

# Nevada Comprehensive Tobacco Control

**Five-Year  
Strategic Goals  
and Objectives  
2008 - 2013**

May 31, 2007

## State of Nevada Strategic Goals and Objectives

Based on the Centers for  
Disease Control and Prevention

*Key Outcome Indicators for Evaluating  
Comprehensive Tobacco Control Programs*

### Goal One:

*Preventing Initiation of Tobacco  
Use Among Young People*

### Goal Two:

*Eliminating Non-smokers  
Exposure to Second Hand Smoke*

### Goal Three:

*Promoting Quitting Among  
Adults and Young People*

### Goal Four:

*Identify and Eliminate  
Tobacco Related Disparities*

Department of  
Health and Human  
Services

Nevada State Health  
Division

Bureau of Community  
Health

Tobacco Prevention  
And  
Education Program



Jim Gibbons, Governor

Michael J. Willden, Director  
Department of Health  
and Human Services

Alex Haartz, MPH, Administrator  
Nevada State Health Division

# Nevada Comprehensive Tobacco Control

## Five Year Strategic Goals and Objectives 2008 – 2013

### Introduction

*The Nevada Comprehensive Tobacco Control: Five Year Strategic Goals and Objectives 2008 – 2013* is designed as a guide for individuals and organizations dedicated to comprehensive tobacco control in the state of Nevada. This document in conjunction with the *2006 Nevada Tobacco Profile* and the *Nevada Evaluation and Statistical Manual 2006: Collection of US and Nevada Tobacco Data Reports*, provides the cornerstones for comprehensive, science-based, tobacco control intervention in the state of Nevada. The format for this strategic plan is based on the *Key Outcome Indicators For Evaluating Comprehensive Tobacco Control Programs* issued by the Centers for Disease Control and Prevention (CDC) in May 2005. Also used in the design of the strategic plan were *The Guide to Community Preventative Services: Tobacco Use Prevention and Control* (2001) and the *Best Practices for Comprehensive Tobacco Control Programs* (1999).

*The Nevada Comprehensive Tobacco Control: Five Year Strategic Plan 2003 -2008* and *The Nevada Comprehensive Tobacco Control: Five Year Strategic Plan 2005-2010* have served for a number of years as the initial guiding documents for tobacco control in Nevada. This current update and revision represents an effort to meet not only the ongoing needs, but also the future needs for all Nevadans. This strategic plan is the outcome of a concerted effort between various governmental and private organizations working toward a mutual vision of tobacco control within the state. The planning sessions required for the formulation of this plan also required the professional commitment, compromise, and cooperation of all invested parties in the process. The transition from the previous goal directed planning format to the evidenced-based process promoted by the Centers for Disease Control and Prevention, will position Nevada for the future in tobacco control and will allow the state to meet effectively the challenges presented by a science based evaluation process.

It is important to note that this endeavor also moves Nevada towards the future and into previously uncharted territory regarding the challenges and issues surrounding health disparities. Nevada has been the fastest growing state in the country for the past seventeen years and with one of the fastest growing minority populations will soon reach the status of a state with a majority minority population. With this in mind, the future direction for Nevada must include planning to address the unique needs presented by a rapidly changing population. Nevada stands poised to address this new and exciting future through participation in dialogue and planning that will address the needs of all the citizens of Nevada. Policy changes are currently underway at both the state and federal levels designed to address these needs and Nevada will be a part of this process.

The current design and development of *The Nevada Comprehensive Tobacco Control: Five Year Strategic Goals and Objectives 2008 – 2013* will help to further develop the concepts and philosophy used throughout the country in dealing with health disparities. Goal four of this plan was designed with that in mind and with the spirit of embarking into a Nevada that is yet to become.

The organization of the document follows the sequencing of templates provided in the *Key Indicator Manual* for each identified goal. The Nevada plan has been adapted to reflect strategies and goals specifically designed to meet the needs of the state. The baseline and projection data found within the goals and outcomes sections of the plan utilizes the latest and most accurate state specific data currently available. The methods presented are research based and utilize a scientific model approach. The proposed interventions are designed to formulate a state of the art approach to a comprehensive tobacco control program. The following conventions and concepts will be adopted and utilized throughout the strategic plan.

- **Goal Areas:** One of the four components of the overall goal of CDC's National Tobacco Control Program
- **Inputs:** Resources used to plan and set up a tobacco control program within each goal area
- **Activities:** The events or actions that are part of a tobacco control program
- **Outputs:** The direct products of a program
- **Outcomes:** The term is used in this plan for the short-term, intermediate, and long-term results described in the National Tobacco Control Program logic models for the first three goal areas. These are the results expected if the tobacco control programs provide the needed inputs and engage in the recommended activities described in the logic models. The model is based on a logical progression of events and not necessarily structured on temporal events.

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### Acknowledgements

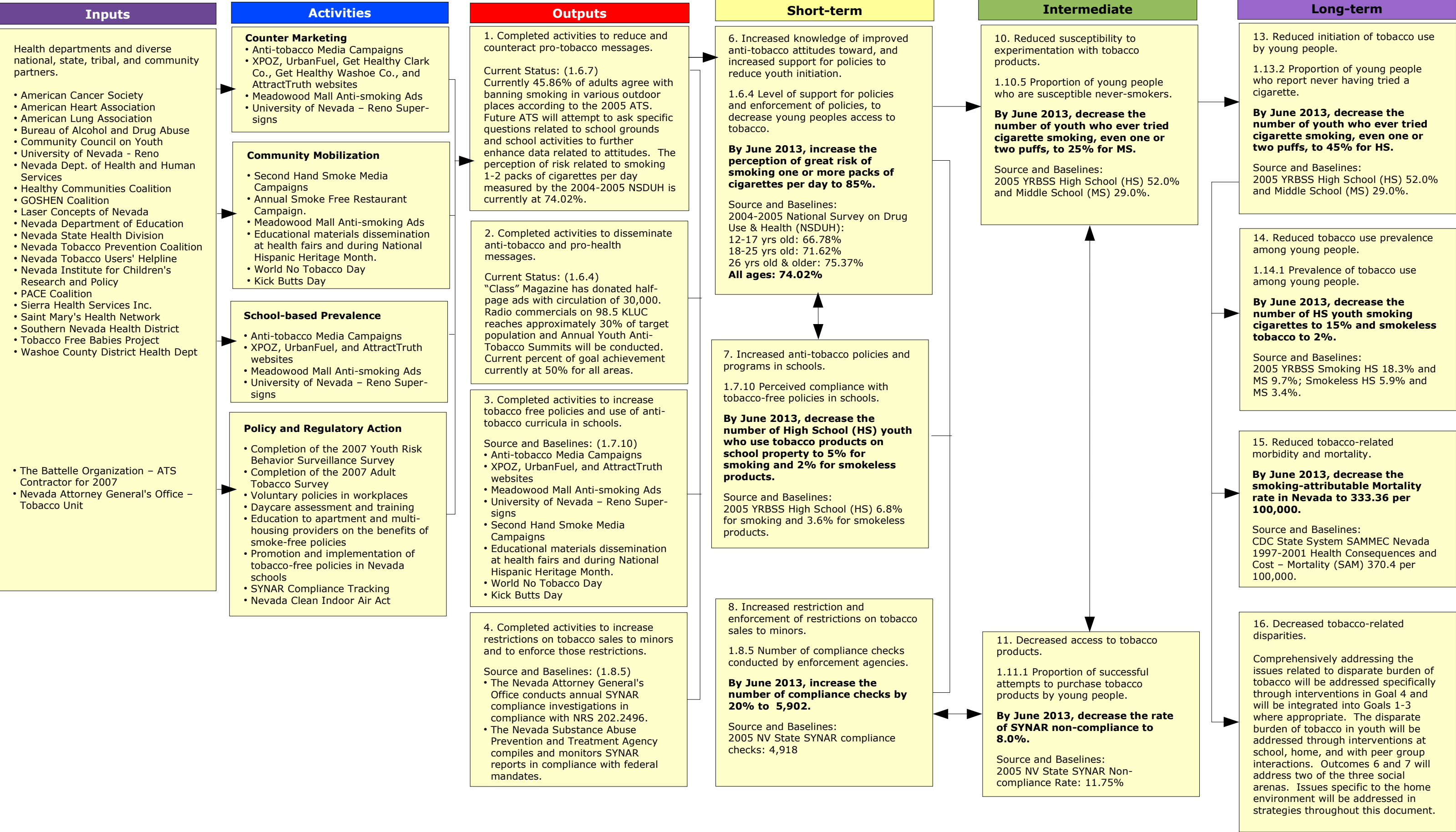
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- American Cancer Society
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- Bureau of Alcohol and Drug Abuse - Nevada State Health Division
- Community Council on Youth
- Healthy Communities Coalition
- Laser Concepts of Nevada
- Nevada Department of Education
- Nevada Department of Health and Human Services
- Nevada Institute for Children's Research and Policy
- Nevada Tobacco Prevention Coalition
- Nevada Tobacco Users' Helpline
- PACE Coalition
- Saint Mary's Health Network
- Sierra Health Services, Inc.
- Southern Nevada Health District
- Tobacco Free Babies Project
- Tobacco Intervention and Education Program - Nevada State Health Division
- University of Nevada - Reno
- Washoe County District Health Department

# Nevada Strategic Plan

## Goal: 1. Prevent Initiation of Tobacco Use Among Young People. (Initiation)

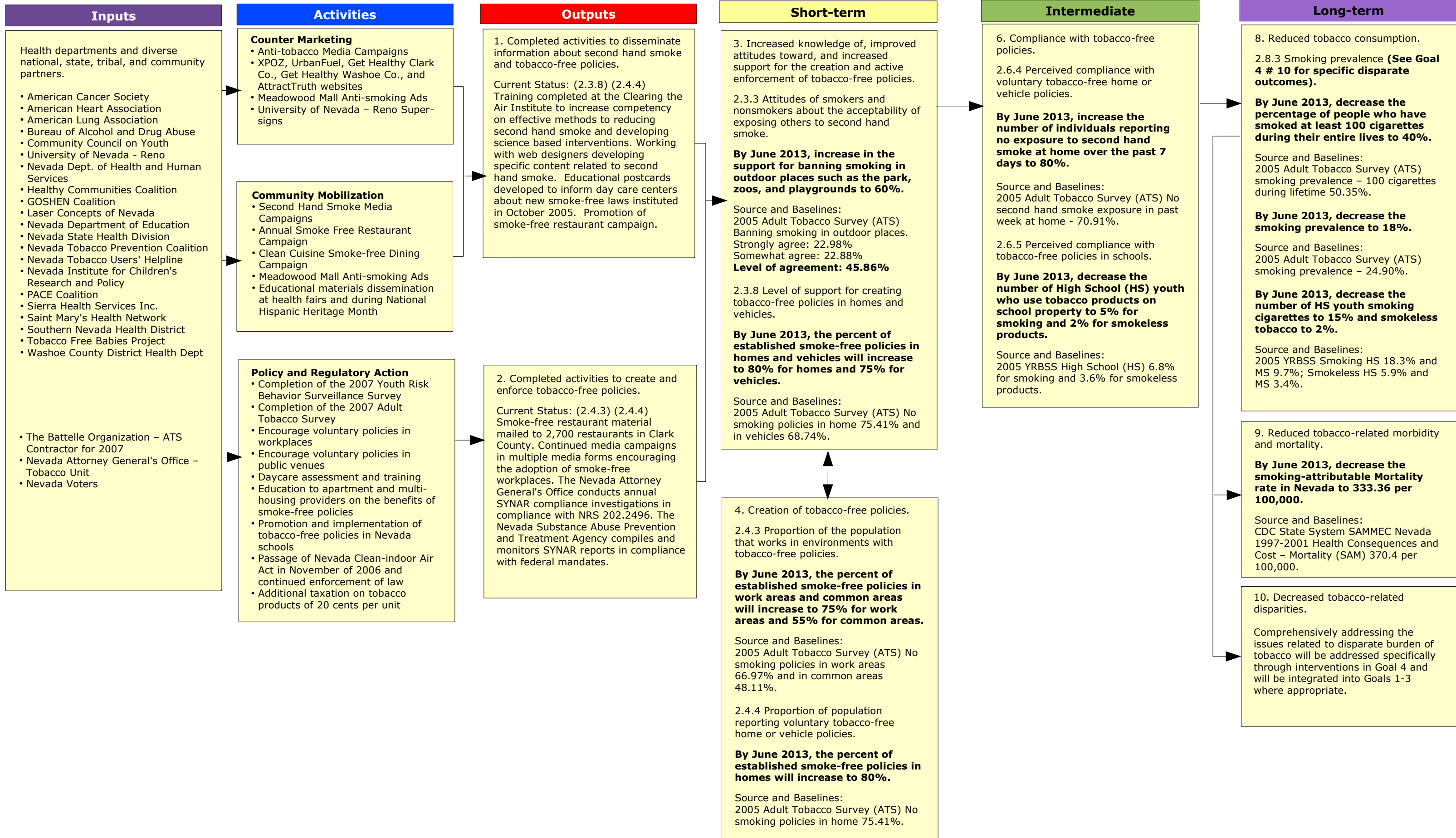
### Outcomes



# Nevada Strategic Plan

## Goal: 2. Eliminate Non-smokers Exposure to Second Hand Smoke. (Second Hand Smoke)

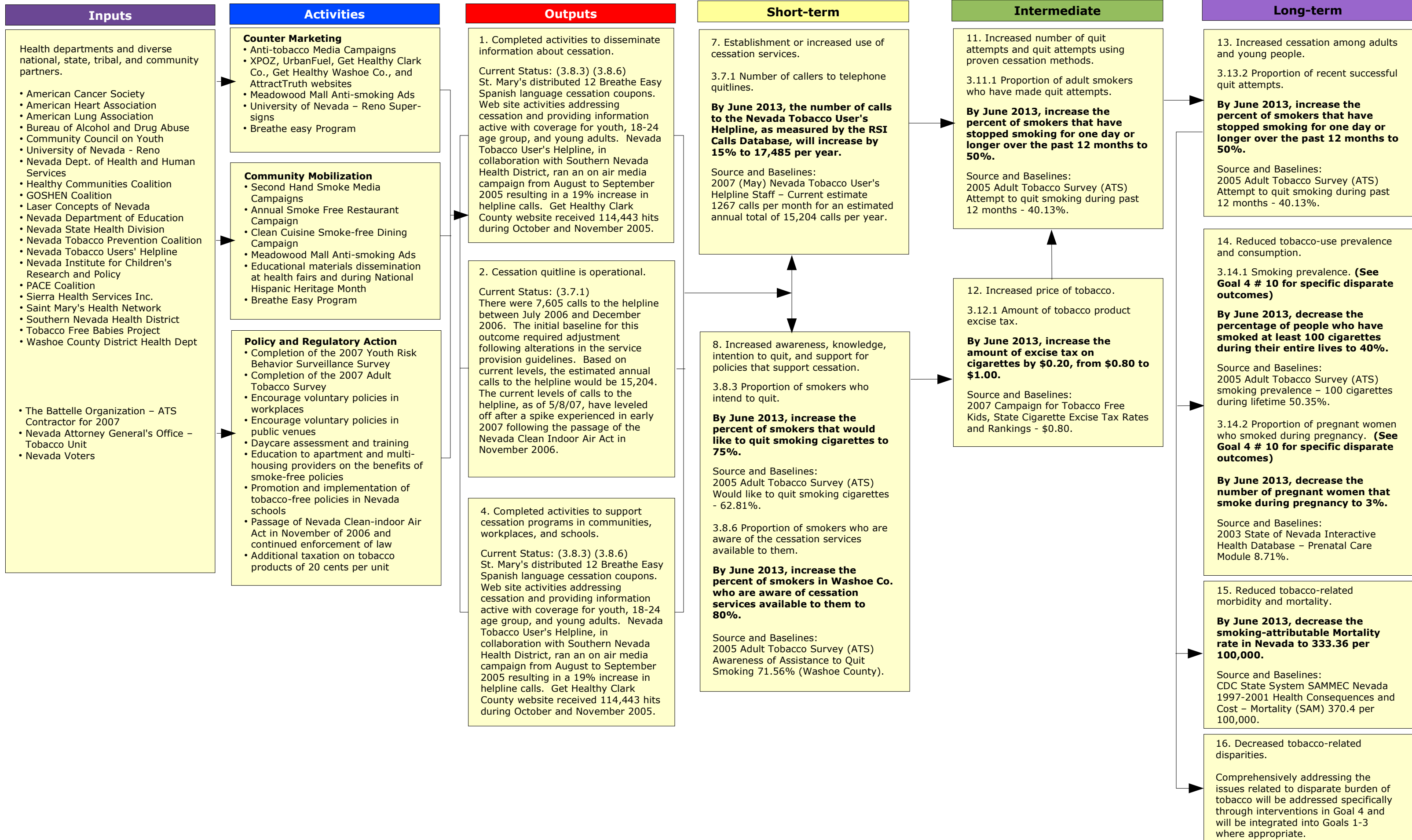
### Outcomes



# Nevada Strategic Plan

## Goal: 3. Promote Quitting Among Adults and Young people. (Cessation)

### Outcomes



# Nevada Strategic Plan

## Goal: 4. Identify and Eliminate Tobacco Related Disparities. (Disparities)

### Outcomes

