

News Release

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FOR IMMEDIATE RELEASE

Clark County Health District receives grant from the American Legacy Foundation to focus on preventing and reducing tobacco use among Hispanic workers

(May 21, 2002) – The Clark County Health District announced it has received a grant of \$419,000 from the American Legacy Foundation to fund its Latino Education and Prevention Initiative. The initiative is designed to increase the awareness of Hispanics to the hazards of second hand smoke, address barriers to accessing tobacco cessation classes and create culturally relevant program materials. The health district was selected as part of Legacy’s \$21 million grant program to build and strengthen existing tobacco prevention and cessation efforts and to create new strategies for addressing tobacco-related health disparities among Hispanics.

The 1997 National Health Interview Survey data show that overall current smoking prevalence is 20.4 percent for Hispanic adults. Smoking is responsible for 87 percent of the lung cancer deaths among Hispanics in the United States and is the leading cause of cancer deaths for Hispanics. In Nevada, the Hispanic community comprises 19.7 percent of the state population and 22 percent of the population in Clark County.

“This grant will allow us to target specific areas in the Hispanic community,” said Dr. Donald Kwalick, chief health officer for the health district.

“Specifically, we will target areas where the majority of Hispanics are under the age of 40, have no college education and annual household incomes of less than \$28,000. Statistics from the National Cancer Institute demonstrate that Hispanics who fit this profile are also more likely to work in blue collar or service jobs, are almost twice as likely to live in a household with no health insurance and are two times as likely to access health care services at a hospital – all traits that place individuals at high risk for tobacco related illness,” said Kwalick.

(more)

Cheryl Healon, Legacy's president and chief executive officer praised the health district for its commitment to reducing and preventing tobacco use.

"We are pleased to offer this grant to the Clark County Health District and help expand its efforts to reduce tobacco use among Hispanics, said Healon.

In addition to the health district, Legacy has also awarded grants to 12 other organizations working to address tobacco control within the Hispanic population. These two rounds of targeted grants total over \$3.3 million and include projects in Arizona, California, Connecticut, Hawaii, Massachusetts, Nevada, New York, Ohio, Pennsylvania and Washington, D.C.

This grant is part of Legacy's Priority Populations program, which will provide a total of \$21 million over three years to a broad range of organizations that employ effective and innovative approaches to decrease tobacco use. Today Legacy announced distribution of the second round of grants, in the amount of \$10.5 million to 49 organizations in 29 states to help reduce tobacco use among one or more disadvantaged populations: African American, Asian and Pacific Islander, Hispanic, Native American and Alaska Native, gay, lesbian, bisexual and transgender and low income persons.

The first round of grants was distributed in November 2001 to 32 organizations in 18 states. Legacy's goals for this grant program are to increase awareness of tobacco use and its effects among the priority populations who have long been targeted by the tobacco industry.

The American Legacy Foundation is a national, independent, public health foundation in Washington, D.C., created by the November 1998 Master Settlement Agreement. The foundation collaborates with organizations that are interested in decreasing tobacco consumption among all ages and populations nationwide. Established goals include reducing youth tobacco use, decreasing exposure to secondhand smoke, increasing successful quit rates and reducing disparities in access to prevention and cessation services.

For more information about Legacy, visit www.americanlegacy.org. For more information about the health district Latino Education and Prevention Initiative call 383-1217.

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