeting where it cannot be conducted properly may result in the forfeiture of the opportunity to provide public comment or removal from the meeting.

Additionally, anyone who would like to be on the mailing list must submit a written request every six (6) months to the Nevada Division of Public and Behavioral Health at the address listed below.

CWCD, DPBH, Attn: Anais Infante
4150 Technology Way, Suite 210
Carson City, Nevada, 89706

If you would like to receive updates and agenda postings directly through email, please register for the CWCD Listserv by sending an email to the following link:

CWCD-Subscribe-request@listserv.state.nv.us

Attachment for Agenda Item #4

Joe Lombardo
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Laura Rich
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DEPARTMENT OF HUMAN SERVICES



NEVADA DIVISION of PUBLIC
and BEHAVIORAL HEALTH



Andrea R. Rivers,
MS
Administrator

Ihsan Azzam,
Ph.D., M.D.
Chief Medical
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THE ADVISORY COUNCIL ON THE STATE PROGRAM FOR WELLNESS AND THE PREVENTION OF CHRONIC DISEASE (CWCD)

DRAFT MEETING MINUTES

Date: April 22, 2026

Time: 1:00 PM - Adjournment

Location: Virtual via Microsoft Teams.

In person: Room 204, 4150 Technology Way, Carson City, NV 89706.

ATTENDEES:

Council Members' Present:

Dr. Krista Schonrock (Chair)
Dr. Ihsan Azzam Proxy Sarah Rogers
Monica Romero
Cari Herington
Kagan Griffin
Maria Azzarelli
Laura Valley
Dr. Amber Donnelly
Assemblyperson Hanadi Nadeem

Members not Present:

Dr. Amber Donnelly
Dr. Steve Shane
Nikesha Mobley
Senator Michelle Cruz-Crawford

Others present:

Anais Infante, DPBH – Meeting Staff
Tammera Brower, DPBH
Darlene Douthitt, CDPHP
Smriti Neupane, NICRP
Cari Herington, Nevada Cancer Coalition
Sabrina Petrel
Susie Stitch, CCHHS

Donadya McCullough, CDPHP
Nicole Alberti, NNPH
Michelle Harden, DPBH, CDPHP
Amber Hise, CDPHP
Troy Lovick, DBPH CDPHP
Godwin Nwando, DPBH
Taliman Afroz, DPBH

AGENDA ITEMS:

1. **Call to Order and Roll Call**

Anais Infante called the roll and confirmed quorum; nine (9) members present and four absent.

2. **Public Comment: First public comment period**

No public comments were made during this period.

3. **Discussion and possible action to approve the meeting minutes of October 23, 2025**

Maria Azzarelli motioned to approve the minutes, and Sarah Rogers seconded. The motion passed unanimously.

4. **For Information Only: Welcome and Introductions to newly appointed members of the Advisory Council**

Assemblyperson Hanadi Nadeem introduced herself and provided some background. Senator Michelle Cruz-Crawford was not on the call to provide an introduction.

5. **For Information Only: Informational updates on council activities or directives**

Dr. Krista Schonrock did not have updates for the council.

6. **For Possible Action: Discussion and possible action to approve CWCD meeting dates for Calendar Year 2026 - July 23, 2026, October 22, 2026**

Maria Azzarelli motioned to set the future meeting dates as they appear. Cari Harrington seconded. The motion passed unanimously.

7. **For Information Only: Partner Presentations-Chronic Disease Prevention and Health Promotion Program (CDPHP) Reports**

Dr. Michelle Harden called on Maria Azzarelli from CDCHP of Southern Nevada Health District to speak first. She announced that she will be retiring from State service after 27 years. Her last day will be May 5 2026. Nicole Bungham, the current supervisor of the Office of Chronic Disease Prevention, will also be retiring in August of 2026. Lily Davalos was asked to serve by the CDC on their steering committee for the state and Community Health and Media Center, representing local public health. Cassandra Maraz from our team has been appointed to the Nevada Tobacco Control and Smoke Free Coalition Board as Secretary and Communications Chair.

Maria Azzarelli provided updates to the following:

- Let's Socialize and Get Your Pedal On Camp media campaigns
- The annual status report from the American Diabetes Association was approved by the Centers for Disease Control and Prevention
- Produce sales in March 2026, Supplemental Nutrition Assistance Program (SNAP) and technical assistance by social services in connection with SNAP participation rates
- Hypertension and diabetes education
- The Slam Junk Health Program in partnership with Clark County and the Las Vegas Aces Women's National Basketball Association
- Third annual Because We Matter Tabaco Free Living Summit
- New Spanish language focused youth-led initiative "VIVIRAAL"

Michelle Harden called on the presenter from Carson City Health and Human Services (CCHHS). Susan Stich informed the council that she was not instructed to present but only to attend and report on discussions.

Michelle Harden excused Ms. Stich and directed any interested party to view the CCHHS partner report on the CWCD page of the DPBH website as part of the CWCD April 22, 2026 meeting packet.

Michelle Harden called on Nicole Alberti from Northern Nevada Public Health.

Ms. Alberti went over the information found on the Chronic Disease Prevention and Health Promotion Section Report Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease report. This document can be found on the CWCD page of the DPBH website as part of the CWCD April 22, 2026 meeting packet.

Michelle Harden Called on Smriti Neupane of Nevada Institute for Children's Research and Policy (NICRP).

Ms. Neupane introduced herself as representing Nevada Early Childhood Healthy Lifestyle Work Group. She went over information found on the Nevada Institute for Children's Research and Policy Report Summary. This document can be found on the CWCD page of the DPBH website as part of the CWCD April 22, 2026 meeting packet.

8. For Information Only: Present Division of Public and Behavioral Health CDPHP Section Updates and Program Reports- Michelle Harden

Michelle Harden introduced Amber Hise. Together, they provided updates on the CDPHP section and program reports. This information can be found on the CWCD page of the DPBH website as part of the CWCD April 22, 2026 meeting packet.

9. Fore Possible Action: Discussion and possible action pursuant to USC 1905(c)(1)(A): Public hearing to solicit feedback on proposed plans and allocations for the Preventive Health and Health Services (PHHS) Block Grant program for FY2027. This provides an opportunity for both public and private stakeholders to contribute comments on the planned activities.

Michelle Harden presented slides regarding USC 1905(c)(1)(A): Public hearing to solicit feedback on proposed plans and allocations for the Preventive Health and Health Services (PHHS) Block Grant program for FY2027. These slides can be found on the CWCD page of the DPBH website as part of the CWCD April 22, 2026 meeting packet.

Ms. Azzarelli asked if any cuts to the funding are to be expected.

Michelle Harden said she does not foresee any drastic funding changes. She also announced that she will be leaving DPBH, and all future funding would be directed through Amber Hise and Sarah Rogers. She disclosed that she would complete her Ph.D. internship with hopes of becoming a clinical psychologist.

10. Public Comment: second public comment period

No public comments were made during this period.

11. Adjournment

Maria Azzarelli motioned to end the meeting. Monica Romero seconded. The motion passed unanimously.

Next meeting:

July 23, 2026

1:00 PM – Adjournment

Location: Virtual via teams

Quarterly meeting

Minutes prepared by Barbara Bessol using the following reference:

Robert, H. (2020). *Robert's rules of order: Newly revised (12th ed.)*. Da Capo Press.

Nevada Revised Statutes. *Open Meeting Law (NRS 241)*.

DRAFT

Attachment for Agenda Item #5

Oral Health & Chronic Disease in Nevada's Vulnerable Adults

**Advisory Council on the Nevada State Program for Wellness and
the Prevention of Chronic Disease (CWCD)**

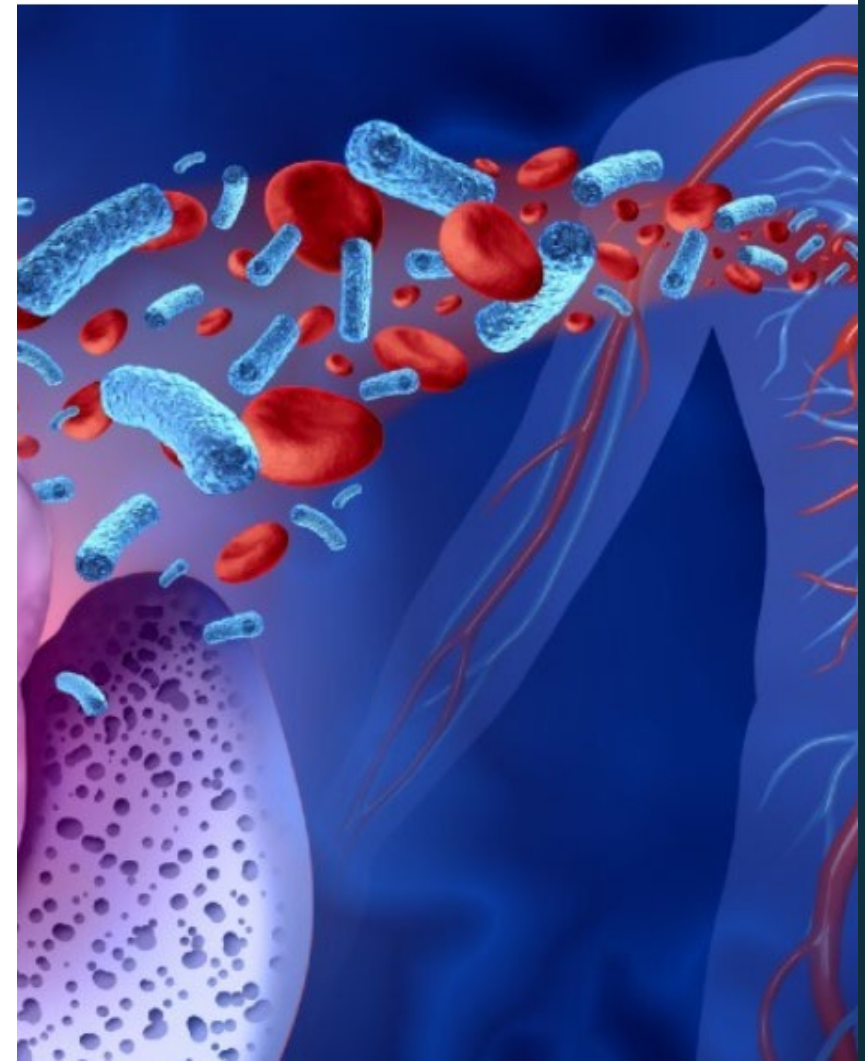
Quarterly Meeting

DISCLOSURES

- The views expressed are for educational purposes only and do not represent official policy or positions of the Nevada State Government.
- The study was funded by the Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, State Promotion of Strategies to Advance Oral Health **CDC-RFA-DP-24-0048 grant awarded to Dr. Keith Benson.**

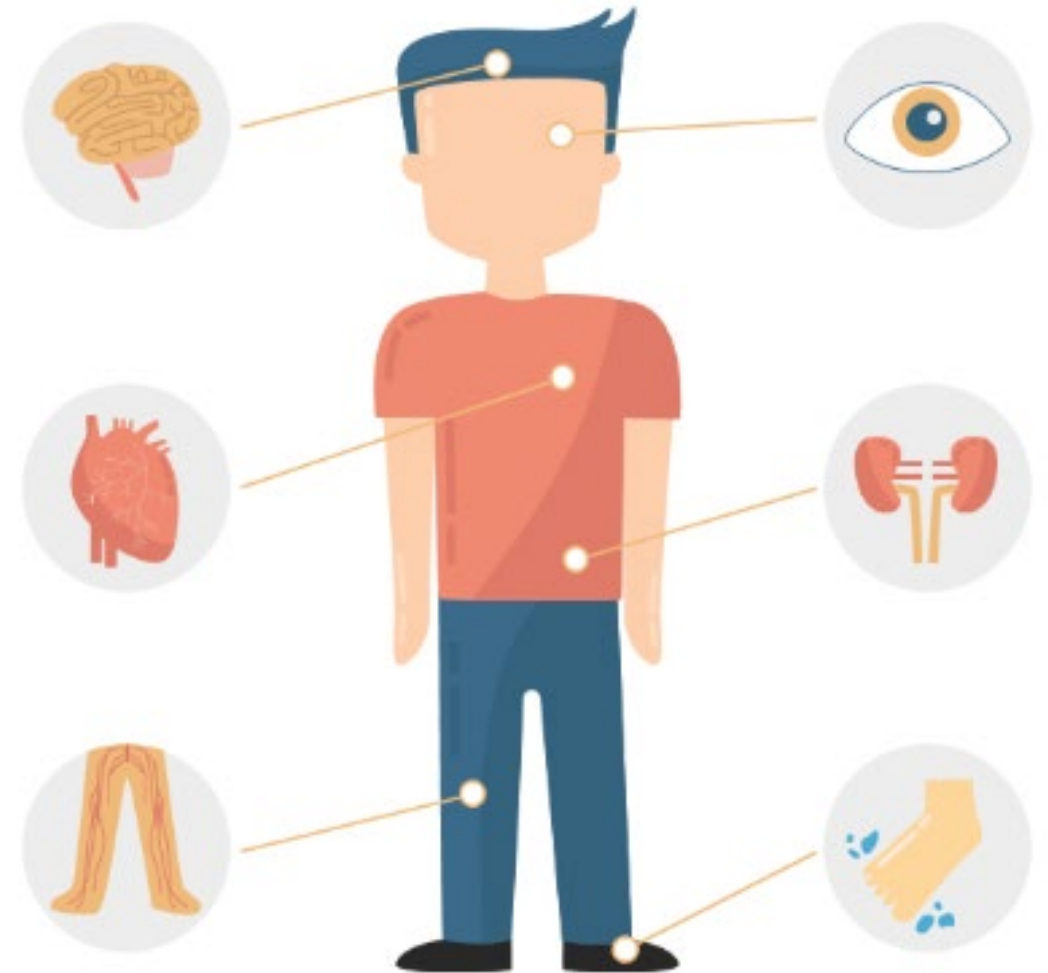
WHY IS ORAL HEALTH ON THE AGENDA?

- Adults with chronic disease conditions including diabetes and disabilities show poorer oral health status [Vu, 2022; Benson, 2026]
- Dental visits remain consistently lower across these individuals
- Higher rates of decay and tooth loss documented [Vu, 2022; Benson, 2026; Erinoso, 2026]

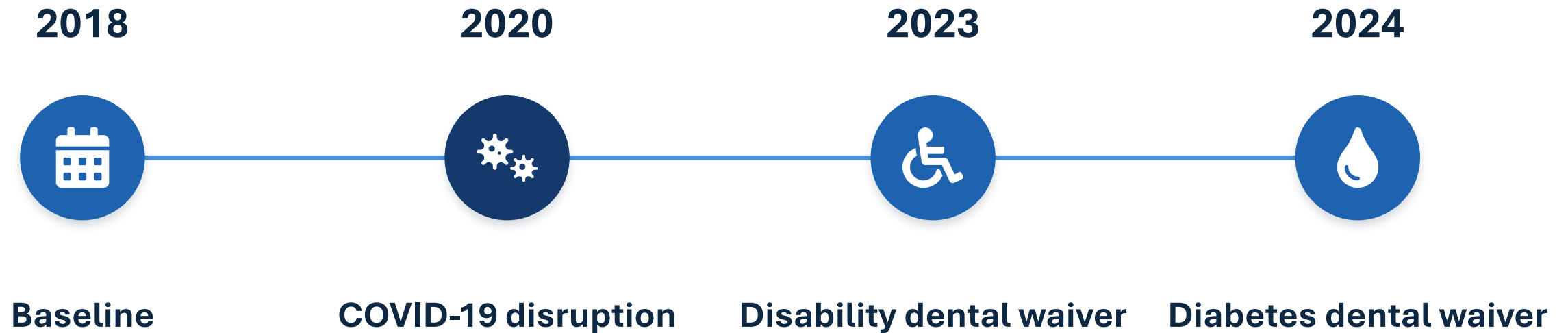


ORAL HEALTH IS CHRONIC DISEASE PREVENTION

- Diabetes prevalence in the U.S. continues to increase, rising from 6% in 2000 to 11.3% in 2022, with type 2 diabetes representing most cases. [CDC, 2022]
- Between 26-33% of Adults in NV have at least one disability. [CDC, 2022; Benson, 2026]



Trends through disruption and reform



Question

- How did past-year dental visits and permanent tooth loss among Nevada adults change from 2018 to 2024, specifically among individuals with chronic conditions such as diabetes and disabilities?



Why this Question: Clinical Relevance

Identify

Identify if disparities still exist with at-risk populations

Describe

Describe the extent to which they exist among at-risk populations

Provide

Provide concrete evidence to support targeted interventions and resource allocation

Methods – Design, Population, and Settings



Study design & Population:

Repeated cross-sectional analysis using **Behavioral Risk Factor Surveillance System** (BRFSS) data

Survey years: 2018 (pre-pandemic), 2020, 2022, 2024

N = 11,552 Nevada adults (≥ 18 years), non-institutionalized population

Medicaid claims 2022 – NV
Adults with IDD



Key measures:

Utilization: ≥ 1 dental visit in past year

Outcome: Any permanent tooth loss (excluding trauma/orthodontics)



Exposures

Diabetes status

Disability (type-specific and any disability)



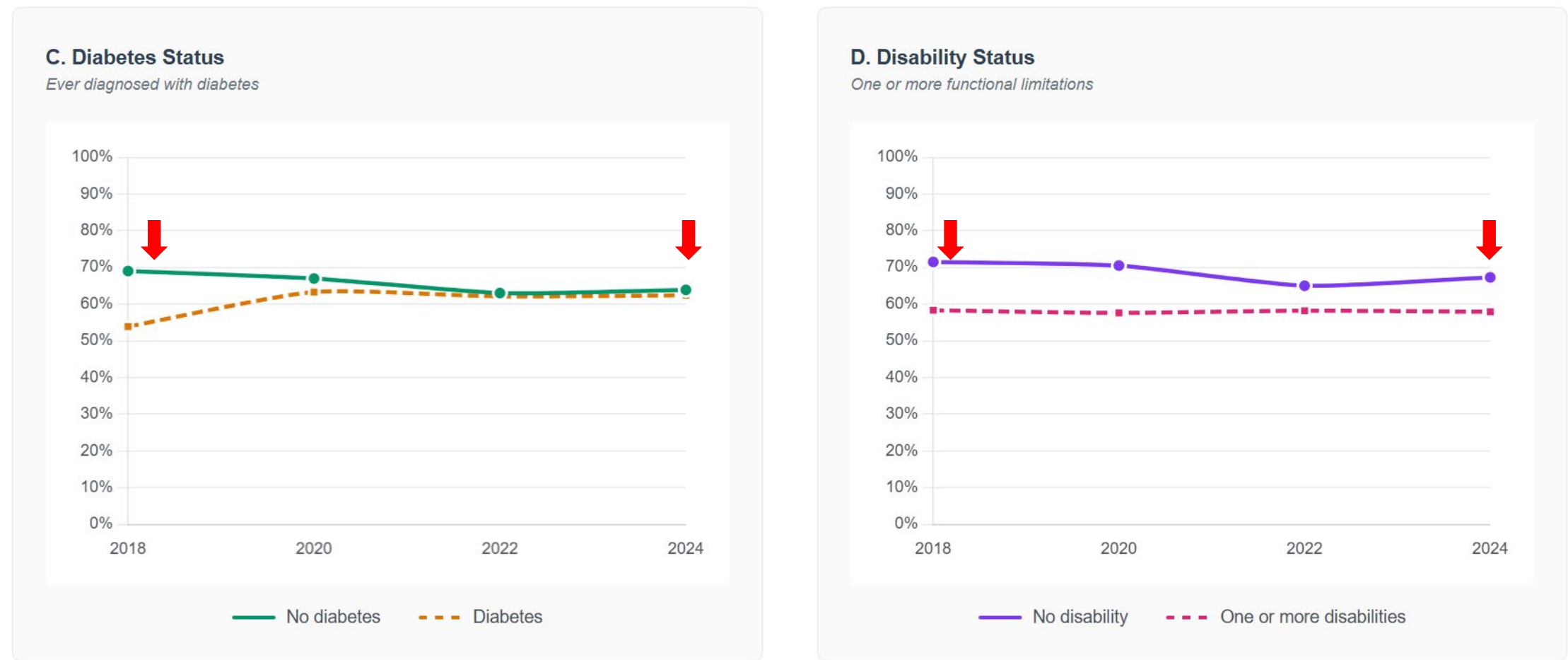
Analytic approach

Survey-weighted logistic regression models

Adjusted prevalence estimates and odds ratios

Year-by-year comparisons and interaction with time

Figure 1. Trends in Past-Year Dental Visit Prevalence Among Adults in Nevada, 2018-2024



[Erinoso et al., 2026]

Figure 2. Association between diabetes and disability status and Past-Year Dental Visit Among Adults in Nevada, 2018-2024

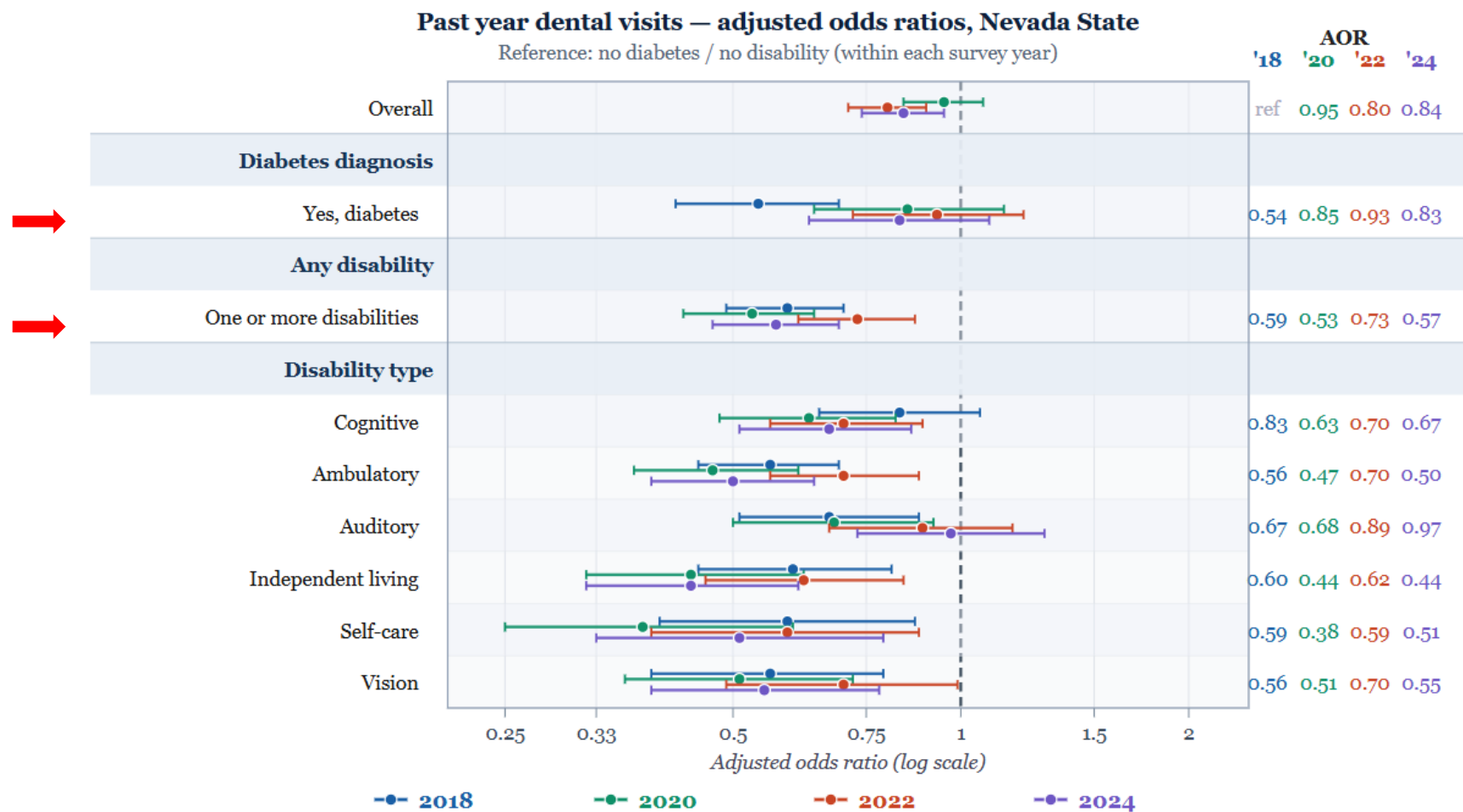


Figure 3. Trends in Permanent Tooth Loss Prevalence Among Adults in Nevada, 2018-2024

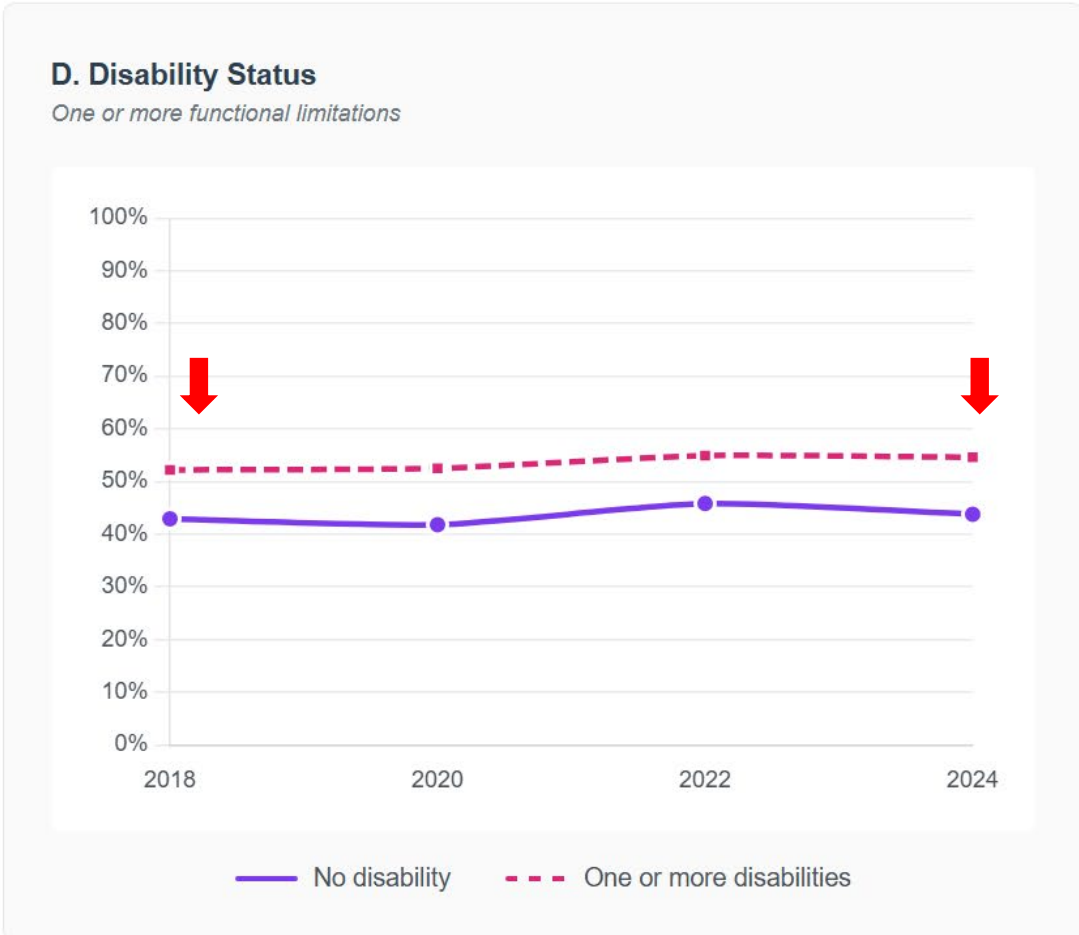
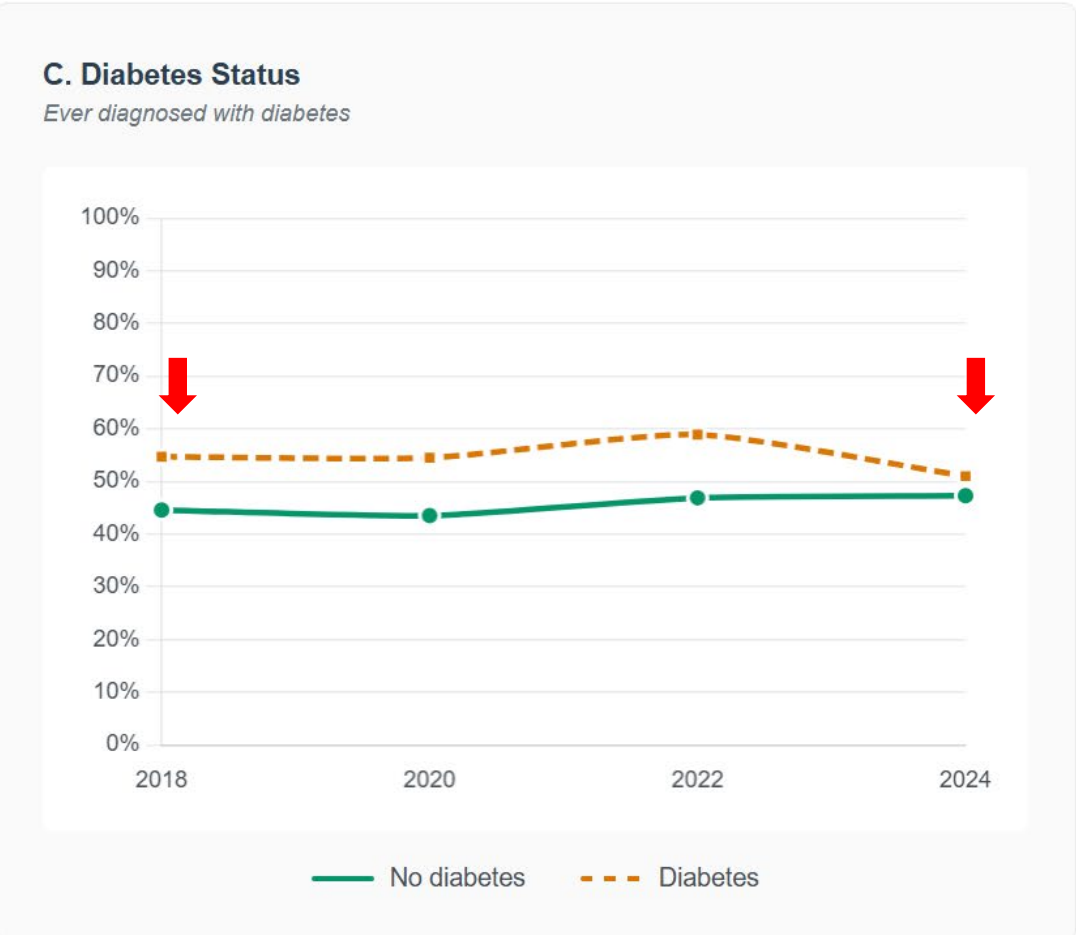
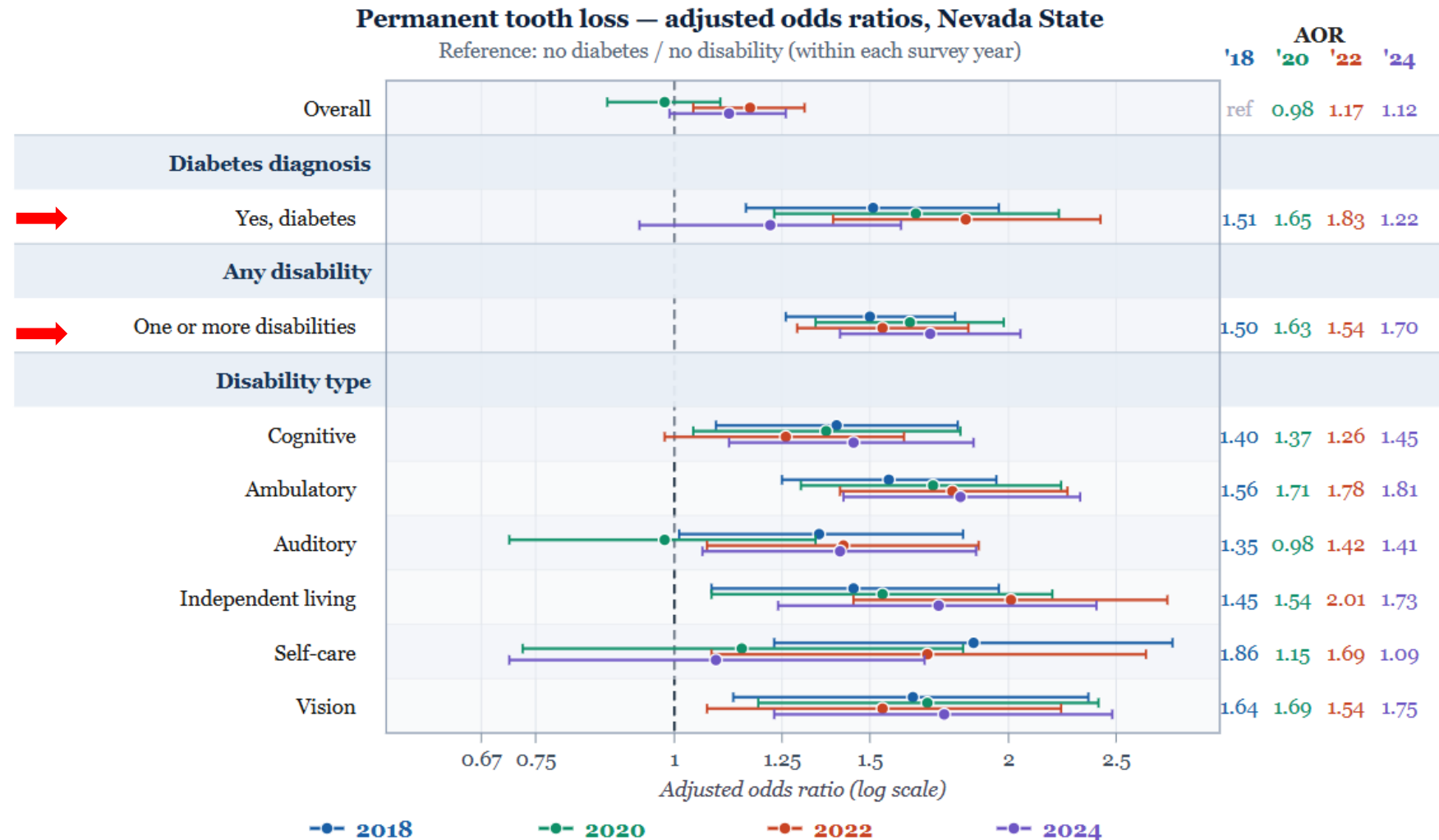
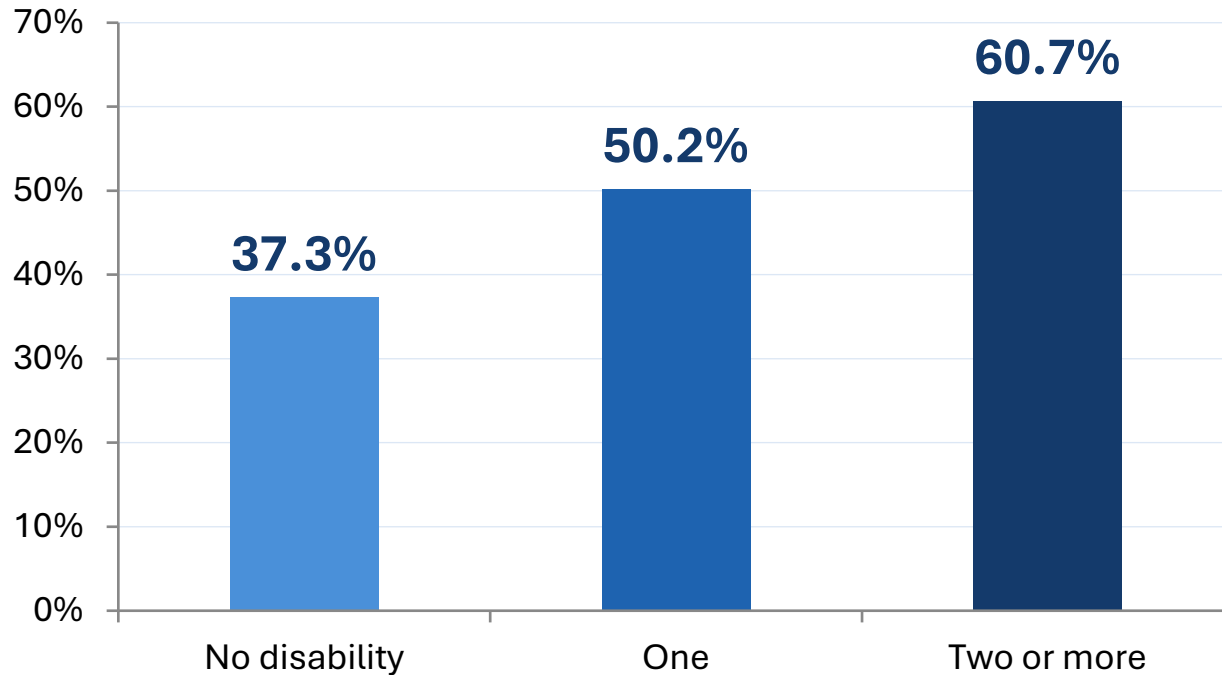


Figure 4. Association between diabetes and disability status and Permanent tooth loss Among Adults in Nevada, 2018-2024



More disabilities, more tooth loss

Permanent tooth loss by number of disabilities



Adjusted prevalence ratios: 1.19 (one) and 1.41 (two or more) vs. no disability.



What 2022 Medicaid claims show

3% of ID/DD enrollees had a past-year dental visit

87% of their extractions were in Clark County

No significant visit gap by disability after adjustment — yet use is very low.

PUTTING THE TWO TOGETHER: One consistent story for Nevada



Snapshot and trend agree

Nevada's oral health disparities are persistent, patterned, and concentrated in identifiable groups.



Disparities are durable

Disability & diabetes: ~1.4–1.8× the odds of tooth loss.



Place is a fault line

87% of ID/DD extractions occurred in one county.



Coverage isn't enough

Gaps persisted despite the new waivers.

Call to Action

Patients with diabetes and disabilities are at greatest risk of tooth loss and least likely to return for care — proactive practice changes can reduce these gaps.

1. Prioritize recall for high-risk patients [Every Smile Matters Nevada]
2. Screen for unmet systemic needs
3. Remove access barriers in your practice
4. Accept and enroll Medicaid patients

THANK YOU!!

Questions –
Olufemi Erinoso, BDS, PhD
olufemierinoso@gmail.com

References

- Vu GT, Little BB, Lai PC, Cheng GL. Tooth loss and uncontrolled diabetes among US adults. The Journal of the American Dental Association. 2022 Jun 1;153(6):542-51.
- Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. (Version December 2, 2023). (2022).
https://www.cdc.gov/brfss/annual_data/annual_2022.html
- Benson K, Gomez J, DerAshodian B, Short L, Cendagorta C, Erinoso O. Oral Health Status and Utilization of Dental Services Among Adults With Disability Compared to Those Without Disabilities in Nevada, United States. Spec Care Dentist. 2026 May-Jun;46(3):e70195. doi: 10.1111/scd.70195.
- Erinoso O, Gillen J, Gomez J, Short L, Firman E, Cendagorta C, DerAshodian B, Benson K. Trends in dental care utilization and tooth loss among vulnerable adults in Nevada (2018-2024): a repeated cross-sectional analysis in the context of COVID-19 and medicaid coverage expansions. BMC Oral Health. 2026 Jun 11. doi: 10.1186/s12903-026-08843-0.
- Every Smile Matters Nevada. Available from: <https://everysmilemattersnevada.org/>. Last accessed 06/24/2026.

Attachment for Agenda Item #9

Quarterly Program Update (Q2–Q3 FY2025-2026)

The Central Nevada Health District (CNHD) has implemented chronic disease prevention programming across Churchill, Eureka, Mineral, and Pershing Counties, and the City of Fallon, through funding provided by the Preventive Health and Health Services (PHHS) Block Grant.

Heart Attack and Stroke Prevention Program

During the second quarter of FY25-26, CNHD successfully completed a six-week Heart Attack and Stroke Prevention program in all four counties. The program provided education on cardiovascular disease risk factors, healthy lifestyle choices, blood pressure management, recognizing the signs and symptoms of heart attack and stroke, and strategies for reducing the risk of chronic disease.

A total of 44 community members participated in the program across the counties. Participants received educational materials and completed pre- and post-program evaluations to assess knowledge gained. Feedback from participants was overwhelmingly positive, with many reporting increased confidence in identifying cardiovascular risk factors and making healthier lifestyle choices.

CNHD also had a table event held on 3/25/26, for the Coalition for Seniors – Senior Wellness Fair, in Fallon, Nevada. At this event, CNHD passed out heart attack and stroke prevention educational materials, i.e. brochures on blood pressure, exercise, healthy eating, pamphlets, information on having blood pressure checks at the CNHD clinic, stroke magnets, posters, warning signs wallet cards and nutrition information. All information was provided in English and in Spanish. CNHD also printed out the slides from the class, for individuals to be able to learn the information from our class at home.

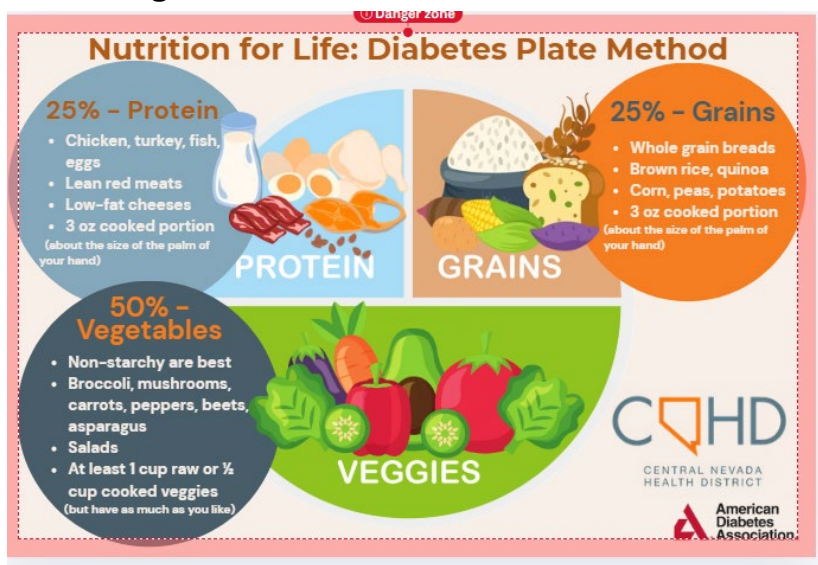
Diabetes Prevention Program

During the third quarter, CNHD launched its Diabetes Prevention Program across the district. This program was an approved CDC curriculum condensed to a two-hour class. As of the end of the reporting period (Q3), four of the five planned classes have been completed, with the final class scheduled for completion during the fourth quarter (end of July).

The curriculum focuses on diabetes risk reduction through nutrition, physical activity, weight management, and sustainable lifestyle changes. Participant evaluations have shown strong engagement and positive satisfaction with the course content. CNHD provided to the participants water bottles, coffee mugs, pill boxes, food journals and meal

plates for healthy meal portion examples, brochures from the American Diabetes Association (ADA) and place mats for planning portions and measuring foods (from the ADA). CNHD also created magnets with information from ADA on the Diabetes Plate Method.

CNHD magnet:



Challenges

Delivering educational classes across a large rural area continues to present logistical challenges. Coordinating schedules, securing community meeting locations, and staff travel between counties required additional planning. Recruitment for participants also required targeted outreach in smaller communities with limited populations. It is very difficult to reach large numbers of people. Despite these challenges, all planned cardiovascular classes were completed successfully, and the diabetes prevention program remains on schedule.

Next Steps

During the fourth quarter, CNHD will complete the final Diabetes Prevention class and continue evaluating participant outcomes through post-program surveys and feedback. Program evaluation findings will be used to identify opportunities for future chronic disease prevention programming and strengthen community-based education efforts throughout Central Nevada.

Nevada Institute for Children's Research and Policy

Report Summary

Project Period: April 2026 – June 2026

In partnership with the Nevada Early Childhood Healthy Lifestyle (NECHL) workgroup members, NICRP will implement NECHL State Plan activities to help improve weight status among children zero (0) to eight (8) years of age.

The 2021-2026 state plan is divided into seven (7) overarching goals:

- (1) Early Care and Education Facilities
- (2) Awareness and Education for parents
- (3) Awareness and Education for providers and community partners
- (4) Establish Data Collection Systems
- (5) Increase knowledge of best practice and current research in Early Childhood Obesity prevention strategies
- (6) Increase number of Caring for our Children (CFOC) and Physical Activity and Nutrition (PAN) standards being met in Nevada, and
- (7) Increase sustainable funding to support Nevada Early Childhood Obesity Prevention efforts

These goals are inclusive of 39 total objectives, further broken down into a total of 56 activities to be completed over the five-year state plan. Workgroup members and organizations provide quarterly updates on progress toward each of these activities.

Systems and Data Collection

NICRP worked with the NECHL members to develop an internal system for collecting and analyzing quarterly progress of all 7 goals among partnering members and organizations. The following progress has been reported since the last report in April 2026:

During this project period, NICRP held one virtual third-quarter meeting with the NECHL Workgroup on June 16, 2026, from 2:00 p.m. to 4:00 p.m. to track and evaluate the implementation of the Nevada Early Childhood Obesity Prevention State Plan 2021–2026. The workgroup continued to review Goals 3 and 4 (including their strategies and objectives) from the State Plan and discussed potential revisions, as well as what the workgroup could realistically accomplish. (*Goals 1 and 2 were reviewed during the Q2 in-person meeting.) The workgroup will continue these discussions during the upcoming Q4 meeting. Our main aim in reviewing these goals and strategies is to update the existing State Plan (2021-2026) in preparation for the next 5-year State Plan.

Education

The following are the main activities that were done by the workgroup this past quarter:

- ***I Am A Seed* garden-based nutrition curriculum:** UNR Extension implemented their 10-week long *I Am A Seed* garden-based nutrition curriculum in 24 classrooms at 9 Pre-K sites during Q3, reaching 362 participants. They also implemented their 11-week *Color Me Healthy* curriculum in 24 classrooms across 5 sites during Q3, reaching 440 participants.
- **Published Article:** The Nevada Institute for Children's Research and Policy (NICRP) worked on an article during Q2 and Q3 that looked into the relationship between household food insecurity risk and weight status (underweight/obesity) among kindergarten children in Nevada and submitted it to the *Nutrients* journal for publication. The paper was eventually published in June 2026. Article Link: <https://www.mdpi.com/2072-6643/18/12/1900>
- **National Conference Submission:** In addition, one abstract submitted by NICRP was accepted for a poster presentation at the Annual Public Health Association (APHA) 2026 Conference on November 3, 2026, in San Antonio, TX.
- **Local Conference Submission:** One proposal is also submitted by NICRP to present at the Impact Summit 2026 on November 13, 2026, in Las Vegas, NV.
- **Breastfeeding Awareness Month August 2026:** The draft Breastfeeding Awareness Month Toolkit was prepared and shared with the workgroup for review and feedback on June 29, 2026. After incorporating the workgroup's feedback, the toolkit will be finalized and shared by July 20–27, 2026, for dissemination during Breastfeeding Awareness Month in August. This toolkit will be available by July 27, 2026 here: <https://nic.unlv.edu/nechl/health-and-wellness-resources/>
- **Childhood Obesity Prevention Month Toolkit September 2026:** Another toolkit, the Childhood Obesity Prevention Month Toolkit, will also be developed, incorporating feedback from the workgroup, and shared by the end of August for dissemination in September. This toolkit will be available by August 24, 2026 here: <https://nic.unlv.edu/nechl/health-and-wellness-resources/>

All of the workgroup's resources and toolkits will be available [on the NECHL workgroup's webpage](#).

July 2026

**Northern Nevada Public Health (NNPH)
Chronic Disease and Injury Prevention (CDIP) Program Report
Summary of activities April 2026 – June 2026**

Staffing

The NNPH CDIP program has seven full-time staff. The team has several intermittent hourly (IH) staff who help complete grant deliverables for the program.

Section News

The CDIP programming was awarded a \$2,500 AARP microgrant to broaden its educational programming and strengthen efforts supporting home safety modifications for older adults. The grant will be used to purchase essential fall-prevention items, including night lights, non-slip mats, safety tape, stair handrails, and bathroom grab bars. These resources will complement and enhance CDIP's ongoing fall-prevention education initiatives by providing tangible tools that help older adults reduce environmental hazards in their homes. In addition, the microgrant increases CDIP's capacity to reach and engage older adults, offering both expanded education and practical support to promote safer, more accessible living environments.

Additionally, CDIP has begun integrating brain health initiatives into its existing programmatic activities. Further information on these efforts is provided at the end of this report.

Program Overview

The CDIP program focuses on the modifiable risk factors of tobacco use and exposure, lack of physical activity, and poor nutrition, as well as injury prevention (intentional and unintentional) and responsible cannabis use, including eliminating secondhand cannabis smoke exposure. These modifiable risk factors impact the leading causes of death in Washoe County, and by moving the needle on these risk factors, the CDIP Program aims to reduce illness and premature deaths in Washoe County and improve quality of life of those that live, work, and visit our community. Key approaches include efforts concentrating on policy, systems, and environmental change.

Tobacco, Nicotine, & Cannabis Prevention Highlights

- CDIP staff recruited two tobacco retailers—Corner Minit Mart and Corner Minit Mart #2 (located across the street from Reno High School)—to participate in storefront revamp projects designed to reduce tobacco advertising and promotions. For the Corner Minit Mart #2 project, staff developed several design concepts in April, and the store owner selected a preferred design. During May and June, staff collaborated with Fast Signs to finalize the project, and production and installation of the storefront revamp were completed. For the Corner Minit Mart project, staff met with the store owner in May to discuss project ideas and worked with Fast Signs to develop the project scope and design. Initial designs were completed and presented to the store owner for feedback in June. The

**Chronic Disease Prevention and Health Promotion Section Report
Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease**

July 2026

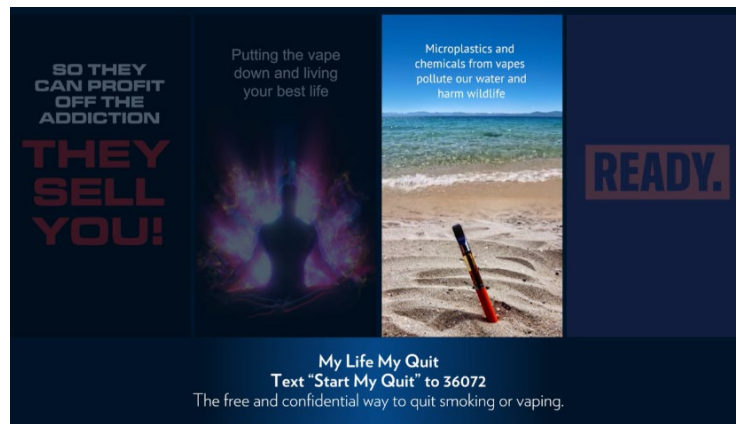
project timeline was delayed slightly due to the owner's travel schedule and limited availability; however, staff met with the owner to review the designs, and production and installation are anticipated to be completed by the end of July.

- During the quarter, NNPH staff expanded outreach to multifamily housing partners by initiating engagement with VOA's Hi-Way 40 Apartments and continuing collaboration with Elysium Reno. Two newly opened properties were confirmed to have smoke-free/non-vaping (SF/NV) policies in place. Elysium Reno, a 270-unit property, requested inclusion in the online SF/NV multifamily housing directory but did not require signage. Hi-Way 40, a 29-unit permanent supportive housing community serving individuals with critical needs, requested both SF/NV signage and inclusion in the online directory. In June, staff ordered and delivered six SF/NV signs to Hi-Way 40 and 10 additional signs to VOA's Village on Sage Street in response to a request for supplemental signage. Staff also delivered 15 SF/NV signs to Sage at Vintage, where construction has now been completed. Additionally, four properties—Hi-Way 40, Elysium Reno, Sage at Vintage, and Silverada Manor—were added to the online SF/NV multifamily housing directory, further expanding the visibility of smoke-free housing options within the community.
- CDIP staff presented to 87 students during 7th period classes at Galena High School as part of ongoing youth vaping intervention and cessation promotion efforts. At Desert Skies Middle School, CDIP staff also hosted an outreach table during a student-led conference day, reaching more than 250 parents and 400 students by distributing parent education toolkits, “Attracting Addiction Nevada” brochures promoting a flavoring education website, youth prevention messaging giveaways, and promotional postcards for three free, confidential cessation programs recommended by NNPH: My Life, My Quit™, the Truth Initiative EX Program, and the American Lung Association’s NOT for Me Vape-Free program. My Life, My Quit™ is an online and text-based youth cessation coaching service offered by National Jewish Health as part of the Nevada Tobacco Users’ Quitline, while NOT for Me is a self-guided, mobile-friendly program based on the American Lung Association’s Not-On-Tobacco (N-O-T)® curriculum to help teens overcome nicotine dependence. The EX-Program is also available online or via text and provides personalized quit plans, daily encouragement, interactive tools, and expert-supported resources from Mayo Clinic and Truth Initiative.
- Staff completed fifteen (15) vape shop assessments to monitor local retail environments and identify emerging nicotine and vaping product trends. All assessed retailers sold disposable vape products and nicotine pouches, while nearly all carried refillable vape devices and promoted fruit, candy/dessert, and menthol/mint-flavored products. Synthetic nicotine products were available in most stores, and approximately half offered heated tobacco products and Delta-8/THC-derived vaping products. Youth-oriented marketing characteristics, including bright colors, trendy product names, and visually appealing packaging, were observed in all assessed locations. Findings from these assessments will inform future prevention messaging, retailer education efforts, policy discussions, and community outreach strategies aimed at reducing youth appeal and access to nicotine products.
- Staff partnered with Renown Health, Black Wall Street Reno, and the NNPH Communications Team to host and promote two community screenings of the *Screenagers* film series, including the June 12 screening of [*Screenagers Under the Influence: Addressing Vaping, Drugs, and Alcohol in the Digital Age*](#) at the Renown Mack Auditorium. The events engaged parents, youth, educators, healthcare

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professionals, and community partners in discussions on adolescent brain development, screen use, vaping, substance use, and healthy family communication. Dr. Jose Cucalon Calderon, Associate Professor of Pediatrics at the University of Nevada, Reno School of Medicine, Renown pediatrician, and the American Academy of Pediatrics Nevada Chapter's e-cigarette prevention champion, served as the featured subject matter expert for the June 12 screening, which was attended by 24 representatives from education, healthcare, juvenile justice, and suicide prevention organizations. Staff also distributed evidence-based vaping prevention and cessation curriculum resources to the Jan Evans Juvenile Justice Center, Desert Skies Middle School, and Galena High School to support ongoing youth education efforts.

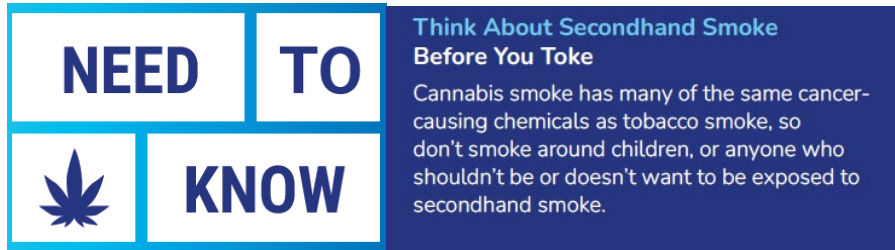
- The four (4) youth vaping prevention and cessation 15-second reels ran through the month of June at Galaxy Theatres at the Outlets at Legends in Sparks. The reels were shown consecutively before all movie screenings across all 13 theater screens, creating a combined one-minute prevention message. The campaign highlights how vaping can increase anxiety, reduce financial resources, harm the environment, and limit personal freedom, while promoting [My Life, My Quit](#), Nevada's free and confidential text-based cessation program for youth. The messages encourage young people to access support by texting "Start My Quit" to 36072 for immediate assistance.



- The Youth Vaping Prevention Snapchat media campaign concluded on June 15, 2026. The campaign aimed to increase awareness of the harms associated with vaping among youth and young adults by utilizing video and carousel advertisements to deliver prevention messaging and direct audiences to educational resources. The campaign generated more than 2.3 million paid impressions, approximately 18,000 clicks, and reached an estimated 12,200 users. In addition, staff collaborated with a media vendor to develop more than 20 youth-focused social media posts for future campaign implementation. The content was designed to increase awareness of vaping-related harms, promote healthy decision-making, support nicotine cessation efforts, and connect youth and families with available prevention and cessation resources.
- Staff worked with KPS3 to redesign the *Need to Know* cannabis educational cards to improve readability by incorporating a larger font and clearer layout. The educational card

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is a collaborative effort with the Washoe County Sheriff's Office and delivers evidence-informed messaging to adults who use cannabis regarding potential risks, including fire hazards, poisoning, and secondhand smoke exposure.



Nutrition and Physical Activity Highlights

- Grab Healthy Program (Sun Valley): Staff provided public comment to promote the Grab Healthy Food Access Survey, which gathered resident input on food access following the closure of Scolari's, the area's primary full-service grocery store. Staff also announced that survey findings and recommendations would be presented at an upcoming Citizens Advisory Board meeting.

The program continues to gain momentum. In April, staff distributed the survey at two Mobile Harvest events, conducted targeted community outreach, and used social media to increase participation. Interns also visited 11 Sun Valley stores to promote the survey and complete environmental scans of food availability. A total of 56 surveys were completed. Findings were presented to approximately 25 attendees at the Sun Valley Citizens Advisory Board meeting on May 4, generating strong community interest. A summary report is now available for stakeholders.

- Staff administered surveys at two Mobile Harvest food distribution events in partnership with the Food Bank, where staff engaged directly with residents experiencing food access challenges. Incentives including tote bags, water bottles, and measuring spoons were provided to participants completing the survey on-site. Interns also distributed flyers to 11 Sun Valley stores and raised awareness about the Grab Healthy Program. A total of 55 surveys were completed in April through these combined efforts, and data analysis is underway. Interns also conducted preliminary environmental scans of these stores to document available food options, which will be synthesized to provide a comprehensive overview of current food access conditions in Sun Valley.
- Staff conducted in person engagement at NNPH's vaccine clinic at Pine Middle School, reaching approximately 37 community members with Healthy Eating and Active Living resources, as well as bike and pedestrian safety information.
- To kick off May's Bike Month, staff organized the first ever Bike Palooza event at Donner Springs Elementary School on April 30. All kindergarten through fourth grade students participated in interactive, hands-on learning focused on pedestrian and bicycle safety, including skill building stations and safety education. Several community partners supported the event, including Kiwanis, Reno Bike Project, NDOT, Safe Routes to School, E Bike Hub and Optimists of Reno. Staff hope to

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build on this success and establish Bike Palooza as an annual initiative rotating to a different school each year.

- Staff are implementing a targeted outreach campaign to promote healthy food options available at two participating retailers: the 7 Eleven on Sutro and Paul's Market. To participate, stores were required to stock at least 10 qualifying healthy items. Current offerings include:

7-Eleven on Sutro

- Canned vegetables: black beans, green beans
- Frozen vegetables: spinach
- Fresh produce: bananas, oranges, limes, lemons
- Healthy snacks: nuts, trail mix, cheese sticks, low fat yogurt
- Better chip and crunchy options: baked chips with reduced fat
- Healthy beverages: water
- Grab and go items: canned tuna, ready to eat salads, fruit cups, packaged assorted fruit

Paul's Market

- Canned vegetables: corn, green beans, mixed vegetables, beans
- Canned fruit: pineapple, peaches, mixed fruit
- Fresh produce: limes
- Healthy snacks: whole grain chips, whole grain cereal
- Healthy beverages: water, low fat milk, 100% juice
- Grab and go items: eggs

The outreach campaign includes direct mailers encouraging residents to visit participating stores and receive a free healthy incentive item (e.g., water bottle, salad shaker, food container). Residents must bring the flyer to the store to redeem the incentive. Stores will retain redeemed flyers, which will be collected by NNPH staff to verify distribution and track engagement. While no purchase is required, stores are encouraged to use the opportunity to highlight their healthy product offerings. Mailers will be distributed to targeted carrier routes within the stores' zip codes, reaching an estimated 3,444 residents.

- The Power Up Kids program concluded in May, with staff delivering a strong finish to the program year. Seven healthy tasting events were held across various school sites, reaching approximately 1,100 students in May. In addition, staff provided direct education to Glenn Duncan Elementary's 3rd grade cohort, engaging 64 students in hands on lessons focused on healthy eating and active living. This effort is supported by the SNAP-Ed grant, which focuses on improving fruit and vegetable intake and increasing physical activity among preschool and school-aged children.
- CDIP staff participated in two community outreach events in June, providing healthy eating and active living resources, along with general NNPH program information.
 - 6/5 – Dive into Summer event in Sun Valley: Reached approximately 90 attendees with health promotion materials and information.

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- 6/17 – JCPenney Resource Fair: An employee only event with approximately 200 attendees visiting the CDIP table. Staff shared healthy eating and active living information and distributed incentive items including jump ropes, exercise bands, water bottles, tote bags, and grocery shopping notepads. This event offered an opportunity to connect employees with resources that support healthy lifestyle behaviors and increase awareness of community-based health programs.

Injury Prevention Highlights

- Staff coordinated and launched the Senior Falls Prevention multimedia campaign in April. The campaign includes local television and streaming ads, internet banner placements, social media posts, and local English and Spanish-language news interviews. All media directs viewers to falls prevention resources at gethealthywashoe.com. The campaign highlights key actions to prevent falls, including improving strength and balance, making home safety modifications, and reviewing medications.
- Staff coordinated and delivered three suicide prevention presentations for Concealed Weapons Carry (CCW) classes at Scheels in Sparks, reaching 100 participants with information on temporary secure firearm storage and the Washoe Suicide Prevention Alliance (WSPA) Secure Firearm Storage Network. Staff also supported WSPA outreach at a local gun show, engaging nearly 75 firearm owners and retailers. These efforts are intended to increase awareness of secure firearm storage practices for suicide prevention and improve visibility of the storage network and available resources.
- In partnership with Join Together Northern Nevada, staff coordinated and hosted a collection site for the bi-annual Rx Take Back Day on April 25, 2026, at the Raley's Wedge Parkway. Approximately 90 community members dropped off unused, unwanted, or expired medications. Total collection amounts for Washoe County will be finalized in May. Staff also helped promote the event through social media boosts and local television interviews. This joint initiative provides a safe and anonymous disposal option, helping prevent medication misuse and supporting efforts to reduce opioid-related harm by removing unused medications from homes. Over the past three years, this event has resulted in the collection of approximately 15,000 pounds of medications, reducing improper disposal and the potential for drug misuse.
- Two senior-focused workshops were held at Lakeside Manor and Sierra Crest Senior Apartments to promote active living and reduce fall risk among older adults. Each session included guided balance, stretching, and strengthening exercises designed to support mobility and overall well-being. In total, 22 seniors participated in these workshops.
- Staff coordinated and co-facilitated Nevada's first Armory Project (TAP) onboarding training on May 1 at Reno Guns & Range (RGR), reaching nearly 40 participants. As the first firearm retailer in the state to partner with TAP, RGR staff completed a 1.5-hour suicide prevention training and received guidance on procedures for offering temporary secure firearm storage, including information on the

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services available at their location. This partnership expands access to temporary secure storage options in Washoe County and strengthens local efforts to reduce suicide related firearm deaths.



- As part of Older Americans Month (OAM) outreach efforts, staff conducted senior engagement activities throughout May, including participation in the Washoe County Senior Services Resource Fair on May 1, 2026. More than 100 older adults received information on falls prevention and available community resources. Staff distributed grip socks, nightlights, and registration materials for an upcoming falls-prevention workshop. Direct, in-person outreach continues to be one of the most effective strategies for engaging older adults and connecting them with injury-prevention services and supports.
- Staff coordinated and co-facilitated an Applied Suicide Intervention Skills Training (ASIST) at Northern Nevada Public Health on May 28–29. 20 participants received certification in evidence-based suicide intervention skills. This training strengthens community capacity to identify, intervene, and respond effectively to individuals at risk, supporting broader efforts to prevent suicide related injuries and deaths.
- CDIP staff launched and co-facilitated the Stepping On senior falls prevention workshop on June 1, 2026. Hosted by Renown Health at Renown Regional Medical Center, the workshop reached full capacity with 15 participants. The seven-week program supports older adults in reducing their risk of falls through balance and strength exercises, home safety education, medication management, vision health guidance, and other practical strategies that promote independence, confidence, and healthy aging. Stepping On has been shown to reduce falls by approximately 35%.
- CDIP staff coordinated and delivered three community presentations on suicide prevention, including two Concealed Carry Weapon (CCW) classes (6/13 and 6/19) reaching approximately 65 participants, and a presentation to the Great Basin Chaplains Corps on June 6 with about 25 participants. Presentation topics included the importance of temporary secure firearm storage as a

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suicide prevention strategy, recognizing suicide warning signs, and responding effectively when someone may be experiencing a suicidal crisis.

- Staff delivered Safe Mobility presentations to 65 sixth grade students participating in the Dean's Future Scholars summer program, providing education and reminders on the importance of safely walking and cycling.

Brain Health Highlights

- CDIP staff expanded partnerships with the Alzheimer's Association to advance local brain health and dementia risk reduction efforts. Staff collaborated with Regional Director Niki Rubarth to complete pre-work and participated in the two-day Risk Reduction Learning Collaborative (RLC) on April 29–30, 2026, at the Alzheimer's Association office in Atlanta, Georgia. Hosted by the Alzheimer's Association Public Health Center of Excellence on Dementia Risk Reduction, the RLC is a national initiative funded by the Centers for Disease Control and Prevention (CDC) that translates scientific evidence into practical public health strategies to reduce dementia risk and promote brain health. Northern Nevada Public Health (NNPH) was one of only nine health districts nationwide selected to participate in the 2026 cohort. Knowledge and strategies gained through the Collaborative will be integrated into existing CDIP programs and implemented locally through the Washoe County Chronic Disease Coalition and other community partnerships. In preparation for these efforts, CDIP staff met with Alzheimer's Association leadership at both the regional and Reno offices to identify opportunities for collaboration, coordinate brain health messaging, and begin planning a January 2027 community convening that will bring together local organizations, healthcare professionals, community members, and interested adults. The event will focus on educating the community about evidence-based dementia risk reduction and promoting the Alzheimer's Association's 10 Healthy Brain Habits as key lifestyle practices that support cognitive health throughout the lifespan.

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**Southern Nevada Health District (SNHD):
Office of Chronic Disease Prevention & Health Promotion (OCDPHP) Report**

Staff:

Maria Azzarelli, OCDPHP Manager, retired on May 6th. Rebecca Johnson was selected as her replacement and will start on August 10.

Nicole Bungum, OCDPHP Supervisor, retires on August 3rd. Her replacement will be selected in July.

Daidre Gamboa, a Health Educator on our Heart Disease Prevention team was promoted to Health Educator II. She will continue to work on the Heart Disease Prevention team.

Stephanie Montgomery, a Community Health Worker (CHW) working with our Diabetes Prevention & Self-Management team, received her Community Health Worker II certification.

Section News:

The Office of Chronic Disease Prevention & Health Promotion was selected by the UNLV School of Public Health's Social and Behavioral Health Department as their 'Outstanding Community Partner' and was presented with the award at the UNLV School of Public Health award banquet in May. The OCDPHP team was also recognized at the May SNHD Board of Health meeting.

Two organizations nominated by the Office of Chronic Disease Prevention & Health Promotion were selected as Public Health Heroes. The Clark County School District Food Service Department was nominated for their role in providing no cost meals for all CCSD students, regardless of family income. Nevada State University was recognized for their Breathe with Ease Initiative and their work to implement a 100% tobacco and smoke-free campus policy and promote cessation resources. Both organizations were recognized for their efforts at the April SNHD Board of Health meeting

Programming: SNHD Office of Chronic Disease Prevention & Health Promotion

Nutrition

Kicked off the annual Soda Free Summer/Verano Sin Soda initiative in May. We are working with partners to participate in outreach events to promote healthier beverage options and encourage people to reduce or eliminate sugar sweetened beverage consumption. Educational materials and resources are provided at each event. During May, the team participated in 3 events, engaging with 112 families.

Wrapped up the spring 2026 Pop-Up Produce Stands season in May. Pop-Up Produce Stands provide easy access to affordable fruits and vegetables for people using public transportation or living in the downtown area. SNAP benefits are accepted and Double Up Food Bucks are

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provided for those who qualify. The spring Pop-Up Produce Stands provided over 1,100 lbs of produce and 27% of all purchases were SNAP. A total of 66 DUFB coupons were issued and over 200 people were assisted by the Department of Welfare and Social Services' SNAP Outreach Team. The fall Pop-Up Produce Stand season will kick off in September.

Expanded the Double Up Food Bucks (DUFB) program to a new location at Mariana's Market at Jones and the I-11 freeway. We worked with Epidemiology to identify zip codes with the highest risk for food insecurity and the highest number of SNAP recipients, and the new store is in an excellent location to serve those at greatest risk for food insecurity and with lower access to fresh produce. We also worked with Mario's Westside Market to enhance their Point of Sale system to automatically print DUFB coupons on the back of the register receipt for eligible customers. This is an evidence-based strategy to enhance utilization and uptake of nutrition incentive programs. There are now 7 grocery stores or farmers markets offering the DUFB program with a new location in Mesquite scheduled to begin offering the program in the fall.

Heart Disease Prevention & Self-Management

Organized the second annual Heart of the Community Block Party at Obodo Collective in April. An estimated 150 families attended, and 15 community partners participated to promote health and wellness through onsite dental screenings, eye exams, blood pressure screenings, and other resources to address social determinants of health and connect individuals to primary care services. On site activities included heart-healthy food demos, line dancing, and activities for kids.

Hosted the annual Shop Talk event at Art of Barbers School in June to commemorate Men's Health Month. Shop Talk is a component of the Barber Shop Health Outreach Program (BSHOP) and provide a safe space for Black men to discuss cardiovascular-related health issues and connect with providers and other community resources. Five expert panelists spoke on topics including healthy aging, stress management, health equity in clinical settings and their relation to cardiovascular disease. Blood pressure screenings and referrals were provided. A post-event survey found that 85% of attendees reported an increase in cardiovascular knowledge and 100% reported an intention to monitor their blood pressure regularly. 30 people attended the event.

Completed the Pressure Point Challenge, an initiative to increase engagement, blood pressure screening and referrals in shops participating in the Barber Shop Health Outreach Program and Beauty Shop Health Outreach Programs (BSHOP/BeSHOP). A total of 10 barbershops and 3 beauty shops participated in the challenge. Over 349 blood pressure screenings were provided at these locations during the challenge representing a 15% increase for BSHOPs and a 58% increase for BeSHOP locations compared to 3rd quarter screening outcomes.

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Diabetes Prevention & Self-Management

Facilitated a total of 5 Diabetes Self-Management, Education & Support (DSMES) classes. Three classes were in person and 2 classes were virtual. In person classes were offered in English and virtual classes were offered in English and Spanish. In person classes were held at SNHD and offsite at 2 income limited apartment complexes for seniors. The virtual class in Spanish was the first time we have offered a virtual class for Spanish-speaking participants. In total, 36 people attended at least one class. Additionally, staff organized DSMES facilitator training for the new Health Educator in our Health Equity program to support sustainability efforts.

Our 2 Community Health Workers attended and completed the Taller Workshops provided by Comagine Health. The 2-day Taller Workshops were provided in English and Spanish and provided guidance and training for CHWs to help them connect individuals to available chronic disease resources.

Partnered with the YMCA to offer 2 new Diabetes Prevention Program (DPP) classes that began in June. The DPP program is year-long program with intense classwork for the first 6 months before switching to a maintenance schedule for the following 6 months. There are currently 24 people enrolled in the classes. Participants who successfully complete DPP classes can lower their risk for developing type 2 diabetes by almost 60%.

Obesity

Staff is preparing to launch the 5210/Childhood Obesity Awareness Month initiative in partnership with the Partners for a Healthy Coalition. The initiative will launch in September and be supported by a paid advertising campaign. Staff continue to maintain the 5210 Shop Store, providing free 5210 educational and promotional materials to health care providers and other community stakeholders.

Physical Activity

The annual Slam Dunk Health Program wrapped up in April. This year, 644 classrooms in 104 elementary schools representing over 15,200 students participated. Slam Dunk Health is a model practice program between SNHD OCDPHP, CCSD, and the Las Vegas Aces that encourages healthy eating and physical activity. Winning classes from each grade were recognized and the Las Vegas Aces Mascot and In-Game Announcer visited the Grand Prize-winning classroom at Mendoza Elementary School in April.

Launched the annual Move Your Way (MYW) initiative in May. MYW promotes and increases access to physical activity opportunities for families over the summer by providing free access to local pools and water sports opportunities. The initiative will run through August, and events are scheduled in the following jurisdictions: Clark County, City of Henderson, City of Las Vegas, and City of North Las Vegas. MYW is an initiative of the U.S. Department of Health

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& Human Services that encourages people to meet the Physical Activity Guidelines for Americans. To date, 6 MYW events have been held reaching over 1,900 people.

Tobacco Control Program

Launched the “My Why” social media campaign which has been viewed over 16,150 times in Instagram. Brand Ambassadors from BreakDown, our teen youth vaping prevention program, created and shared authentic social media video testimonials explaining their personal reasons for choosing to remain vape-free. Conducted educational outreach in twenty different CCSD High Schools, reaching over 28,000 students with educational materials and YouTube videos.

Partnered with the Students Promoting Awareness Responsibility & Knowledge (SPARK) Youth Advisory Council (YAC) to host an outreach event at the College of Southern Nevada’s West Charleston campus, to educate students, faculty, and staff about the benefits of a tobacco-free campus. In addition to a large photo pledge display, members of the YAC answered questions, distributed educational materials, and collected policy support cards. The event generated multiple earned media stories.

Partnered with Fiesta Radio 98.1 FM to promote tobacco-free living through the station’s WhatsApp subscriber network and promote the “Vive Libre de Humo (Live Smoke-Free)” movement. A custom message and graphic encouraging cessation were sent to the station’s WhatsApps network of 2,500+ subscribers inviting listeners to commit to a smoke-free lifestyle and to enroll through a direct sign-up link. Over ninety people joined the movement.

Partnered with Latinas in Power (LIP) to promote the Por Mi, Por Ti, Por Nosotros (PMPT), Viva Saludable initiative at their Mother’s Day “Floreciendo Juntas” celebration in May. The event brought together over 72 Latinas who provided messaging, photos, and personal reflections on their reasons for choosing smoke-free lifestyles. These smoke-free messages were shared on social media resulting in over 4,900 views.

The Tobacco Control Coordinator was invited to participate and present at the Native Hawaiian Pacific Islander Alliance (NHPIA) Strategic Planning Meeting in April. During the meeting, the board adopted tobacco control and cessation as a pillar in their strategic plan. The NHPIA is a national organization that supports community-based organizations by working across different sectors to advocate and for NHPI health and well-being.

Received a \$30,000 donation from Papa Ola Lokahi in support of Island eNVy initiative. Through the annual teen summit (INSPIRE), educational and outreach opportunities and community engagement, Island eNVY provides culturally responsive programing that promotes tobacco-free living and address the unique health needs experienced by Native Hawaiian and Pacific Islander communities.

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Partnered with the annual Jazz in the Park concert series to secure a smoke and vape free facility and promote the Because We Matter initiative. Outreach efforts raised awareness of commercial tobacco related harms, preventing initiation, and promoting cessation resources for priority populations. A display of 208 balloons was set-up to symbolize how many Non-Hispanic Black residents in Clark County will die from smoking or a smoking related disease each year. Over 8,000 attendees attended the five-week series of events.

Implemented the annual No Menthol May campaign to raise awareness of the harms associated with menthol tobacco products and promote tobacco cessation resources and the Because We Matter LV initiative in communities disproportionately impacted by tobacco related disease. The campaign included culturally appropriate educational materials, social media, presentations, outreach activities, and community partnerships, at over 30 events/ partnerships. Over 15,500 people were reached through the month long campaign.

Our Because We Matter LV initiative created a visual display called "208 Lives Lost" to highlight the impact of tobacco use on the Black community. The display strung 208 black balloons together with signage indicating that each ballon represented a life lost each year from tobacco related disease in Clark County. The 208 Lives Lost was on display at Jazz in the Park Festival, the Juneteenth Festival and featured on Las Vegas Black Image Magazine's Facebook page in June.

Launched a **tobacco prevention and cessation campaign during Pride Month** to raise awareness about the health risks associated with tobacco use and connect the LGBTQ+ community to available cessation resources. The campaign used inclusive messaging and imagery to encourage tobacco users to quit using evidence based cessation resources. This campaign had a reach of 392,092 impressions on social media.

Participated in the statewide tobacco retailer census tract assessment project to map and analyze tobacco retailer density, marketing tactics, verify and count active tobacco retailer licenses, and educate tobacco retailers on current Nevada Tobacco 21 laws and ID verification practices. To date, teams completed assessments at 496 tobacco retailer outlets. Each retailer receives educational materials with Nevada laws and other resources. The goal of the survey is to increase education, reduce youth access to tobacco products, and lower the retailer violation rate below the 20% federal requirement.

Created a tobacco cessation toolkit for behavioral health providers with practical, evidence-based resources to effectively address commercial tobacco use among individuals receiving mental health and substance use treatment services. The toolkit was designed to help providers integrate tobacco cessation into routine clinical care and reduce health disparities experienced by individuals living with behavioral health conditions.

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Created a campaign called Home Smoke-Free Home to increase awareness of the benefits of smoke-free living and connect people with our Smoke-Free Housing Directory. The Smoke-Free Housing Directory now has over 68,400 units that have voluntarily adopted smoke-free policies that prohibit the use of cannabis, cigarettes, and vape products. The Tobacco Control Program provides technical assistance and offers complimentary smoke-free signage to support policy implementation. The campaign generated substantial community engagement and website traffic over the campaign including 68,496 visits to the Smoke-Free Housing Directory.

Health Communications

SNHD OCDPHP oversees several health communications platforms and strategies. This quarter the SNHD team:

Developed and implemented 14 multi-component media campaign in English that raised awareness about tobacco/vaping prevention/cessation, heart disease, diabetes, nutrition, and physical activity and helped connect priority populations to available resources.

Developed and implemented 11 multi-component media campaigns in Spanish that raised awareness of tobacco/vaping prevention/cessation, diabetes, nutrition, and physical activity and helped connect priority populations to available resources.

Maintained 4 social media platforms in English and Spanish:

- Get Healthy Facebook: 6,095 followers
- Get Healthy Instagram: 416 followers
- Viva Saludable Facebook: 721 followers
- Viva Saludable Instagram: 283 followers

Maintained 2 comprehensive websites Get Healthy Clark County (English) and Viva Saludable (Spanish). Monthly visitor data:

Get Healthy

- April: 567,504
- May: 586,893
- June: 287,846

Viva Saludable

- April: 25,190
- May: 33,710
- June: 29,010

Wrote and posted 3 blogs in English and 3 in Spanish on healthy choices, Places to Play, and Move Your Way. Over 167 people read the blogs.

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Supported and coordinated 3 Healthier Tomorrow Radio Program shows. Shows air monthly on KCEP 88.1 FM. Topics included No Menthol May, Heart of the Community Block Party, Mosquito Surveillance, and Smoke Free Housing.

Developed and sent 3 Tobacco Control Program and 1 Healthy Headlines e-newsletters. Tobacco newsletters are sent to over 340 people with an open rate of around 55% Healthy Headlines was sent to over 6,900 people and had over a 38% open rate.

Community Outreach/Engagement

In addition to activities listed above, OCDPHP Community Health Workers participated in 2 large scale community events reaching over 1,000 people this quarter. Chronic disease prevention and self-management materials were provided to attendees.