



STAFF REPORT

Report To: Board of Health

Meeting Date: July 19, 2018

Staff Contact: Sandy Wartgow (swartgow@carson.org)

Agenda Title: For Possible Action: To accept a presentation by staff, with discussion and possible further action to provide feedback and direction to the staff of the Carson City Health and Human Services (CCHHS) Tobacco Prevention and Control Program concerning the activities within the Funds for Healthy Nevada's 2018 - 2019 Scope of Work.

Staff Summary: The Funds for Healthy Nevada (FHN) Tobacco program's Multi Family Housing Units and Western Nevada College projects were successful and will be presented and discussed. These success stories are being submitted to the CDC. The FHN grant is a two year grant from the State of Nevada and is funded by the Tobacco Master Settlement Funds. CCHHS is in the second year of the grant. For accreditation purposes, staff recommends formal acceptance of the presentation.

The 2018 - 2019 Scope of Work is due August 1, 2018 and staff is requesting feedback from the Board of Health concerning activities that should be adjusted based on public feedback that has been presented to board members. The current scope of work, which is included as supporting documentation, outlines the two components, goals, objectives and the status of each activity. At this time, CCHHS is not able to change the components, goals, and objectives, but can adjust the activities under the objectives.

Agenda Action: Formal Action/Motion

Time Requested: 10 minutes

Proposed Motion

I move to accept the presentation (with any additional direction given to staff by the Board incorporated into this motion, if any) from the Tobacco Prevention and Control Program's Public Health Nurse.

Board's Strategic Goal

Quality of Life

Previous Action

N/A

Background/Issues & Analysis

N/A

Applicable Statute, Code, Policy, Rule or Regulation

N/A

Financial Information

Is there a fiscal impact? Yes No

If yes, account name/number:

Is it currently budgeted? Yes No

Explanation of Fiscal Impact:

Alternatives

Alternatives and recommendations may be presented during the presentation.

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

CCHHS FHN Progress Report Objectives and Activities

Action Plan Period: 07/01/17 - 06/30/19

Data Collection Date: BRFSS, YRBS

Funding Amount:	\$74,004.00

Component 1: Tobacco Prevention and Control				
Goal 1: Prevention initiation among youth and young adults				
Objectives	Activities	Outputs	Quarterly Program Progress <small>(Outputs, When, How, Who, Barriers)</small>	Evaluation <small>(for evaluator use only)</small>
1.1 Increase the number of local college campuses to having 100% tobacco free policy implemented from 0 to 1 by June 30, 2018.	1.1.1 Participate in 6 Western Nevada College Healthy Campus Committee Meetings	Agenda and meeting minutes	Active member of the WNC Healthy Campus Committee. Continue to address policy implementation issues, such as signage and enforcement.	
	1.1.2 Participate in at least 1 campus event to provide education and information to students, staff, and faculty on benefits of 100% Tobacco Free policy	Campus events Informational materials	CCHHS participates in campus events by sponsoring table and provided resources, information, and education.	
	1.1.3 Assist campus with policy implementation by providing technical assistance (TA) on policy enforcement	TA Log	Provide any assistance requested for both WNC & other local colleges. We are assisting TMCC & Great Basin College with TA support to get a tobacco free policy on those campuses. Shared WNC policy with UNR to improve their policy. WNC assistance included training security on enforcement (social) & scripting.	

Component 1: Tobacco Prevention and Control				
Goal 1: Prevention initiation among youth and young adults				
Objectives	Activities	Outputs	Quarterly Program Progress (Outputs, When, How, Who, Barriers)	Evaluation (for evaluator use only)
1.2 Increase outreach to school-based or community groups on prevention activities and education related to dangers of tobacco and electronic cigarette use and support for policies to reduce tobacco use from 0 to 2 groups by June 30, 2018.	1.2.1 Assess schools, youth clubs, faith-based youth groups for interest in an educational presentation and/or materials to discourage initiation of youth from tobacco and/or other tobacco products	Youth Prevention Assessment	Reach out to youth communities, such as schools, faith-based youth groups, clubs, etc. to offer tobacco presentations. These are starting to gain traction and requests are coming to CCHHS for presentations	
	1.2.2 Provide 2 educational presentations to youth and/or adults associated with youth tobacco prevention in schools, community groups, or parent groups/forums; include a pre and post survey of tobacco harm knowledge	Educational presentations Pre and post surveys	Many presentations completed at local high schools and faith-based organizations. Over 600 youth have been impacted by presentations. Pre and post testing, demonstrates large problem with students vaping at school, especially with newer devices such as Juuls and Sourin. When asked if witness vaping in bathrooms, 100% of hands go up. When asked about on campus, in classrooms, and buses. Around 80% of hands are raised.	

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Goal 1: Prevention initiation among youth and young adults				
Objectives	Activities	Outputs	Quarterly Program Progress (Outputs, When, How, Who, Barriers)	Evaluation (for evaluator use only)
	1.2.3 Assessment of marketing tools and/or campaigns promoting pro-health message related to tobacco that are available to target schools or communities	Tools/Campaigns Assessment	Looking for media campaigns to send to target audiences.	
1.3 Develop and implement 1 youth advocacy plan to guide youth advocates on policy and prevention of tobacco initiation with local youth by June 30, 2018.	1.3.1 Support and provide technical assistance to local tobacco prevention youth groups on advocacy plans towards policy changes which could include retailer licensing, tobacco flavoring, tobacco marketing to youth, or tobacco 21	Technical Assistance Records	Work in this area has been with Partnership Carson City and due to staff changes there has been little progress in youth advocacy work. It appears the high school group has disbanded.	
	1.3.2 Support Partnership Carson City youth group (1Up) in implementation of 1 youth advocacy plan	Advocacy Plan	This activity was responsibility of Partnership Carson City as a sub-grantee. They have demonstrated barriers to have youth groups active and develop and implement an advocacy plan. They are working with the middle schools to get youth groups up and running for prevention.	

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	1.3.3 Assist youth advocates in developing tobacco prevention media messages and strategy to reach 10% of 14-18 year old students in Carson City	Social media campaigns	This is activity for Partnership Carson City, they report on media messaging via their Facebook, Instagram, and Twitter. They also provide messaging through presentations to elementary schools and boys and girls club.	

Component 1: Tobacco Prevention and Control				
Goal 2: Eliminating nonsmokers' exposure to second smoke				
Objectives	Activities	Outputs	Quarterly Program Progress (Outputs, When, How, Who, Barriers)	Evaluation (for evaluator use only)
1.4 Promote public health benefits through assessment, education, and implementation of a comprehensive smoke-free policy for Carson City by June 30, 2019	1.4.1 Increase the number of multi-unit housing (MUH) complexes with smoke-free policies by 2 with an emphasis on low income and priority populations living in MUH in Carson City by June 30, 2018	Smoke-free policies	Work in this area continues to grow with promoting need for smoke-free housing, assisting with policy development and implementation. This area has been a success in Carson City, as a few years ago we were unable to find smoke-free housing for those looking and referred them to Reno. Now we are aware of over 900 units with smoke-free policy and continue to grow. This success has been chosen as the Nevada Success Story to the CDC.	On Track
	1.4.2 Increase the number of community events with smoke-free venues by 1 by June 30, 2018	Smoke-free events in Carson City	We have partnered with Carson City Fair board to have the city fair be smoke-free event, this will occur again this year. We provide signage for the event and they provide area designated for smoking in the parking lots. Partnered with Carson Tahoe for their Hope Fest event. Provided signage Partnered with Farmer's Market to assist with signage.	
	1.4.3 Assess and educate community stakeholders on the health benefits of smoke-free policies for Carson City	Stakeholder analysis Education materials	Working with Parks and Rec to educate and develop smoke-free parks and trails. Presented to Parks and Rec Board. Participated in regional efforts for Smoke-free parks with Washoe County, City of Reno, and City of Sparks. All Washoe entities are in process of ordinances and City of Sparks has had final approval.	

Component 1: Tobacco Prevention and Control				
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Objectives	Activities	Outputs	Quarterly Program Progress (Outputs, When, How, Who, Barriers)	Evaluation (for evaluator use only)
	1.4.4 Continue membership in and collaborative efforts with Nevada Tobacco Prevention Coalition (NTPC) on strategic planning goals to address smoke-free policy efforts throughout Nevada	NTPC Membership NTPC Strategic Plan	Participate in all state efforts with the Nevada Tobacco Prevention Coalition. Serving second term of Vice President of this coalition. Active member of the Policy Committee. Completed the NTPC Strategic plan.	
	1.4.5 Attend a local or national conference/ seminar to improve knowledge and strategies on tobacco prevention and control	Conference notes and agenda	Attended the Nevada State Tobacco Partner Summit. Attended the National Conference- Clearing the Air.	

Component 2: Health Systems				
Strategy: Promote health systems changes to support tobacco cessation				
Objectives	Activities	Outputs	Quarterly Program Progress <small>(Outputs, When, How, Who, Barriers)</small>	Evaluation <small>(for evaluator use only)</small>
2.1 Increase the knowledge and empowerment of 5 healthcare providers in Carson City to support assessment of patient tobacco use and education regarding health benefits to quit tobacco use by June 30, 2018	2.1.1 Provide evidence-based resources to providers to educate patients about quitting, health benefits, and resources for cessation	Evidence-based resources	Provided training and education to over 40 providers in our regional area. Tools are left for providers to assist in evidence based practice.	
2.2 Increase by 1 the number of health systems or providers that create an alert/pop-up in the	2.2.1 Assess up to 3 provider's EHRs to determine electronic health record system capabilities for alerts	EHR assessment and results (for pop-up alerts)	Assessed 4 local provider groups or health systems to determine if electronic health record capability to support enhancements to the programs for tobacco assessment and cessation referral	

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electronic health record (EHR) to alert staff of patients who use tobacco and remind to refer to cessation resources including the Nevada Tobacco Quitline by June 30, 2018	2.2.2 Determine provider/office/IT ability to create pop-up alerts to prompt tobacco use assessment	IT/ EHR capability summary	All 4 systems assessed are capable of enhancements	
2.3 Increase by 1 the number of health providers or health system electronically referring to the Nevada Tobacco Quitline by June 30, 2019	2.3.1 Assess health system/provider EHR for capability to refer electronically to Nevada Tobacco Quitline	EHR assessment and results (for electronic referral)	Worked with Carson Tahoe Health and Nevada Health Centers to set up system to electronically refer to the Nevada Tobacco Quitline during the electronic assessment of tobacco use. Both these health systems are able to now refer electronically.	
	2.3.2 Assess costs to implement an electronic referral system in health system or provider software programs	Cost-Benefit Analysis	Cost for direct link to National Jewish Health for quitline from an EHR was quoted at \$9,000.00 per system.	

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2.4 By June 30, 2018 CCHHS will plan, implement, and evaluate 1 media campaign that promotes the health benefits of quitting tobacco that is endorsed by local health systems and/or providers	2.4.1 Reach 20% of Carson City population with media messaging on health benefits of quitting smoking that is endorsed by a local health system and /or providers as part of a citywide campaign	Media campaign	Worked with local health care provider- PA at Carson Tahoe Cardiology to develop a message and create a YouTube video to market health benefits. Link to YouTube: https://youtu.be/mGePgF-aSZk	
	2.4.2 Collaborate with community partners in media campaign efforts and reach of audience	Media Action Plan	Collaborated with Washoe County Health District to produce via a vendor a media campaign on Smoke –Free Air. Campaign included TV, radio, and social media.	
	2.4.3 Collaborate with Nevada Division of Public & Behavioral Health (DPBH) to include tobacco facts and data on the effects of tobacco use and chronic disease risk	Fact Sheet	Assisted the State Tobacco division with development of fact sheets on impact of tobacco in Nevada to share with stakeholders when looking to improve Nevadan’s health	

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	2.4.4 Collaborate with United Latino group in Carson City to develop Spanish-language media messaging approach	Spanish-language media messaging plan	Collaborative work with Washoe County Health District provided messaging in Spanish as well. Minimal work was done with United Latino due to hours staff available to meet and they moved twice this past year.	

Protecting the Health of Tenants in Carson City

NEVADA



Summary:

In 2015, Carson City Health and Human Services (CCHHS) received a substantial number of complaints from concerned residents living in multi-unit housing (MUH). Many residents complained of safety and health concerns due to the occurrence of smoking inside apartments. As CCHHS investigated, it became apparent there was limited or no housing with smoke-free policies available in Carson City. In response, CCHHS created the Smoke-Free Carson City initiative, designed to promote a smoke-free community and enhance the lives of residents. This initiative provided education and assistance to MUH property managers and landlords on smoke-free tobacco policies. To date, over 900 housing units are smoke-free in Carson City.

Issue:

Carson City has a population of 42,017, with approximately 7,895 adults who smoke.¹

About 20% of adults in MUH use combustible tobacco products, which are a source of secondhand smoke exposure.²

80 million people in the US live in MUH and are affected by secondhand smoke.²

The Surgeon General's report on "Health Consequences of Involuntary Exposure to Tobacco Smoke" indicates secondhand smoke is identified as a public health concern, and no level of secondhand smoke exposure is safe.³ When CCHHS initially determined secondhand smoke concerns were filed by citizens living in MUH, all complaints were turned over to the neighboring county, 30 miles away. This prompted CCHHS to begin the efforts and establish tools to provide to individual living communities. In addition, a survey conducted by Partnership Carson City, a local coalition, had also revealed that 80% of survey participants would favor smoke-free [MUH] buildings. This identified and supported a need for the Smoke-Free Carson City Initiative.



Nevada's 1st Accredited Health Department



Intervention and Results

Meetings and Collaborations: In person meetings with managers, owners, and property managers seemed to have a better outcome than calling them.

Collaborating with property management companies and local real estate associations allowed CCHHS to reach more properties and decision makers with education and tools, such as surveys, to affect more complexes and units in Carson City.

Owner/Manager Toolkits: Included information on the overall benefits of smoke-free MUH. The toolkit addressed common concerns and questions property managers or owners have regarding adopting a smoke-free policy.

Tenant Toolkits: Were developed and provided to tenants about the benefits of smoke-free policies, commonly asked questions, tips, and letter templates on how to request smoke-free housing.

Survey of Tenants: 132 tenants in 4 MUH complexes were surveyed. 52.5% stated that tobacco smoke bothers them or makes them sick and 76.5% stated that they would like to live in a smoke-free building.

Multiunit Housing Educational Summit: An educational summit was held for owners and managers in collaboration with the sheriff, fire, and code enforcement agencies to provide information on improving safety in their complexes. The first summit had 15 attendees.

Signage was provided to various complexes to remind residents of the smoke-free policies of their MUH communities.

Success & Sustainability

After boots on the ground efforts and collaboration with property management companies and the local real estate association, CCHHS determined which multi-unit housing complexes were willing to take a leap and implement smoke-free policies. Although many owners and managers seemed hesitant to pursue these policies at first, it soon became apparent that there was a high demand for smoke-free MUH. Many complexes shifted into the smoke-free policy by implementing the policy as soon as new units became available. CCHHS will continue to meet with property managers and owners in-person and provide the necessary education, tools, and technical assistance to survey respondents in an effort to provide safe and healthy living environments for Carson City tenants.

Whether you are a tenant interested looking for a smoke-free apartment or a landlord/property manager interested in establishing a smoke-free policy, please contact Sandra Wartgow at CCHHS: 775-283-7201 or visit the Get Health Carson City website: <http://gethealthcarsoncity.org/tobacco-free-housing/>

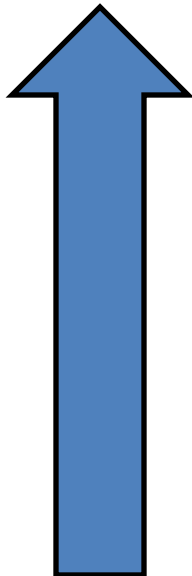
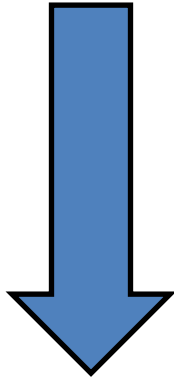


References:

1. The Behavioral Risk Factor Surveillance System. Nevada, 2016.
2. Medical Law Perspectives. Tobacco Use and Involuntary Secondhand Smoke Exposure High in Multiunit Housing.
3. U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General.*

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SUCCESS STORY



College Campuses provide 100% Tobacco Free Environment

Western Nevada College (WNC) provides education opportunities in Northern Nevada in three regions, Carson City, Douglas County and Churchill County. Joining the national movement of smoke free and tobacco free campuses through policy change, Western Nevada College provides an environment of healthy living through prevention of exposure to secondhand smoke, prevent initiation of tobacco use by young adults, and encouraging current adults to quit tobacco.

Tobacco use remains the leading cause of preventable death in the United States despite a significant decline in the number of people who use tobacco. Nevada adult smoking rate in 2016 was 16.5% and results in 4,100 smoking related deaths. In 2015, 30.4% of Nevada youth reported using any tobacco product, including e-cigarettes. There is no safe level of exposure to secondhand smoke.

In 2013 students began using e-cigarettes in classrooms requiring a memorandum be put out to stop the practice. By 2014, faculty and students started complaining about cigarette smoking and secondhand smoke at the outside entrances to all buildings on campus. A policy was drafted and completed by November 2015 but not implemented. At that time the need for a task force was requested and the WNC Healthy Campus Committee was formed with members from administration, faculty, staff, students and local health authorities and coalitions.

Fall of 2016 the interim Tobacco Use Policy went into effect. This included designated smoking areas. Through survey of students, staff and faculty, 82.7% supported a 100% tobacco free campus and policy. By fall of 2017, the new Tobacco Use Policy to include 100% tobacco free environment went into effect.

This policy protects over 4000 students, staff and faculty.

