

# Chronic Disease Prevention and Health Promotion Strategic Plan 2023 - 2027

April 8, 2024 – Joint Interim Standing Committee on Health and Human Services



NEVADA DIVISION of PUBLIC  
and BEHAVIORAL HEALTH

---

# ABOUT DPBH

## MISSION

To protect, promote, and improve the physical and behavioral health and safety of all people in Nevada, equitably and regardless of circumstances, so they can live their safest, longest, healthiest, and happiest life.

## VISION

A Nevada where preventable health and safety issues no longer impact the opportunity for all people to live life in the best possible health.

## PURPOSE

To make everyone's life healthier, happier, longer, and safer.



**ALL** IN GOOD HEALTH.

---

# AGENDA

1. Background
2. Opportunities and Challenges
  - Burden of Chronic Disease in Nevada
  - Obesity and Diabetes in Nevada
  - Tobacco in Nevada
  - Financial Burden of Chronic Disease
  - Primary Prevention
3. Planning and Policy
  - Chronic Disease Prevention and Health Promotion Strategic Plan (CDPHP) 2023-2027
  - Strategic Goals
  - Innovative Policies on Tobacco
  - Nutrition Promotion Practices
  - Increase Early Detection

# BACKGROUND

---

- 6 in 10 adults have at least one chronic disease and 4 in 10 adults have at least two or more.
- As of 2021, Nevada is ranked 49th in dedicated state public health dollars at \$14 per person.

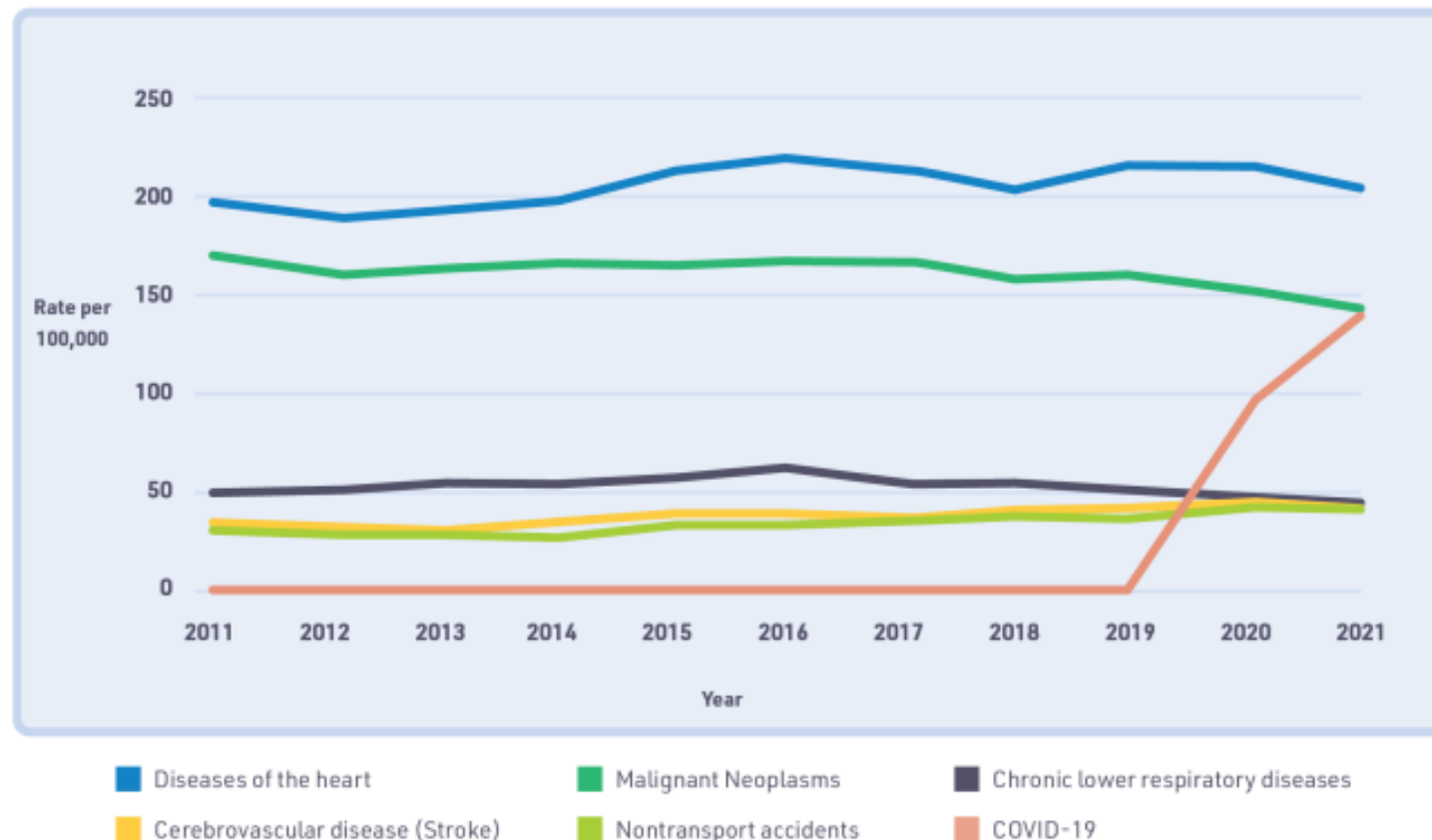
# OPPORTUNITIES & CHALLENGES

# BURDEN OF CHRONIC DISEASE IN NEVADA



NEVADA DIVISION of PUBLIC  
and BEHAVIORAL HEALTH

Figure 2. Leading Causes of Death in Nevada, 2011-2021



- In 2023, 18.8% of adults in Nevada reported a health status of fair or poor, an increase from 2022 (17.9%).

Source: NV HHS Office of Analytics Vital Records

[CDPHP Strategic Plan](https://www.cdphp.nv.gov/strategic-plan)  
[chroniccarealliance.org](https://chroniccarealliance.org)

# OBESITY AND DIABETES IN NEVADA

---



## Obesity

- In 2021, 67% of adult Nevadans were overweight (36.1%) or had obesity (31.3%).
- Adult obesity increased from 24.5% in 2011 to 31.3% in 2021.
- In the 2021-2022 school year 33.1 % of kindergarteners in Nevada were either overweight or obese.
  - An increase from 2020-2021 (31.9%)
- Obesity is linked to 53% of new cases of type 2 diabetes each year.

## Diabetes

- In 2021, approximately 283,700 adults in Nevada (11.3%) have diagnosed diabetes.
  - 70,000 people in Nevada have diabetes but do not know it (2020).
  - 816,000 (35.1%) of Nevadans have prediabetes with blood glucose levels that are higher than normal but not yet high enough to be diagnosed as diabetes (2020).
- Every year an estimated 14,800 people in Nevada are diagnosed with diabetes.

---

# TOBACCO IN NEVADA



NEVADA DIVISION of PUBLIC  
and BEHAVIORAL HEALTH

- 44% of Nevada high school students have tried vaping products
- 11% of Nevada adults currently smoke tobacco in some form
- Nevada has an “F” ranking for amount of funding invested in tobacco prevention and cessation
- The Centers for Disease Control and Prevention recommends Nevada Tobacco Control Program funding to be \$30M
- Nevada currently ranks 46<sup>th</sup> in state tobacco funding (2024)
  - Current funding level \$950,000





# FINANCIAL BURDEN OF CHRONIC DISEASE IN NEVADA

- The U.S. spends **\$4.3T** on health care, **4%** of that goes to public health and prevention.
  - Diagnosed diabetes costs an estimated \$2.8 billion each year in Nevada alone.
  - Obesity costs the U.S. \$173B a year.
  - Smoking related illness costs over \$300B a year in the U.S.
- Contributing to the reduction of chronic disease will not only decrease the financial burden to the state, but also improve the lives of Nevada individuals and their families.



---

# PRIMARY PREVENTION

- Key to preventing disease and improving long term health outcomes including quality of life.
- Focuses on:
  - Physical activity status
  - Nutrition status
  - Mental health/ well-being
  - Smoking status
  - Weight management
- These are health behaviors that should be encouraged regardless of disease status to improve overall population health.
- There is no dedicated comprehensive wellness funding.

# PLANNING & POLICY

# CDPHP STRATEGIC PLAN 2023-2027



NEVADA DIVISION of PUBLIC  
and BEHAVIORAL HEALTH

## Purpose:

1. Define specific and reasonable goals to reduce the burden of chronic disease in Nevada over the next five years.
2. Guide the work of CDPHP within the Nevada Division of Public and Behavioral Health (DPBH) over the next five years.

\*Over 40 state and local partners provided input to this plan along with CDPHP staff

## Audience

- All agencies, nonprofits, governments, and communities working on chronic disease reduction.

## Vision

- Wellness achieved for all Nevadans through integration of primary prevention, health equity, useful data, evidence-based policy, and strong partnerships.



---

# STRATEGIC GOALS

1. **Expand Prevention:** Expand evidence-based primary prevention efforts to reduce chronic diseases across the lifespan.
2. **Reduce Health Inequities:** Support efforts to improve health equity.
3. **Generate Data For Action:** Generate timely data and information for action.
4. **Support Policies:** Support policies that promote wellness.
5. **Strengthen Partnerships:** Strengthen partnerships and the capacity of our partners.

# INNOVATIVE POLICIES ON TOBACCO



NEVADA DIVISION of PUBLIC  
and BEHAVIORAL HEALTH

- Curb marketing on tobacco products
- Increase youth education and awareness on dangers of cigarette and e-cigarette use
- Nevada Clean Indoor Air Act – expand to include smokefree workplace, including casinos
- Ban flavored cigarettes to make smoking less attractive to youth
  - Utah state policy can be found [here](#)
- Local government regulation of state cigarette tax
  - Colorado language for reversed preemption can be found [here](#)

# NUTRITION PROMOTION PRACTICES



NEVADA DIVISION of PUBLIC  
and BEHAVIORAL HEALTH

- Support statewide comprehensive wellness program aimed at nutrition and physical activity promotion/education among providers, schools, school aged children and their parents
  - Reduce sugar-sweetened beverage (SSB) consumption
    - Reduce marketing of SSB and increase promotion of other options and risks of excess sugar consumption
  - Increase fruit and vegetable consumption
    - Provide dollar to dollar match on fresh fruits and vegetables purchased through SNAP (Double Up Food Bucks)
      - In [New York State, Double Up](#) has contributed to 6.3 million pounds of healthy food sales to over 110,000 customers, at more than 230 sites spanning 30 counties.
- Improve access to more nutritious and affordable food options
  - Increase participation in supplemental nutrition assistance programs (WIC/SNAP), the school lunch and breakfast program, child and adult food care program
  - Reduce number of food deserts



# INCREASE EARLY DETECTION

- Behind skin cancer, breast cancer is the most common kind of new cancer in women
  - Black women have the highest mortality rate for breast cancer in Nevada
- The Nevada Breast and Cervical Cancer Early Detection Program (NBCCEDP) identified this population as a primary focus-
  - Barriers to screening include ability to qualify for this program due to insurance and income status
  - The program continues to navigate challenges of flat funding and the need to expand reach to increase access to early screening



# QUESTIONS?

---





NEVADA DIVISION of PUBLIC  
and BEHAVIORAL HEALTH

# CONTACT INFORMATION

Sarah Rogers, MPH, NDTR, CLC  
Nutrition Unity Deputy Chief  
Child, Family, and Community Wellness  
775-430-0014  
[srogers@health.nv.gov](mailto:srogers@health.nv.gov)

Vickie Ives, MA  
Health Bureau Chief  
Child, Family, and Community Wellness  
775-220-4109  
[vives@health.nv.gov](mailto:vives@health.nv.gov)

---

# ACRONYMS

- CDPHP- Chronic Disease and Health Promotion
- DPBH- Division of Public and Behavioral Health
- NBCCEDP- Nevada Breast and Cervical Cancer Early Detection Program
- SSB- Sugar-Sweetened Beverages