



COMMUNITIES PUTTING PREVENTION TO WORK

Clark County Tobacco Prevention Enhancement Project Fact Sheet

Background

Communities Putting Prevention to Work (CPPW) funds will be used by the Southern Nevada Health District to conduct the Clark County Tobacco Prevention Enhancement Project. The overall goal of the project is to create a healthier community through policy and environmental changes that will support healthy behaviors and choices. The project will be managed by the health district's Tobacco Control Program under the auspices of the Office of Chronic Disease Prevention and Health Promotion. The project will leverage the successes that have been achieved to date and the demonstrated commitment of the community.

Tobacco Control Program History

Over the past decade, the health district's nationally recognized Tobacco Control Program has implemented evidence-based, comprehensive programming utilizing the Centers for Disease Control and Prevention's Best Practices for Comprehensive Tobacco Control. As a result, local tobacco control programs and policy efforts have significantly contributed to the following accomplishments:

- A decrease in youth smoking prevalence from 30.7 percent to 13.7 percent (Source: Youth Risk Behavioral Survey 1999, 2007).
- A decrease in adult smoking prevalence from 30 percent to 22.4 percent (Source: Behavioral Risk Factor Surveillance Survey System 2001, 2007).

- Expanded programming to diverse communities disproportionately affected by tobacco use.
- Increased public knowledge of the dangers of secondhand smoke.

Project Overview

The health district has assembled a well qualified and highly motivated set of public health professionals and experienced contractors with demonstrated capacity in media planning, policy, programming, administration, and fiscal management necessary to meet the needs of the program. To oversee and guide the strategic direction of the project, the health district has drawn upon its established community relationships and existing partnerships to develop a strong and highly committed leadership team and coalition.

Program staff has engaged community partners throughout the process of developing the project's Community Action Plan (CAP) to assure feasibility of selected strategies, to assure support from the community, and to secure commitments from partners critical to project success during the grant period. The overall intent of the CAP is to enact a series of sustainable, collaboratively implemented, population-based policy and/or environmental changes across the entire health district jurisdiction.