



## **MINUTES**

### **SOUTHERN NEVADA DISTRICT BOARD OF HEALTH PUBLIC HEALTH ADVISORY BOARD MEETING**

**April 8, 2024 – 8:30 A.M.**

**Meeting was conducted via Webex Event**

- MEMBERS PRESENT:** Francisco Sy – Chair, Environmental Health (*via WebEx*)  
Kenneth Osgood – Vice-Chair, Physician (*via WebEx*)  
Ronald Kline – Member, City of North Las Vegas (*via WebEx*)  
Paul Klouse – Member, City of Boulder City (*via WebEx*)  
Holly Lyman – Member, City of Henderson (*via WebEx*)  
Reimund Serafica – Member, Nurse (*via WebEx*)  
Jennifer Young – Member, City of Las Vegas (*via WebEx*)
- ABSENT:** N/A
- ALSO PRESENT:** Linda Anderson, Jonathan Cisowski, Lisa Rogge  
(In Audience)
- LEGAL COUNSEL:** Edward Wynder, Associate General Counsel
- EXECUTIVE SECRETARY:** Fermin Leguen, MD, MPH, District Health Officer
- STAFF:** Emily Anelli, Tawana Bellamy, Daniel Burns, Victoria Burris, Andria Cordovez Mulet, April Cruda, Susan Crutchfield, Rebecca Cruz-Nañez, Carmen Hua, Jessica Johnson, Horng-Yuan Kan, Sarah Lugo, Chris Elaine Mariano, Brian Northam, Kyle Parkson, Shannon Pickering, Larry Rogers, Kim Saner, Jennifer Sizemore, Randy Smith, Rebecca Topol, Greg Tordjman, Renee Trujillo, Donnie Whitaker, Lourdes Yapjoco

#### **I. CALL TO ORDER AND ROLL CALL**

Vice-Chair Osgood called the Public Health Advisory Board meeting to order at 8:36 a.m. Andria Cordovez Mulet, Executive Assistant, administered the roll call and confirmed a quorum was present. Ms. Cordovez Mulet provided clear and complete instructions for members of the general public to call in to the meeting to provide public comment, including a telephone number and access code.

#### **II. PLEDGE OF ALLEGIANCE**

- III. FIRST PUBLIC COMMENT:** A period devoted to comments by the general public about those items appearing on the agenda. Comments will be limited to five (5) minutes per speaker. Please clearly state your name and address and spell your last name for the record. If any member of the

Board wishes to extend the length of a presentation, this may be done by the Chair or the Board by majority vote.

Seeing no one, the Vice-Chair closed this portion of the meeting.

**IV. ADOPTION OF THE APRIL 8, 2024 MEETING AGENDA** *(for possible action)*

*A motion was made by Member Klouse, seconded by Member Serafica, and carried unanimously to approve the April 8, 2024 Agenda, as presented.*

**V. CONSENT AGENDA:** Items for action to be considered by the Southern Nevada District Board of Health Public Health Advisory Board which may be enacted by one motion. Any item may be discussed separately per Board Member request before action. Any exceptions to the Consent Agenda must be stated prior to approval.

**1. APPROVE MINUTES/PUBLIC HEALTH ADVISORY BOARD MEETING:** January 8, 2024 *(for possible action)*

*A motion was made by Member Klouse, seconded by Member Kline, and carried unanimously to approve the April 8, 2024 Consent Agenda, as presented.*

**VI. REPORT / DISCUSSION / ACTION**

**1. Update on Mental Health, including substance use and suicide rates;** direct staff accordingly or take other action as deemed necessary *(for possible action)*

Rebecca Cruz-Nañez, Senior Health Educator, provided an update on mental health, including substance use and suicide rates.

*Chair Sy joined the meeting at 8:46 a.m.*

Further to an inquiry from Member Osgood, Ms. Cruz-Nañez advised that there was a decrease in funding but efforts on prevention were at the forefront, and that the Health District worked with the PACT Coalition, the Office of Suicide Prevention, and other community partners.

Member Lyman inquired how community partners could further assist. Ms. Cruz-Nañez advised that the Health District continued to work with all community partners to ensure that everyone was working towards the same goal, without replicating efforts.

Jessica Johnson, Health Education Supervisor, added that there were multiple opportunities to expand efforts. Ms. Johnson added that the Narcan and Naloxone distribution had been a success as additional funds were received from the state to allow the Health District to purchase an additional supply to share with community partners.

- 2. Update on Teen Pregnancy;** direct staff accordingly or take other action as deemed necessary *(for possible action)*

Rebecca Topol, Epidemiology Supervisor, and Susan Crutchfield, Community Health Nurse Manager, presented.

Member Lyman inquired as to the capacity of the Nurse Family Partnership program. Ms. Crutchfield advised that the program could accommodate 200 individuals and was not at capacity.

Further to an inquiry from Member Osgood, Ms. Crutchfield advised that referrals were mainly from community partners. Further, a QR code was created that allowed individuals to self-refer.

- 3. Update on COVID-19 Vaccine Campaign;** direct staff accordingly or take other action as deemed necessary *(for possible action)*

Dr. Chris Elaine Mariano, Community Health Nurse Supervisor, presented an update on Respiratory Syncytial Virus (RSV).

Sarah Hall-Lugo, Community Health Nurse Supervisor, presented an update on COVID-19 Vaccinations.

Member Osgood suggested a collaboration with the Catholic Charities as they deliver home meals to over 5,000 individuals daily. Ms. Hall-Lugo advised that the Health District coordinated with Meals on Wheels and would make a note to follow-up with them further to the new recommendations for individuals over 65 years of age.

Jennifer Sizemore, Chief Communications Officer, presented on the COVID-19 Arm-in-Arm media campaign.

- VII. BOARD RECORDS:** The Southern Nevada District Board of Health Public Health Advisory Board members may identify and comment on Health District related issues. Comments made by individual Board members during this portion of the agenda will not be acted upon by the Southern Nevada District Board of Health Public Health Advisory Board unless that subject is on the agenda and scheduled for action. ***(Information Only)***

Member Serafica requested an update on unpermitted food vendors.

The Chair requested an update on Tuberculosis and Congenital Syphilis.

## VIII. HEALTH OFFICER & STAFF REPORTS *(Information Only)*

- DHO Comments

Dr. Leguen advised that, as part of Public Health Week, the Health District hosted a State of Public Health and Legislative Advocacy event. Health District staff members provided a comprehensive presentation about Congenital Syphilis. Also, Health District staff members and partners also participated in a presentation and panel discussion about the Overdose Burden in Clark County. The event was very successful.

*Member Serafica left the meeting at 10:03 a.m. and did not return.*

Dr. Leguen further advised that March 24<sup>th</sup> was recognized as World TB Day. As Clark County had experienced several cases of TB in recent months in the school system, Dr. Leguen noted an almost 50% increase from the previous year. Dr. Leguen advised that the Health District had spent over \$200,000 on the recent investigations.

- IX. **SECOND PUBLIC COMMENT:** A period devoted to comments by the general public, if any, and discussion of those comments, about matters relevant to the Board's jurisdiction will be held. Comments will be limited to five (5) minutes per speaker. If any member of the Board wishes to extend the length of a presentation, this may be done by the Chair or the Board by majority vote.

Seeing no one, the Chair closed this portion of the meeting.

## X. ADJOURNMENT

The Chair adjourned the meeting at 10:06 a.m.

Fermin Leguen, MD, MPH  
District Health Officer/Executive Secretary

/acm



## AGENDA

### SOUTHERN NEVADA DISTRICT BOARD OF HEALTH PUBLIC HEALTH ADVISORY BOARD MEETING

April 8, 2024 – 8:30 a.m.

Meeting will be conducted via Webex

## NOTICE

WebEx address for attendees:

<https://snhd.webex.com/snhd/j.php?MTID=mce2bc1cc1ed7bacc49f02d58d36f603c>

To call into the meeting, dial (415) 655-0001 and enter Access Code: [2556 455 6884](https://snhd.webex.com/snhd/j.php?MTID=mce2bc1cc1ed7bacc49f02d58d36f603c)

For other governmental agencies using video conferencing capability, the Video Address is:

[25564556884@snhd.webex.com](mailto:25564556884@snhd.webex.com)

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#### NOTE:

- Agenda items may be taken out of order at the discretion of the Chair.
- The Board may combine two or more agenda items for consideration.
- The Board may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

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#### I. CALL TO ORDER AND ROLL CALL

#### II. PLEDGE OF ALLEGIANCE

#### III. FIRST PUBLIC COMMENT:

A period devoted to comments by the general public about those items appearing on the agenda. Comments will be limited to five (5) minutes per speaker. Please clearly state your name and spell your last name for the record. If any member of the Board wishes to extend the length of a presentation, this may be done by the Chairman or the Board by majority vote. **There will be two public comment periods. To submit public comment on either public comment period on individual agenda items or for general public comments:**

- **By Webex:** Use the Webex link above. You will be able to provide real-time chat-room messaging, which can be read into the record by a Southern Nevada Health District employee or by raising your hand during the public comment period and a Southern Nevada Health District employee will unmute your connection. Additional Instructions will be provided at the time of public comment.
- **By email:** [public-comment@snhd.org](mailto:public-comment@snhd.org). For comments submitted prior to and during the live meeting, include your name, zip code, the agenda item number on which you are commenting, and your comment. Please indicate whether you wish your email comment to be read into the record during the meeting or added to the backup materials for the record. If not specified, comments will be added to the backup materials.

- **By telephone:** Call (415) 655-0001 and enter access code 2556 455 6884. To provide public comment over the telephone, please press \*3 during the comment period and wait to be called on.

**IV. ADOPTION OF THE APRIL 8, 2024 AGENDA** *(for possible action)*

**V. CONSENT AGENDA:** Items for action to be considered by the Southern Nevada District Board of Health which may be enacted by one motion. Any item may be discussed separately per Board Member request before action. Any exceptions to the Consent Agenda must be stated prior to approval.

1. **APPROVE MINUTES/PUBLIC HEALTH ADVISORY BOARD MEETING:** January 8, 2024 *(for possible action)*

**VI. REPORT / DISCUSSION / ACTION**

1. **Update on Mental Health, including substance use and suicide rates;** direct staff accordingly or take other action as deemed necessary *(for possible action)*
2. **Update on Teen Pregnancy;** direct staff accordingly or take other action as deemed necessary *(for possible action)*
3. **Update on COVID-19 Vaccine Campaign;** direct staff accordingly or take other action as deemed necessary *(for possible action)*

**VII. BOARD REPORTS:** The Southern Nevada District Board of Health members may identify and comment on Health District related issues. Comments made by individual Board members during this portion of the agenda will not be acted upon by the Southern Nevada District Board of Health unless that subject is on the agenda and scheduled for action. ***(Information Only)***

**VIII. HEALTH OFFICER & STAFF REPORTS** ***(Information Only)***

- DHO Comments

**IX. SECOND PUBLIC COMMENT:** A period devoted to comments by the general public, if any, and discussion of those comments, about matters relevant to the Board’s jurisdiction will be held. Comments will be limited to five (5) minutes per speaker. If any member of the Board wishes to extend the length of a presentation, this may be done by the Chairman or the Board by majority vote. **See above for instructions for submitting public comment.**

**X. ADJOURNMENT**

NOTE: Disabled members of the public who require special accommodations or assistance at the meeting are requested to notify the Administration Office at the Southern Nevada Health District by calling (702) 759-1201.

THIS AGENDA HAS BEEN PUBLICLY NOTICED on the Southern Nevada Health District’s Website at <https://snhd.info/meetings>, the Nevada Public Notice website at <https://notice.nv.gov>, and a copy will be provided to any person who has requested one via U.S mail or electronic mail. All meeting notices include the time of the meeting, access instructions, and the meeting agenda. For copies of agenda backup material, please contact the Administration Office at 280 S. Decatur Blvd., Las Vegas, NV 89107 or (702) 759-1201.



## MINUTES

### SOUTHERN NEVADA DISTRICT BOARD OF HEALTH PUBLIC HEALTH ADVISORY BOARD MEETING

January 8, 2024 – 8:30 A.M.

Meeting was conducted via Webex Event

- MEMBERS PRESENT:** Francisco Sy – Chair, Environmental Health (*via WebEx*)  
Kenneth Osgood – Vice-Chair, Physician (*via WebEx*)  
Paul Klouse – Member, City of Boulder City (*via WebEx*)  
Holly Lyman – Member, City of Henderson (*via WebEx*)  
Reimund Serafica – Member, Nurse (*via WebEx*)  
Jennifer Young – Member, City of Las Vegas (*via WebEx*)
- ABSENT:** Ronald Kline – Member, City of North Las Vegas
- ALSO PRESENT:** Linda Anderson, Lisa Kelso, Stacie Sasso, Susan Waschevski  
(In Audience)
- LEGAL COUNSEL:** Edward Wynder, Associate General Counsel
- EXECUTIVE SECRETARY:** Fermin Leguen, MD, MPH, District Health Officer
- STAFF:** Maria Azzarelli, Sean Beckham, Tawana Bellamy, Nicole Bungum, Daniel Burns, Andria Cordovez Mulet, Carmen Hua, Horng-Yuan Kan, Cassius Lockett, Jeff Quinn, Larry Rogers, Kim Saner, Chris Saxton, Karla Shoup, Randy Smith, Rosanne Sugay, Greg Tordjman, Donnie Whitaker, Ying Zhang

#### I. CALL TO ORDER AND ROLL CALL

Chair Sy called the Public Health Advisory Board meeting to order at 8:30 a.m. Andria Cordovez Mulet, Executive Assistant, administered the roll call and confirmed a quorum was present. Ms. Cordovez Mulet provided clear and complete instructions for members of the general public to call in to the meeting to provide public comment, including a telephone number and access code.

#### II. PLEDGE OF ALLEGIANCE

#### III. OATH OF OFFICE

There was no Oath of Office administered.

#### IV. FIRST PUBLIC COMMENT: A period devoted to comments by the general public about those items appearing on the agenda. Comments will be limited to five (5) minutes per speaker. Please clearly state your name and address and spell your last name for the record. If any member of the Board wishes to extend the length of a presentation, this may be done by the Chair or the Board by majority vote.

Seeing no one, the Chair closed this portion of the meeting.

*Member Young joined the meeting at 8:33 a.m.*

**V. ADOPTION OF THE JANUARY 8, 2024 MEETING AGENDA** *(for possible action)*

*A motion was made by Member Serafica, seconded by Member Osgood, and carried unanimously to approve the January 8, 2024 Agenda, as presented.*

**VI. CONSENT AGENDA:** Items for action to be considered by the Southern Nevada District Board of Health Public Health Advisory Board which may be enacted by one motion. Any item may be discussed separately per Board Member request before action. Any exceptions to the Consent Agenda must be stated prior to approval.

**1. APPROVE MINUTES/PUBLIC HEALTH ADVISORY BOARD MEETING:** October 9, 2023 *(for possible action)*

*A motion was made by Member Osgood, seconded by Member Serafica, and carried unanimously to approve the January 8, 2024 Consent Agenda, as presented.*

**VII. REPORT / DISCUSSION / ACTION**

- 1. Update on Obesity;** direct staff accordingly or take other action as deemed necessary *(for possible action)*
- 2. Update on Food Insecurities;** direct staff accordingly or take other action as deemed necessary *(for possible action)*

Nicole Bungum, Health Education Supervisor, Office of Chronic Disease and Public Health Promotion (OCDPHP), presented on the increasing incidence of obesity in children and adults in Clark County, along with food insecurities.

Further to an inquiry from Member Klouse, Ms. Bungum advised that the Health District had worked with Three Squares in the past regarding childhood obesity and would follow up with Three Squares on any potential further collaboration.

Member Serafica raised whether there was any collaboration with school nurses. Ms. Bungum advised that school nurses could be key messengers regarding childhood obesity and food insecurities and would continue to raise that during the state-wide and partner meetings.

Member Osgood advised that he had extensive experience with responding to food insecurities and encouraged collaboration with schools and various other partners to develop programs that address personal behaviors related to food insecurities.

- 3. Firearm-Related Incidents in Clark County, Nevada: Understanding Trends, Assessing Risks and Implementing the CARDIFF Prevention Model;** direct staff accordingly or take other action as deemed necessary *(for possible action)*

Dr. Ying Zhang, Senior Scientist, presented on firearm-related incidents in Clark County, Nevada, Understanding Trends, Assessing Risks and Implementing the CARDIFF Prevention Model.

Further to an inquiry from Member Klouse on any efforts on firearm safety education, Jeff Quinn, Manager of the Office of Public Health Preparedness, advised that the Health District did not do targeted outreach or specific gun safety classes for children. However, the Office of Public Health Preparedness had other outreach efforts, such as the issuance of the annual Emergency Planning Calendar, which included information on safety and the importance of reporting suspicious activity.



Dr. Leguen advised that the Health District did not have a comprehensive injury violence program due to limited resources. The Health District operated at a very restricted capacity in terms of public health needs across the community.

- VIII. BOARD RECORDS:** The Southern Nevada District Board of Health Public Health Advisory Board members may identify and comment on Health District related issues. Comments made by individual Board members during this portion of the agenda will not be acted upon by the Southern Nevada District Board of Health Public Health Advisory Board unless that subject is on the agenda and scheduled for action. ***(Information Only)***

There were no items raised.

**IX. HEALTH OFFICER & STAFF REPORTS *(Information Only)***

- DHO Comments

Dr. Leguen advised that seven cases of mpox was reported during October/November 2023, which came after 2-3 months of no identified transmission in the community. Dr. Leguen further advised that staff, along with the assistance of community partners, administered more than 11,000 doses of the mpox vaccine across the community.

Dr. Leguen advised that staff in the Division of Disease Surveillance and Control worked very closely with the Clark County School District (CCSD) on an investigation due to several cases of tuberculosis (TB) identified in the school system at the end of 2023. Staff screened individuals to identify possible exposures across the school system. Further, staff worked with the state to determine a better long-term solution, which would require legislative action. This was an ongoing monitoring of policies to prevent this situation in the future.

Further to an inquiry from Chair Sy on the increase in flu, COVID-19 and RSV, Dr. Lockett advised that staff was monitoring the increase and issued a Public Health Advisory to providers to encourage vaccination efforts. Chair Sy proceeded to inquiry as to the effects of Paxlovid and long-term COVID-19. Dr. Lockett advised that there was not enough scientific information. Dr. Leguen indicated that there was no surveillance system for long-term COVID-19, which may be due to the difficulty of defining long-term COVID-19 and reliability of information.

Further to a request from Chair Sy, Dr. Leguen confirmed to bring an update on the COVID-19 vaccination campaign at the next meeting.

- X. SECOND PUBLIC COMMENT:** A period devoted to comments by the general public, if any, and discussion of those comments, about matters relevant to the Board's jurisdiction will be held. Comments will be limited to five (5) minutes per speaker. If any member of the Board wishes to extend the length of a presentation, this may be done by the Chair or the Board by majority vote.

Seeing no one, the Chair closed this portion of the meeting.

**XI. ADJOURNMENT**

The Chair adjourned the meeting at 9:44 a.m.

Fermin Leguen, MD, MPH  
District Health Officer/Executive Secretary

/acm

Southern Nevada Health District

# Be Aware: An Update on Substance Misuse and Suicide

Office of Disease Surveillance in  
the Division of Disease  
Surveillance and Control





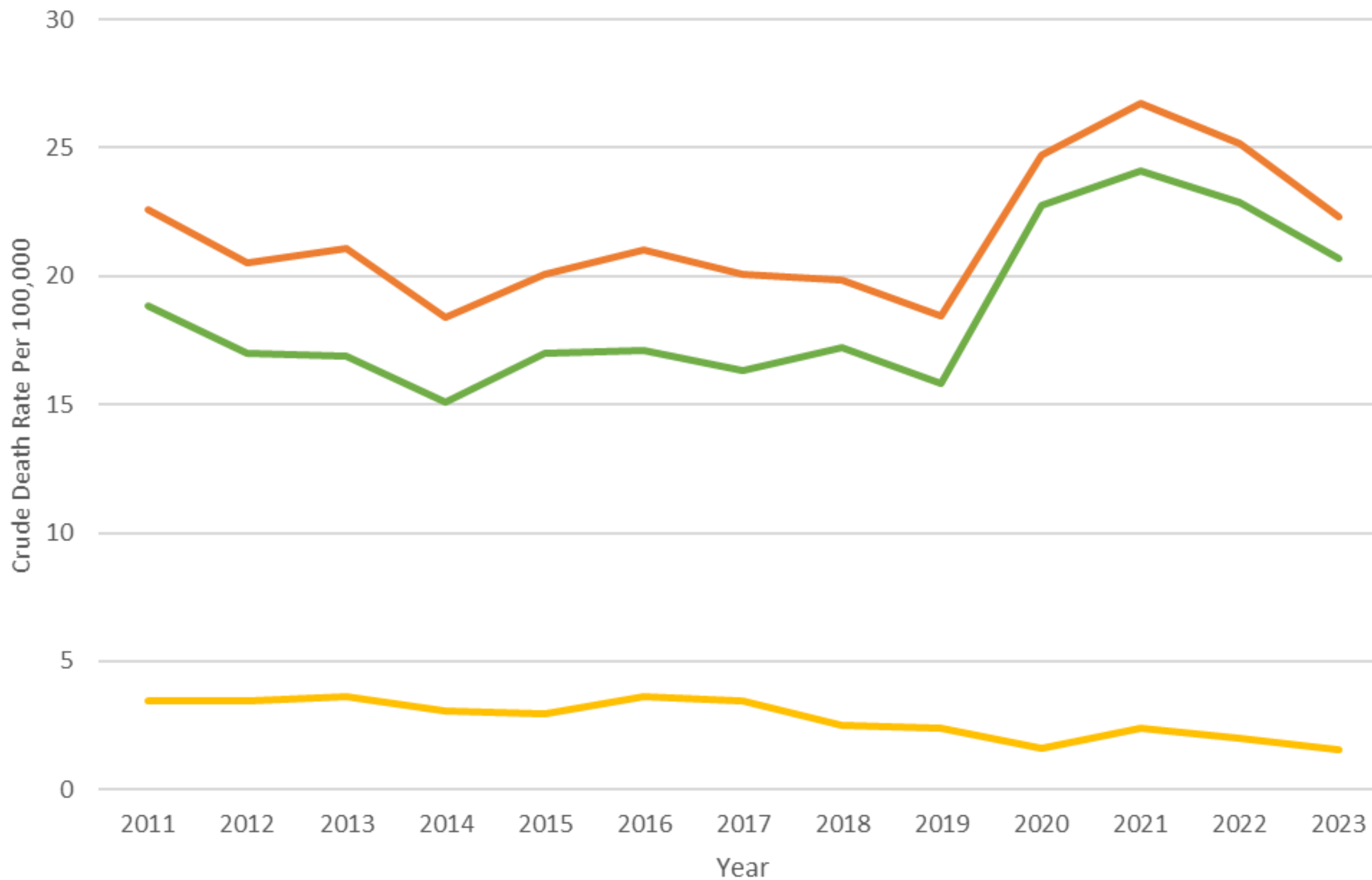
# Learning Objectives

- Understand Substance Misuse
- Become Familiar with SNHD Harm Reduction Strategies
- Understand Suicide Awareness
- Become Familiar with SNHD Suicide Prevention Efforts



# Drug Overdose Death Rate (All Substances) Per 100,000

## Clark County Residents, 2011-2023



Data Source: SNHD's Electronic Death Registry System

— All Intent — Intentional — Unintentional

# SNHD Harm Reduction Strategies

## Educational Programs

Raise awareness through informative workshops, trainings, and presentations.

## Testing Strips and Naloxone Distribution

Fentanyl and xylazine test strips as well as naloxone serve as overdose prevention tools for people who use drugs

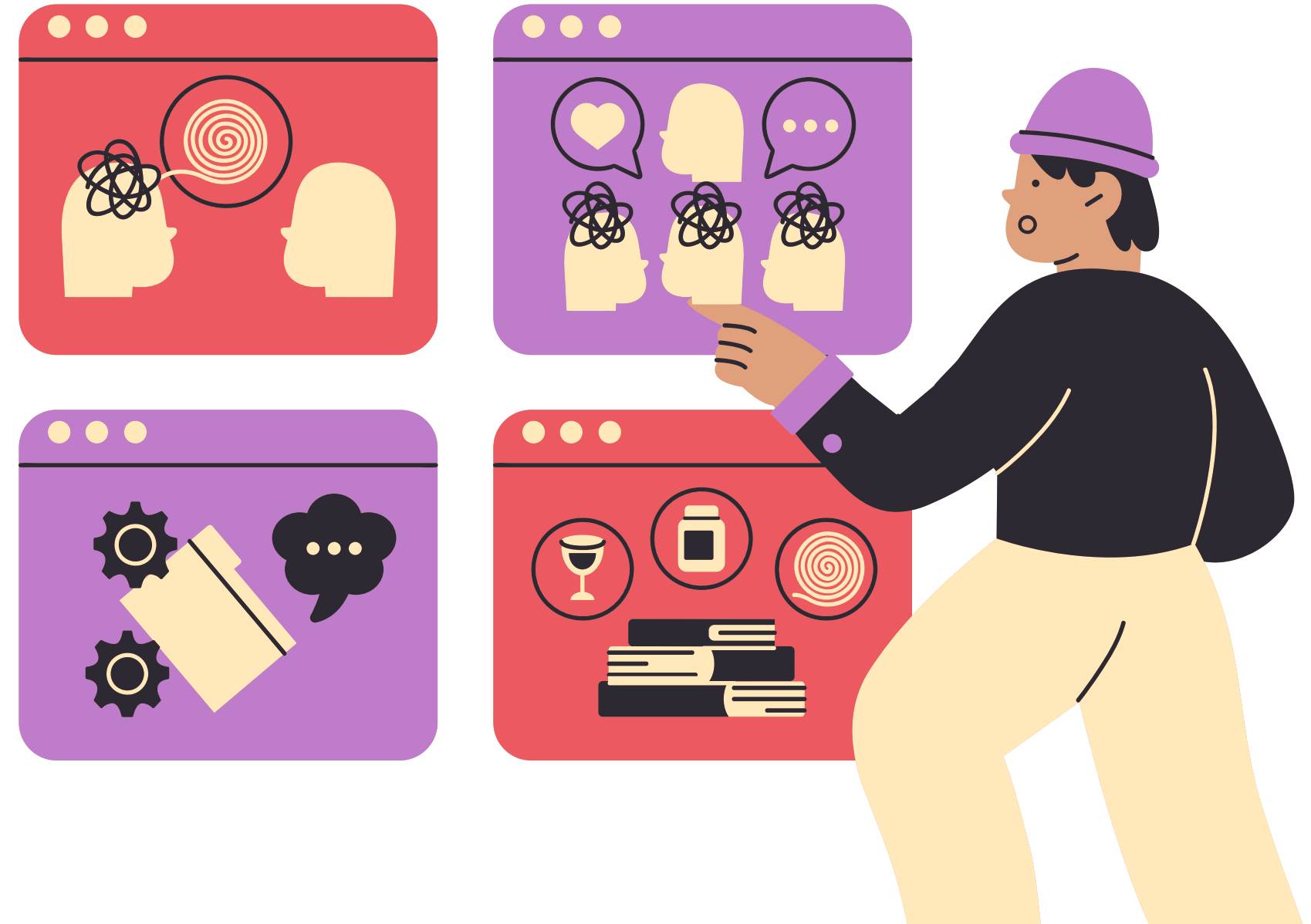
## Community Support

Foster a supportive environment by promoting access to counseling, treatment, and self-help groups.

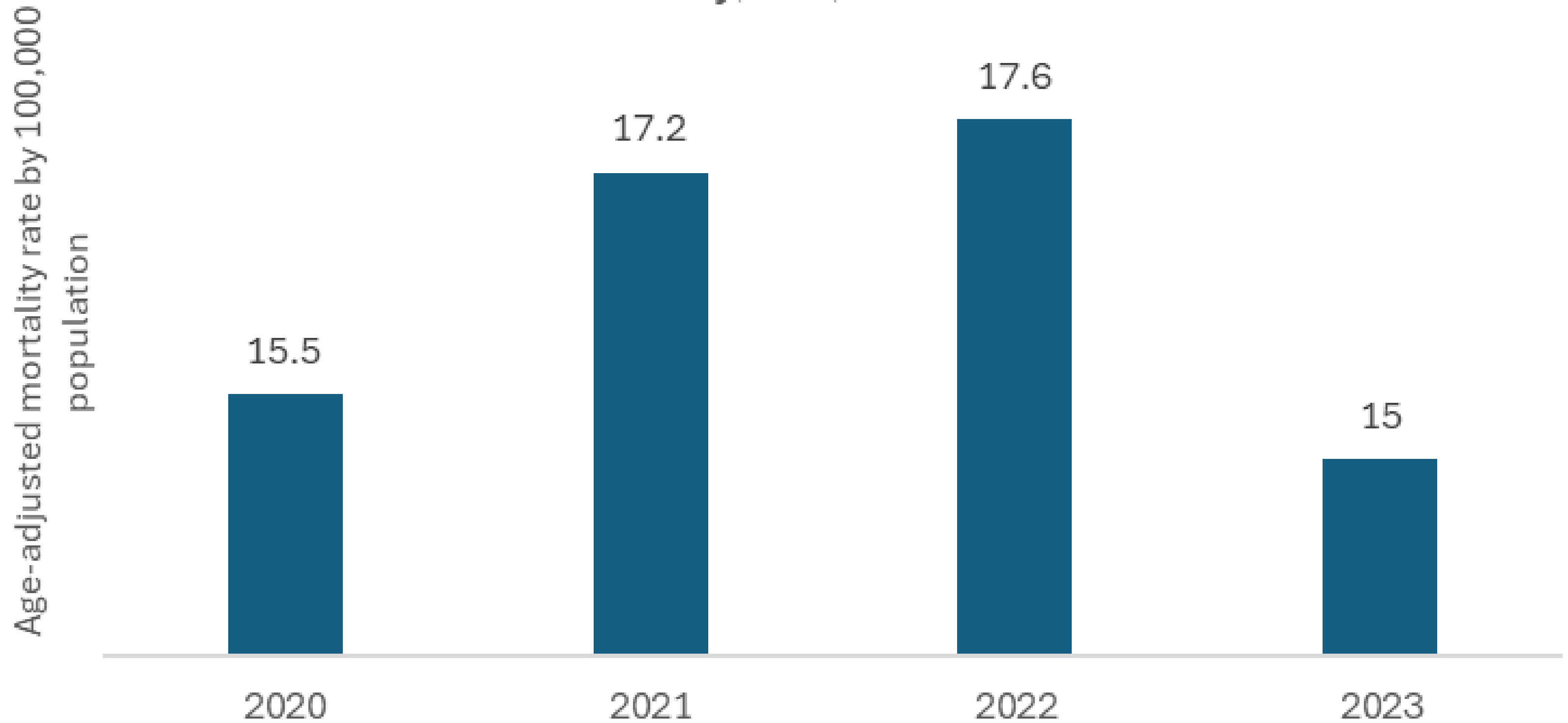


# Suicide Awareness

- Update on data
- Current prevention efforts
- Next steps

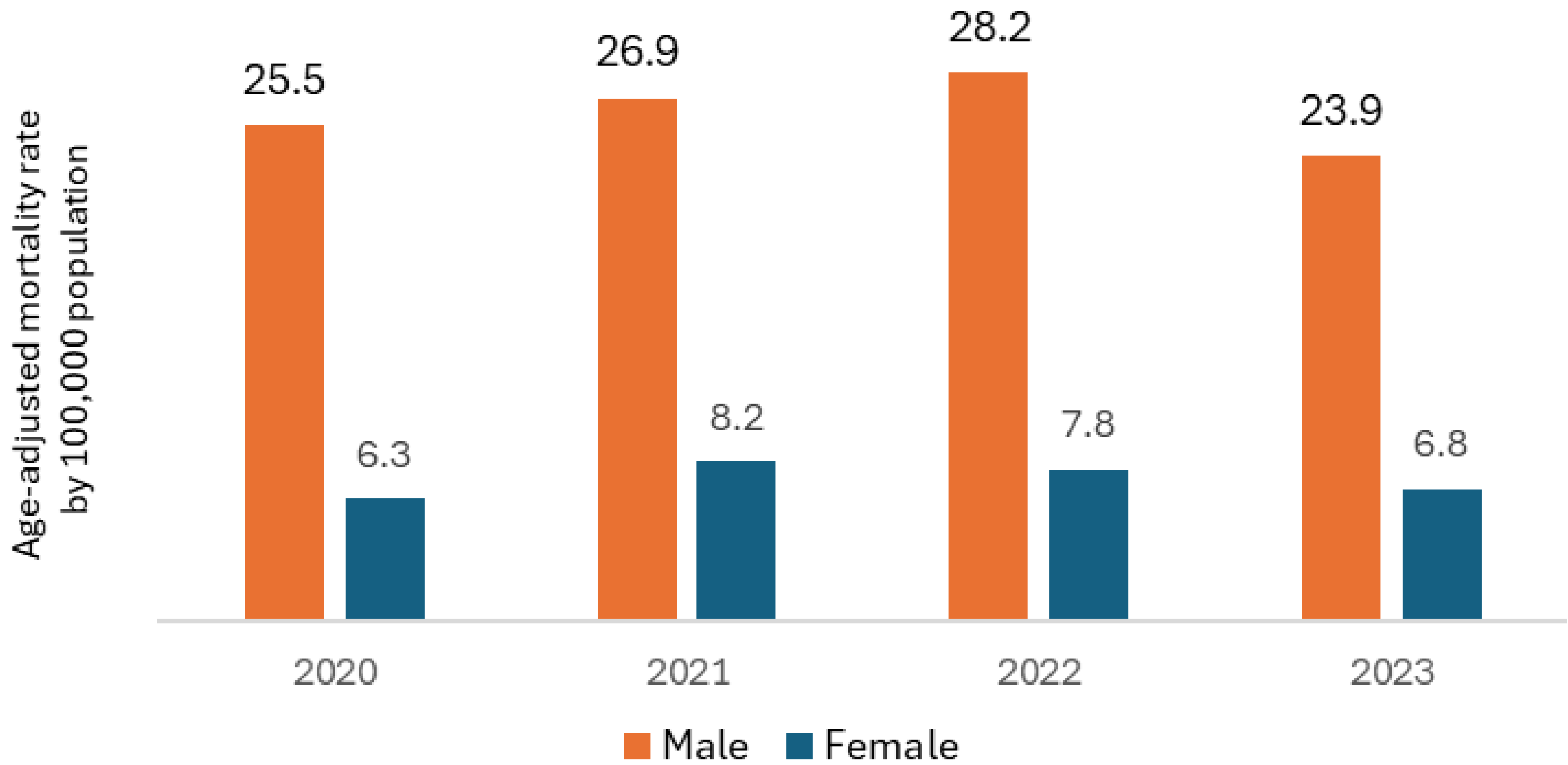


# Age-Adjusted Suicide Rates Clark County, NV, 2020-2023



Mortality Data: Nevada Electronic Death Record System(EDRS)

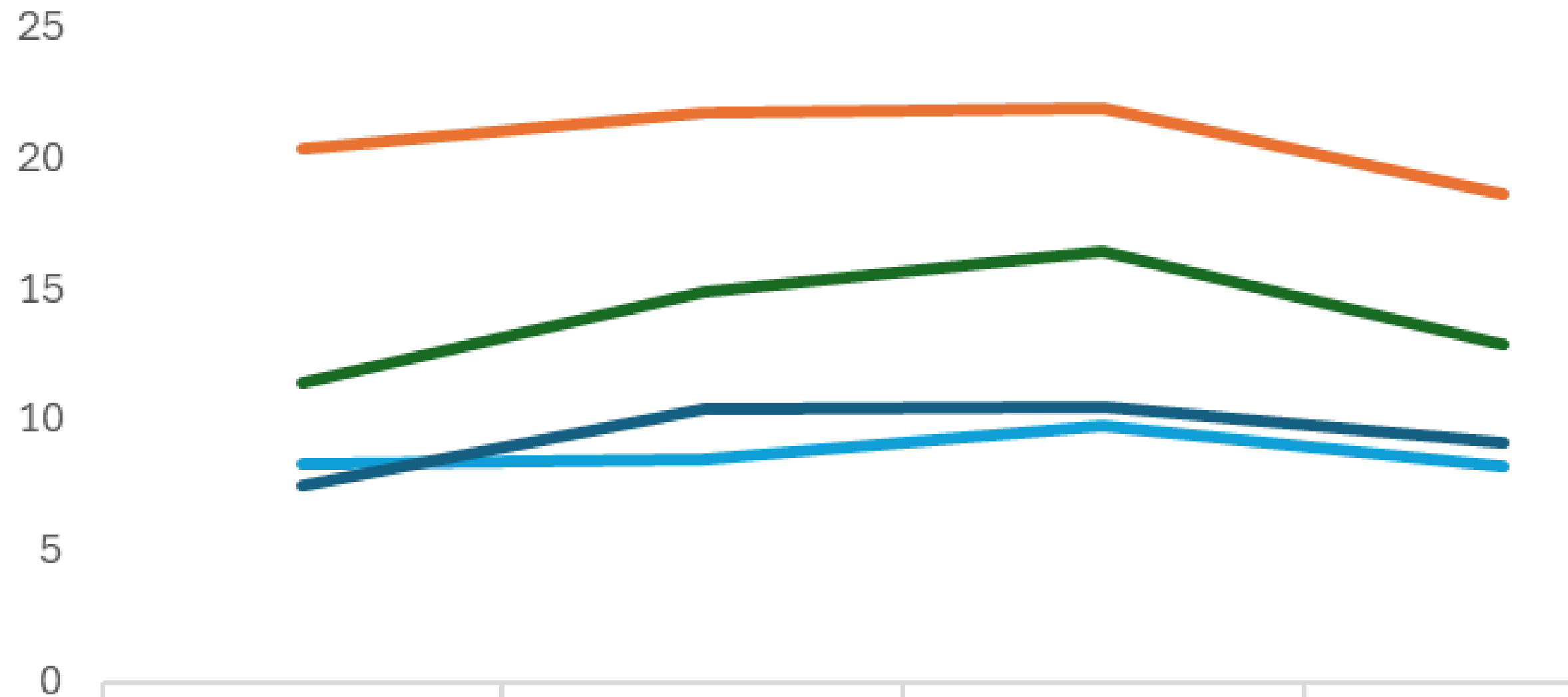
# Age-Adjusted Suicide Rates by Gender 2020-2023





## Age-Adjusted Suicide Rate by Race, 2020-2023

Age-adjusted mortality rate  
by 100,000



<span style="color: orange;">—</span> White	20.3	21.7	21.9	18.6
<span style="color: green;">—</span> Black	11.4	14.9	16.4	12.9
<span style="color: cyan;">—</span> Asian or Pacific Islander	8.3	8.5	9.8	8.2
<span style="color: darkblue;">—</span> Hispanic	7.5	10.4	10.5	9.1



## Training

SNHD offers suicide prevention, mental health awareness, crisis intervention, and motivational interviewing trainings to all staff.



## Zero Suicide Implementation

Zero Suicide operationalizes the core components of safer suicide care as seven elements.



## CredibleMind

SNHD will soon offer an additional resource for behavioral health to staff and family members as well as to community members.





**Together we can make a difference!  
Thank you for listening. Questions?**





# Contact Info

Rebecca Cruz-Nañez, LMSW, CA, CPS  
Sr Health Educator



280 S. Decatur Blvd



702.759.7689



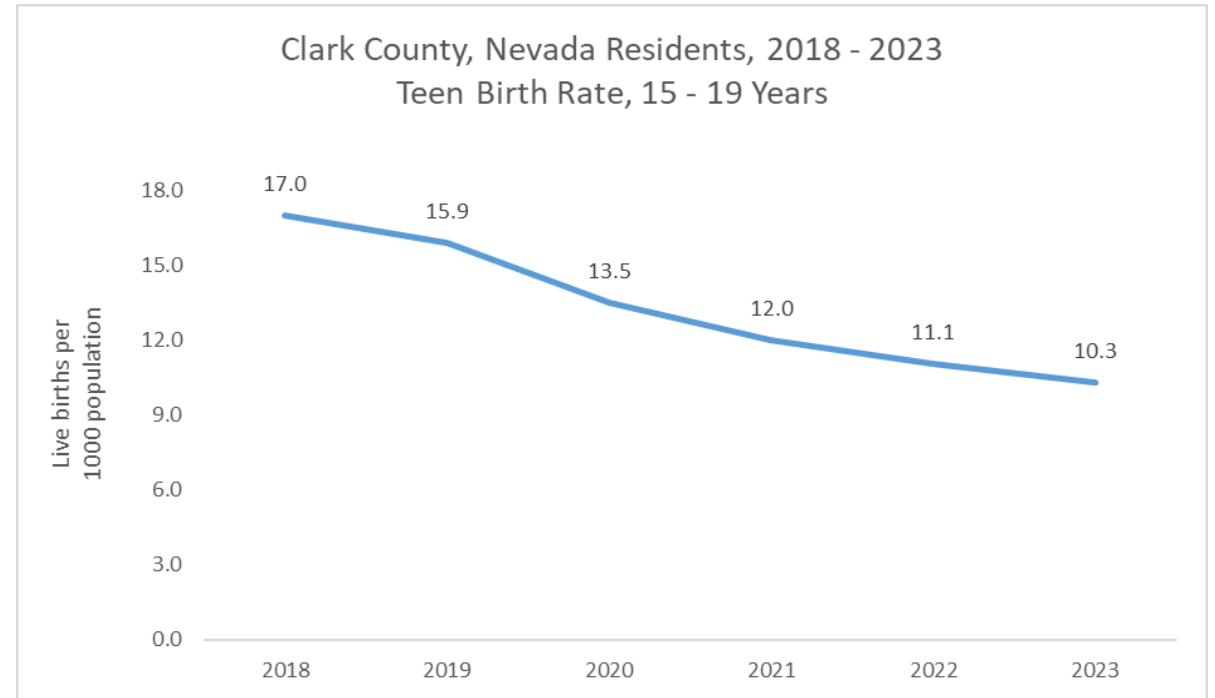
[cruz-nanez@snhd.org](mailto:cruz-nanez@snhd.org)



Southern Nevada Health District  
Report to the Public Health Advisory Board  
April 11, 2024

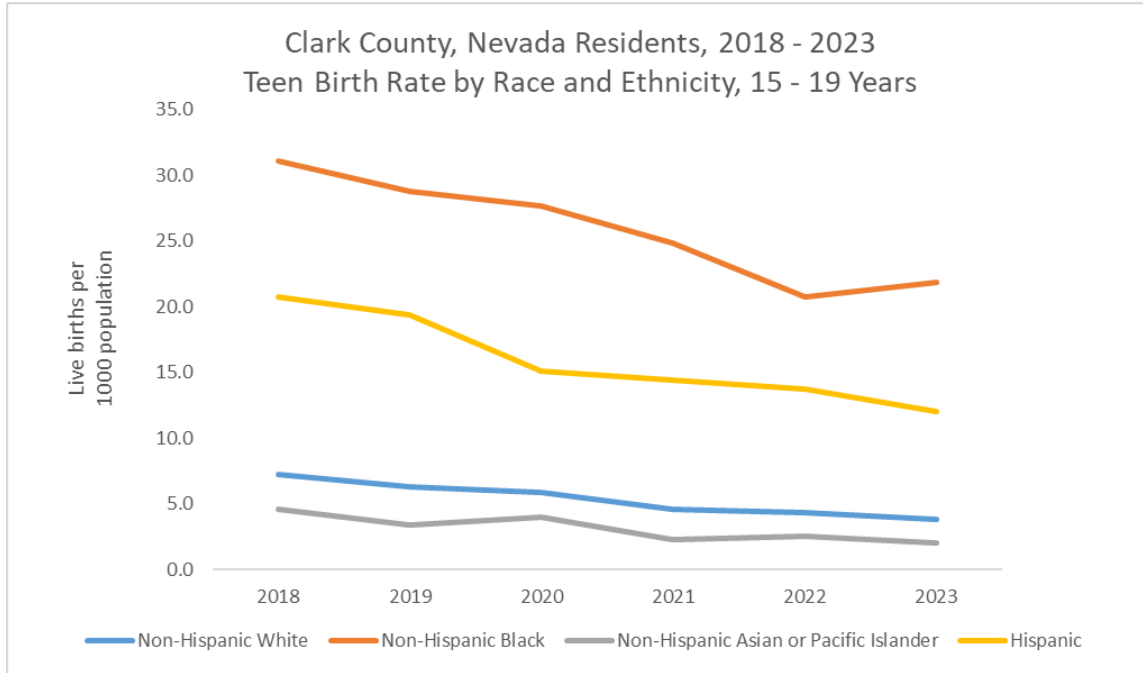
Clark County Teen Birth Rate (15-19 years)  
SNHD Nurse Home Visiting Programs

# Teen Birth Rate, 15-19 Years



Clark County, NV Teen Birth Rate (15 - 19 Years), 2018 - 2023			
	Births	Population	Birth Rate
2018	1267	74588	17.0
2019	1219	76710	15.9
2020	1069	79238	13.5
2021	982	81832	12.0
2022	935	84497	11.1
2023	887	85968	10.3
(2018 - 2023)	6359	482832	13.2

Note: Teen birth rate is the number of resident live births to mothers ages 15 -19 in the specified geographic area  
 Data Source: Nevada Electronic Birth Record System (EBRS), Clark County Nevada Residents  
 Population Data: State Demographer Vintage 2020 estimates, population with group quarters



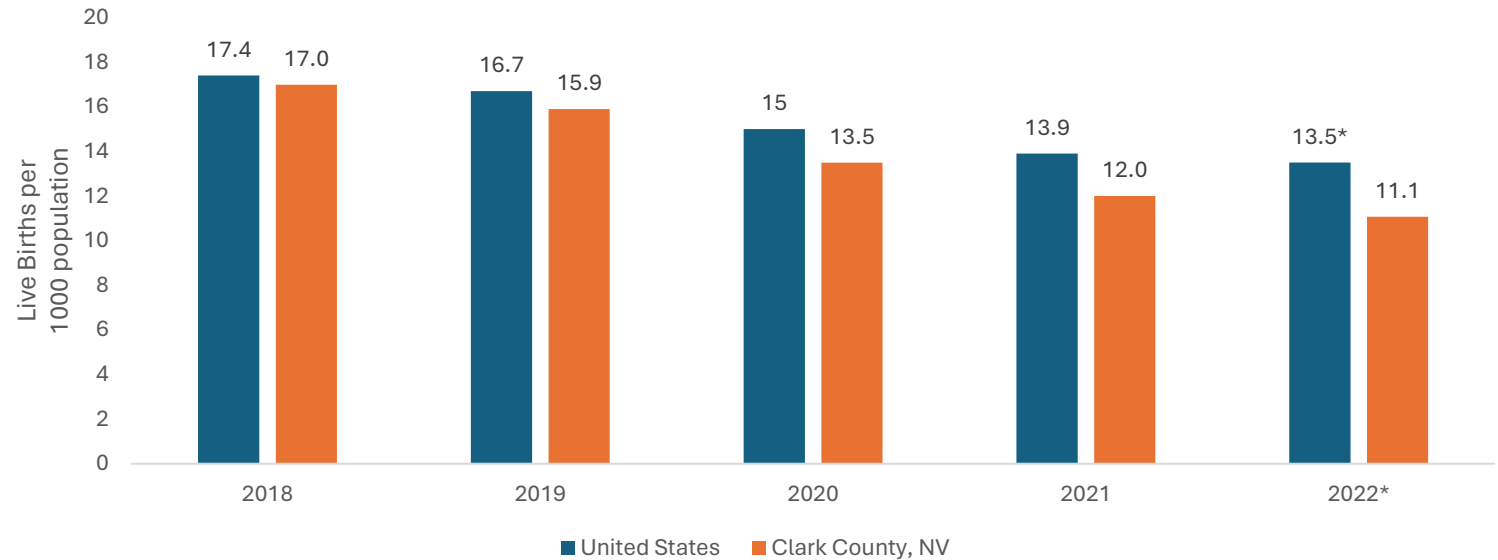
Clark County, NV Teen Birth Rate by Race and Hispanic Origin of Mother (15 to 19 years), 2018 - 2023						
	All races and origins	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Asian or Pacific Islander	Non-Hispanic American Indian or Alaskan Native	Hispanic
2018	17.0	7.3	31.0	4.6	-	20.8
2019	15.9	6.3	28.8	3.4	-	19.4
2020	13.5	5.9	27.6	4.0	-	15.1
2021	12.0	4.6	24.9	2.3	-	14.4
2022	11.1	4.3	20.7	2.5	-	13.8
2023	10.3	3.8	21.8	2.1	-	12.0

# Teen Birth Rate by Race and Ethnicity

- \*Race and Hispanic origin are reported separately on birth certificates. People of Hispanic origin may be of any race. For this table, non-Hispanic individuals are classified by race.
- \*Rates corresponding to counts less than 12 will be suppressed due to high relative standard error
- Data Source: Nevada Electronic Birth Record System (EBRS), Clark County Nevada Residents only
- Population Data: State Demographer Vintage 2020 estimates, population with group quarters

# Teen Birth Rate, 15-19 Years United States & Clark County, NV Residents

Teen Birth Rate, 15-19 Years  
United States and Clark County, NV  
2018 - 2022



- The teen birth rate in the US has declined an average of 8% annually from 2007 through 2021. From 2021 to 2022, this rate dropped by 3%, another record low for this age group (Vital Statistics Rapid Release, 2023).
- Clark County, NV follows a similar pattern of declining rates as the US. The largest decline for 2018-2022 was 15.1% from 2019 to 2020.
- Non-Hispanic Asian, and Native Hawaiian and Pacific Islander birth rates are reported in separate groups for US data, whereas these population groups are combined for Clark County, NV and could not be compared in this table. In Clark County, Non-Hispanic Asian, Native Hawaiian and Pacific Islander teens had the lowest birth rates of any other race group.

Teen Birth Rate by Race and Hispanic Origin of Mother (15 to 19 years), United States and Clark County, NV, 2018 - 2021

	All races and origins		Non-Hispanic White		Non-Hispanic Black		Hispanic, Any Race	
	United States	Clark County	United States	Clark County	United States	Clark County	United States	Clark County
2018	17.4	17.0	12.1	7.3	26.3	31.0	26.7	20.8
2019	16.7	15.9	11.4	6.3	25.8	28.8	25.3	19.4
2020	15	13.5	10.1	5.9	23.7	27.6	23	15.1
2021	13.9	12.0	9.4	4.6	21.8	24.9	21.1	14.4

Data source:

-\*Hamilton BE, Martin JA, Osterman MJK. Provisional data for 2022. Vital Statistics Rapid Release; no 28. Hyattsville, MD: National Center for Health Statistics. June 2023  
 -Osterman MJK, Hamilton BE, Martin JA, Driscoll AK, Valenzuela CP. Births: Final data for 2021. National Vital Statistics Reports; vol 72, no 1. January 31, 2023 Hyattsville, MD: National Center for Health Statistics. 2023



# Outcome Report

January 1, 2023 to December 31, 2023

- Evidence-based home visiting program
- Serves low-income, first time, pregnant moms from early pregnancy until child reaches 2 years of age
- Program is at no cost to the families and completely voluntary
- Enrolled families have a nurse assigned to provide guidance, education and community resources during home visits
- Three Overall Program Goals:
  - Improve pregnancy outcomes
  - Improve child health and development
  - Improve families' economic self-sufficiency



	NFP Objective	National NFP	SNHD's NFP
Premature Birth (<37 Weeks)	11.4%	11.9%	9.2%
Low Birth Weight	7.8%	13.2%	8.0%
Initiated Breastfeeding	81.9%	89.2%	94.2%
Breastfeeding at 6 Months	60.6%	43.5%	42.1%
Infant Current with their Immunizations at 6 Months	90%	92.2%	100%
Immunizations current at 12 Months	90%	91.6%	96.8%

# Healthy Start

## Goal

**Improve health outcomes before, during and after pregnancy and reduce the racial/ethnic differences in rates of infant death and adverse perinatal outcomes targeting African American women who are pregnant or of childbearing age.**

**Improve women's health**

**Improve health and wellness of families**

*(Adverse perinatal outcomes – low birth weight, preterm births and maternal mortality)*

- **The program will serve all individuals within Clark County area while prioritizing the 27 focus zip codes where the current pre-term rate is over 10.5 per 100 births.**
- **Participation is voluntary and at no cost to families**
- **Community Health Worker and Community Health Nurse will provide health education, conduct various health screenings and connect families to community resources during home visits.**
- **SNHDs Healthy Start Program started enrolling families in February 2024.**

# Public Health Advisory Board

## Respiratory Syncytial Virus (RSV)

### April 8, 2024

**Dr. Chris Elaine Mariano, DNP, APRN, CPNP-PC, MSN, RN**  
Community Health Nurse Supervisor/Advance Practice Registered Nurse  
Immunization Program

Data prepared by Benjamin Ashraf, PhD, MPH, CHES  
Epidemiologist,  
Matthew Kappel, MPH, CIC, Senior Epidemiologist  
Yuan Xu, MPH, Surveillance Biostatistician

# What is Respiratory Syncytial Virus (RSV)?

- Common respiratory virus
- Causes mild, cold-like symptoms
- Typical recovery – 1-2 weeks, but can be more serious
- Infants and individuals greater than 60 years old – higher risk
- Speak to Healthcare Provider for vaccine recommendations

# Symptoms

- Runny nose
- Decrease in appetite
- Coughing
- Sneezing
- Fever
- Wheezing

# Prevention

- Vaccination for eligible individuals
- Stay at home when sick
- Cover your cough and sneezes
- Wash your hands
- Avoid touching your face with unwashed hands
- Avoid close contact with others – kissing, shaking hands, sharing cups and utensils
- Clean surfaces frequently

# Transmission

- An infected person coughs or sneezes
- Virus droplets from cough or sneezes
- Direct contact with the virus
- Touching surfaces with the virus

# Eligible Patients

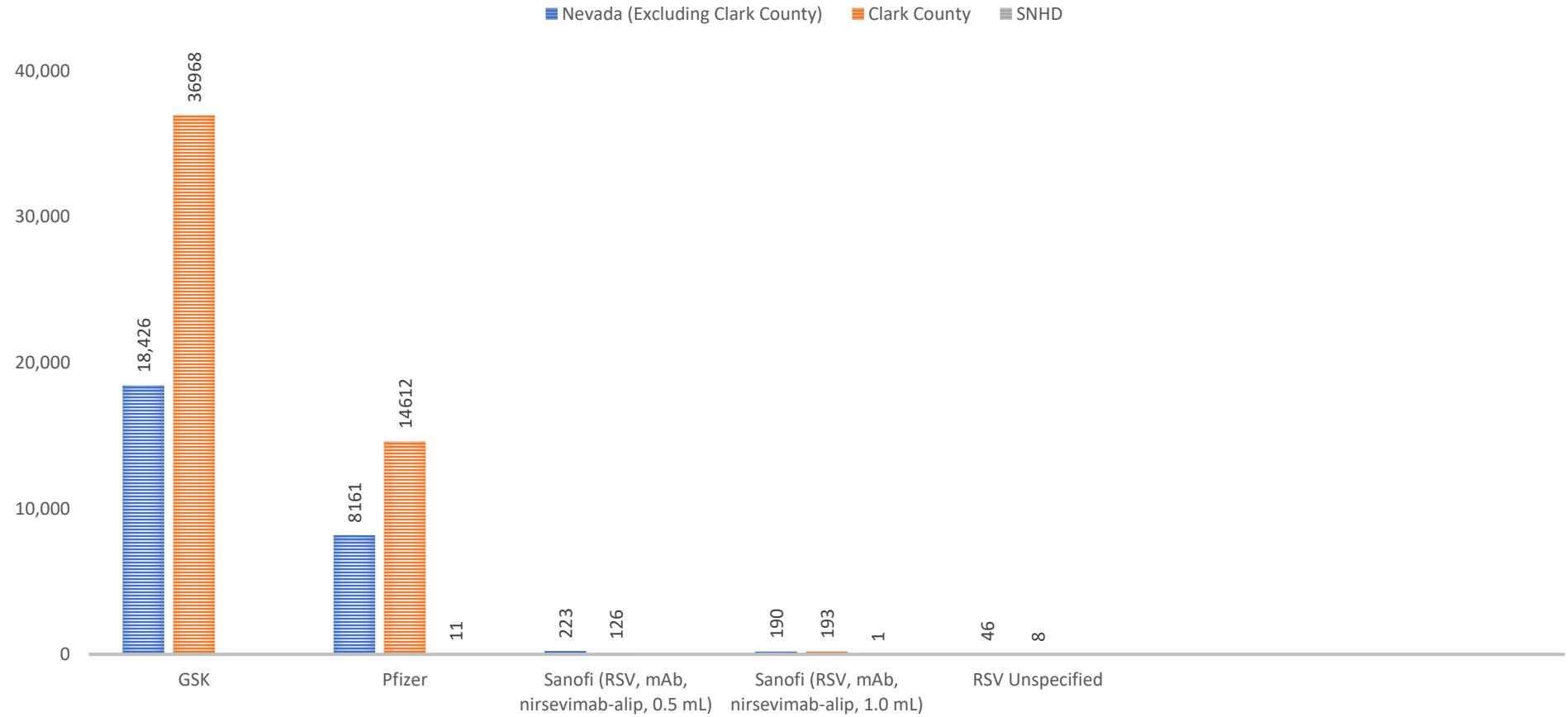
- Infants
  - Birth through 7 months; 1<sup>st</sup> RSV season; mother has no or unknown RSV vaccination hx or RSV vaccine received < 14 days prior to birth
  - Birth through 19 months and at increased risk of severe RSV disease before their second RSV season
- Pregnant Individuals
  - 1<sup>st</sup> dose 32 through 36 weeks gestation
  - September through January
- Older Adults, 60+
  - Shared clinical decision-making (Healthcare provider and Patient)
  - Continue year-round to all eligible adults and who remain unvaccinated



# Vaccine Presentations

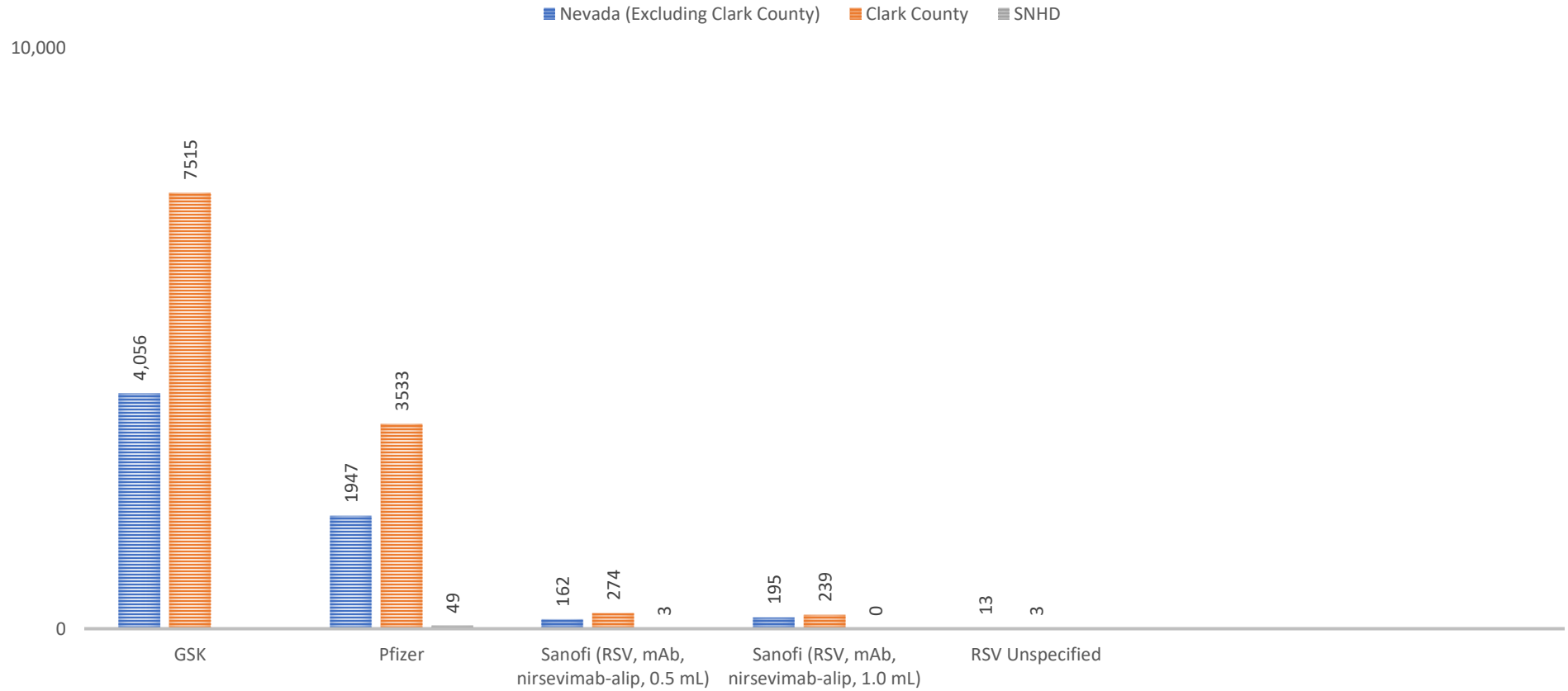
- Infants
  - RSV monoclonal antibody
  - Nirsevimab-Alip (Beyfortus)
- Pregnant Women
  - Abrysvo (Pfizer)
    - Recombinant RSV F protein antigen (based on both the RSV-A and RSV-B subtypes)
- Adults ages 60 and older
  - Arexvy (GSK)
    - Recombinant RSV F protein antigen (based on the RSV-A subtype)
  - Abrysvo (Pfizer)
    - Recombinant RSV F protein antigen (based on both the RSV-A and RSV-B subtypes)

## RSV VACCINATION ADMINISTRATION JULY 2023 - DECEMBER 2023 TOTAL = 78965



Source: NV WebIZ Query Manager  
Please note that these data should be considered provisional and subject to change.

## RSV VACCINATION ADMINISTRATION JANUARY 2024 - MARCH 2024



Source: NV WebIZ Query Manager

Please note that these data should be considered provisional and subject to change.

Figure 1c: RSV Vaccine Administration in Nevada (Excluding Clark County) by Week

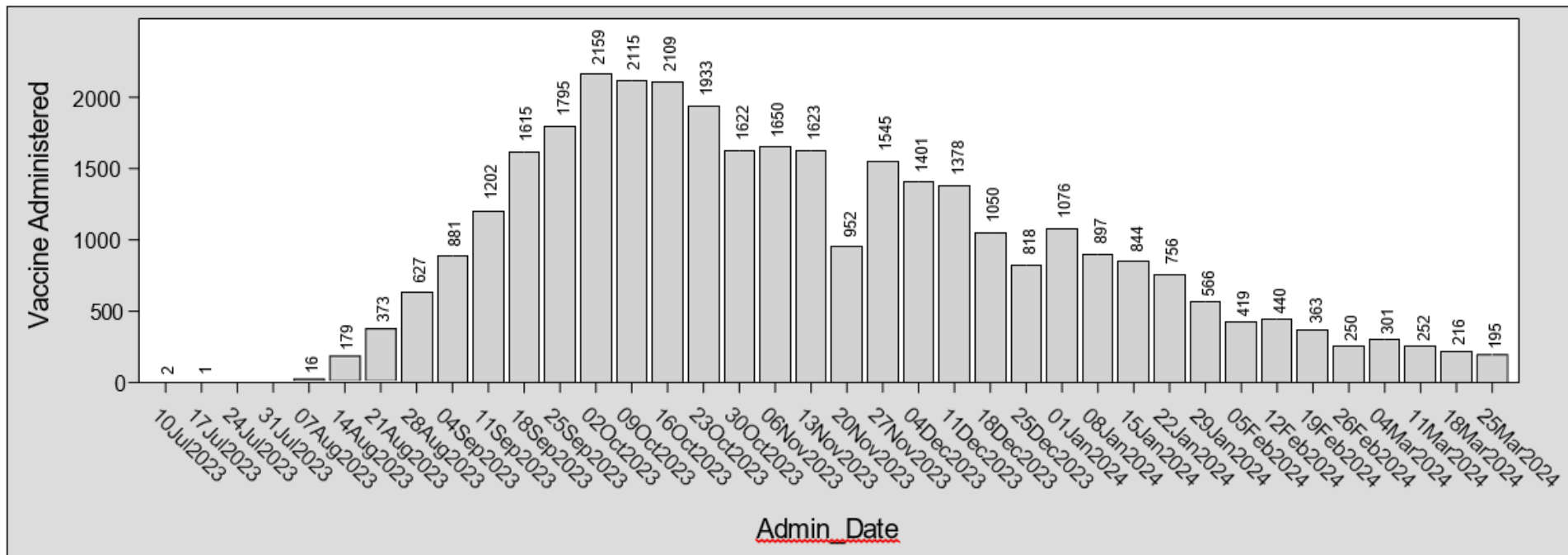


Figure 1a: RSV Vaccine Administration in Clark County by Week

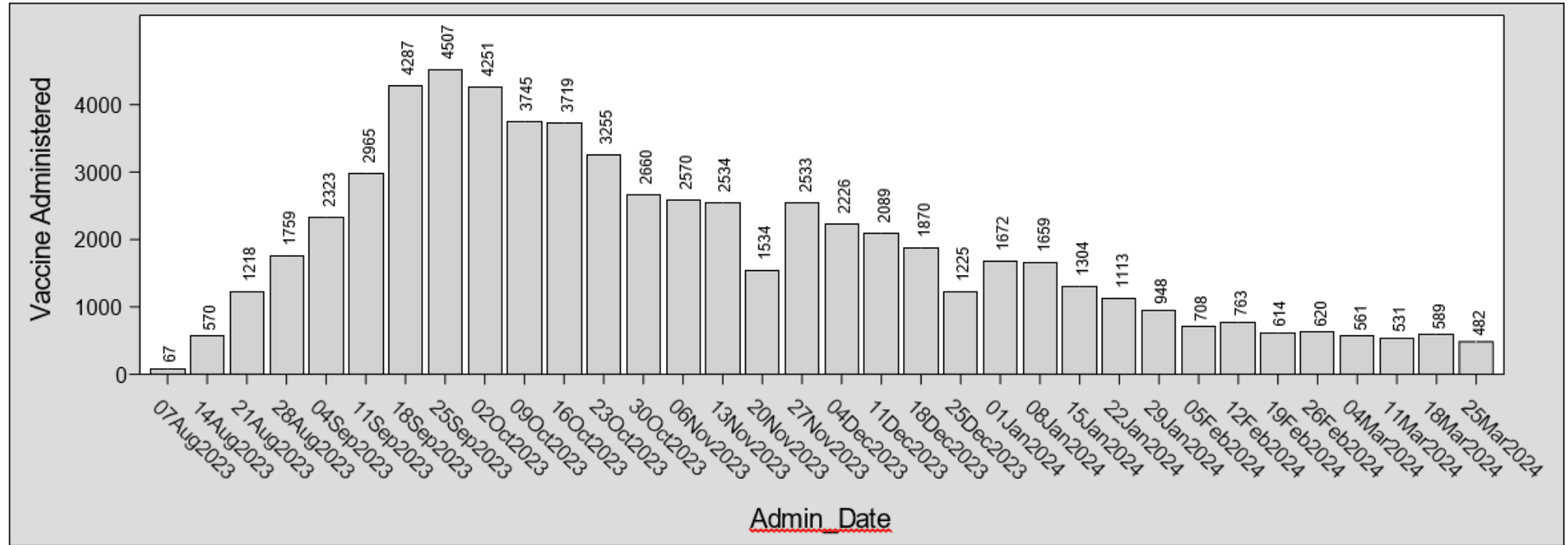
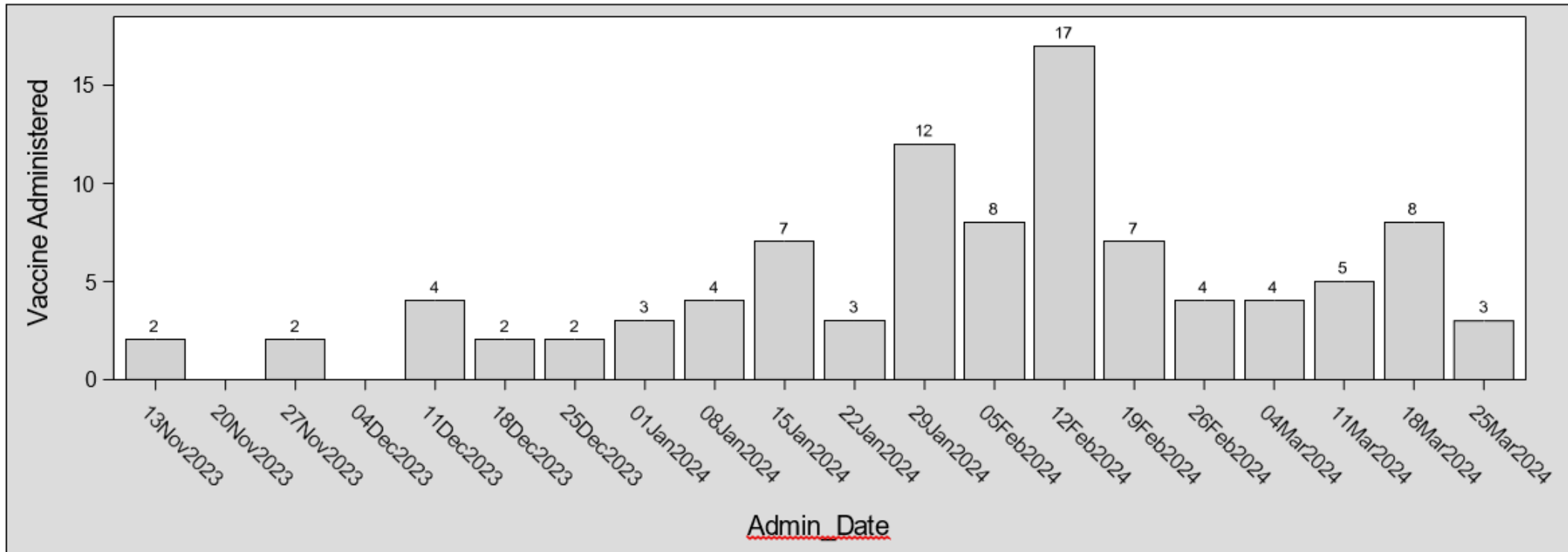


Figure 1b: RSV Vaccine Administration in SNHD by Week



## Table 1: Demographic Breakdown of RSV Vaccine Recipients from July 2023 to March 2024

Region	Age	n
Clark County	6 to 59 years	599
Clark County	5 years or under	829
Clark County	60 years or older	62043
SNHD	6 to 59 years	5
SNHD	5 years or under	36
SNHD	60 years or older	44
Nevada (Excluding Clark County)	6 to 59 years	387
Nevada (Excluding Clark County)	5 years or under	985
Nevada (Excluding Clark County)	60 years or older	32,249

\* Suppression rules are applied for data that includes counts less than five.

## Table 2: Demographic Breakdown of RSV Vaccine Recipients from July 2023 to March 2024

Region	Gender	n
Clark County	Female	27,803
Clark County	Male	23,292
Clark County	Unknown	.
SNHD	Female	64
SNHD	Male	33
Nevada (Excluding Clark County)	Female	18,709
Nevada (Excluding Clark County)	Male	14,910
Nevada (Excluding Clark County)	Unknown	.

\* Suppression rules are applied for data that includes counts less than five.



## Table 3: Demographic Breakdown of RSV Vaccine Recipients from July 2023 to March 2024

Region	Race	n
Clark County	AIAN	76
Clark County	API	3,564
Clark County	Black	2,221
Clark County	Multiracial	306,802
Clark County	Other	2,924
Clark County	Unknown	1,820
Clark County	White	16,064
SNHD	API	8
SNHD	Black	8
SNHD	Multiracial	39
SNHD	Other	7
SNHD	Unknown	.
SNHD	White	29
Nevada (Excluding Clark County)	AIAN	293
Nevada (Excluding Clark County)	API	435
Nevada (Excluding Clark County)	Black	175
Nevada (Excluding Clark County)	Multiracial	15,029
Nevada (Excluding Clark County)	Other	705
Nevada (Excluding Clark County)	Unknown	824
Nevada (Excluding Clark County)	White	16,160

\* Suppression rules are applied for data that includes counts less than five.

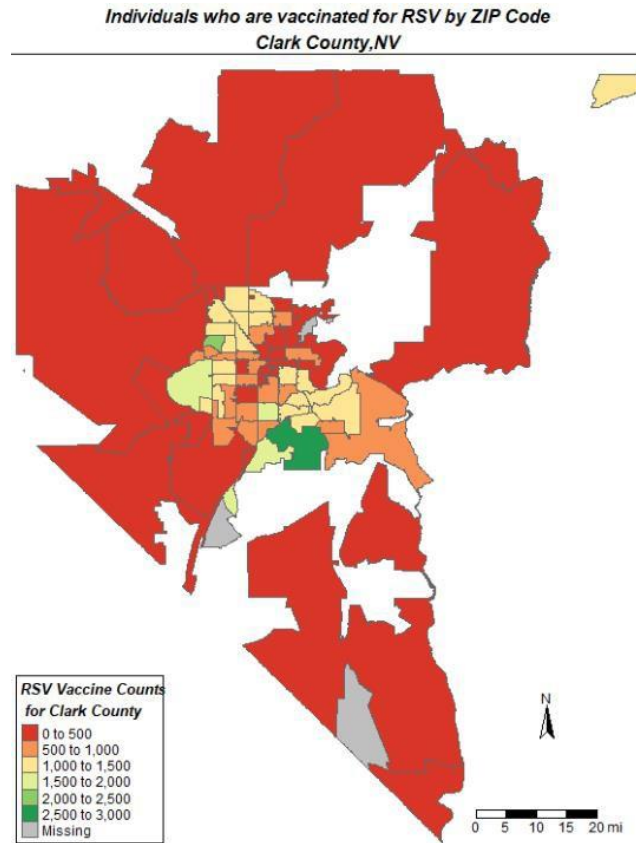
## Table 4: Demographic Breakdown of RSV Vaccine Recipients from July 2023 to March 2024

Region	Ethnicity	n
Clark County	Hispanic	5,180
Clark County	<u>Non Hispanic</u>	53,831
Clark County	Unknown	4,460
SNHD	Hispanic	14
SNHD	<u>Non Hispanic</u>	81
SNHD	Unknown	.
Nevada (Excluding Clark County)	Hispanic	2,003
Nevada (Excluding Clark County)	<u>Non Hispanic</u>	30,159
Nevada (Excluding Clark County)	Unknown	1,459

\* Suppression rules are applied for data that includes counts less than five.

Figure 2: Frequency of RSV vaccine administration by zip code within Clark County (July 2023 – Dec 2023)

A) Clark County



B) Las Vegas Metropolitan Area

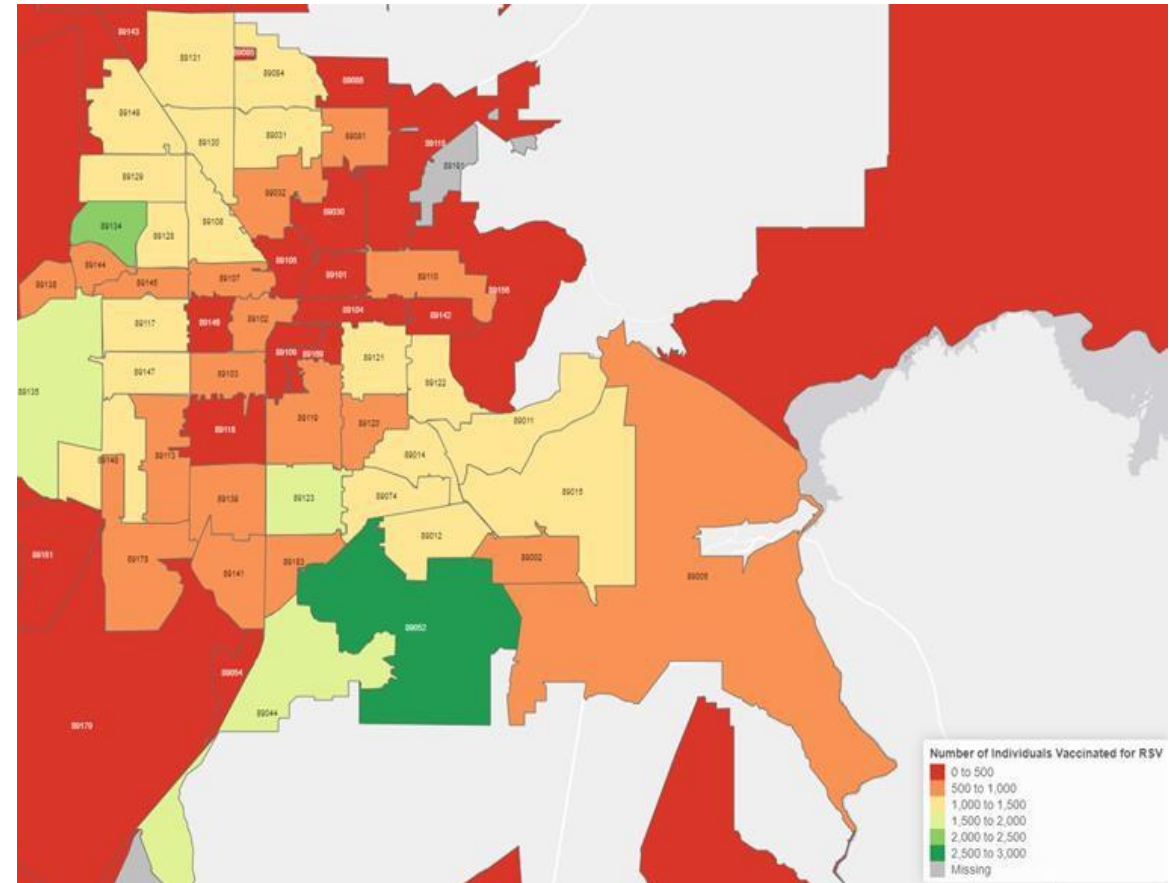
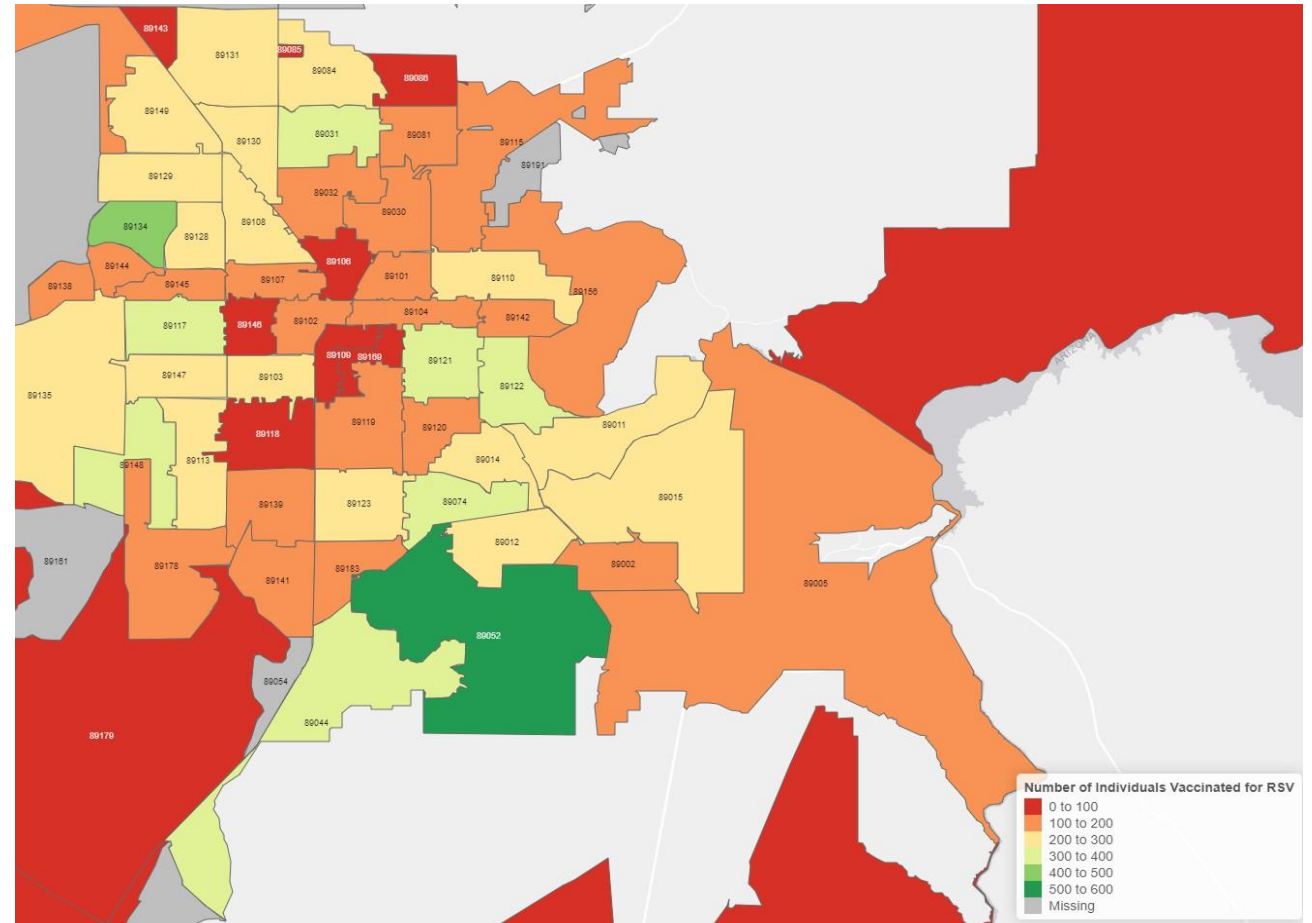
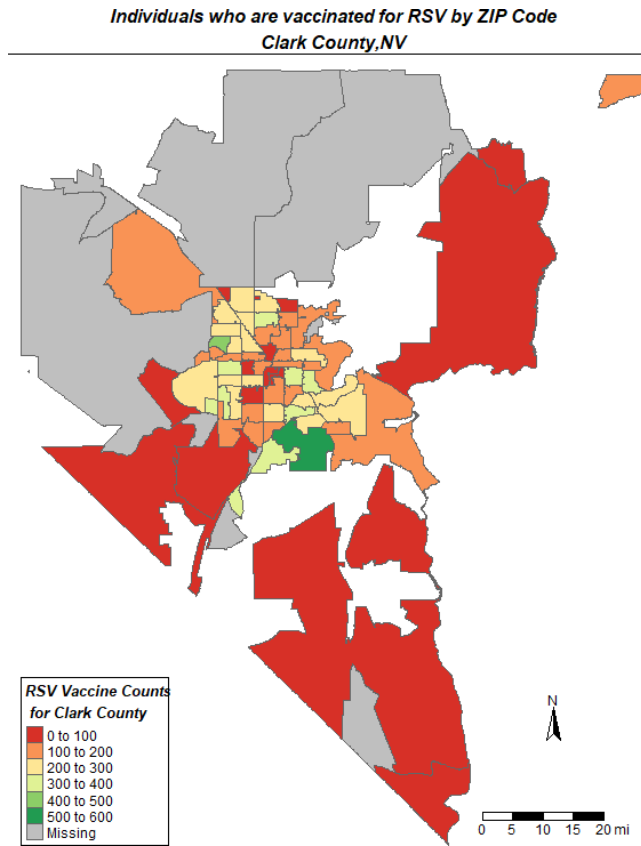


Figure 3: Frequency of RSV vaccine administration by zip code within Clark County (Jan 2024 – Mar 2024)

A) Clark County

B) Las Vegas Metropolitan Area



# Barriers

- Manufacturer Orders
- Vaccine Purchasing
- Insurance Coverage



# Public Health Advisory Board COVID-19 Vaccination Updates

April 8, 2024

Sarah Hall-Lugo, MSN, RN  
Community Health Nurse Supervisor  
COVID-19 Vaccine Program

Data prepared by Ben Ashraf, PhD, MPH, CHES  
Epidemiologist  
COVID-19 Vaccine Program

# COVID-19 Vaccine Presentations and Schedule

- Simple schedule of 1 dose for healthy individuals 5 years old and up
- Individuals 65 years old and up should receive 1 additional dose 4 months after their previous updated 2023-2024 dose

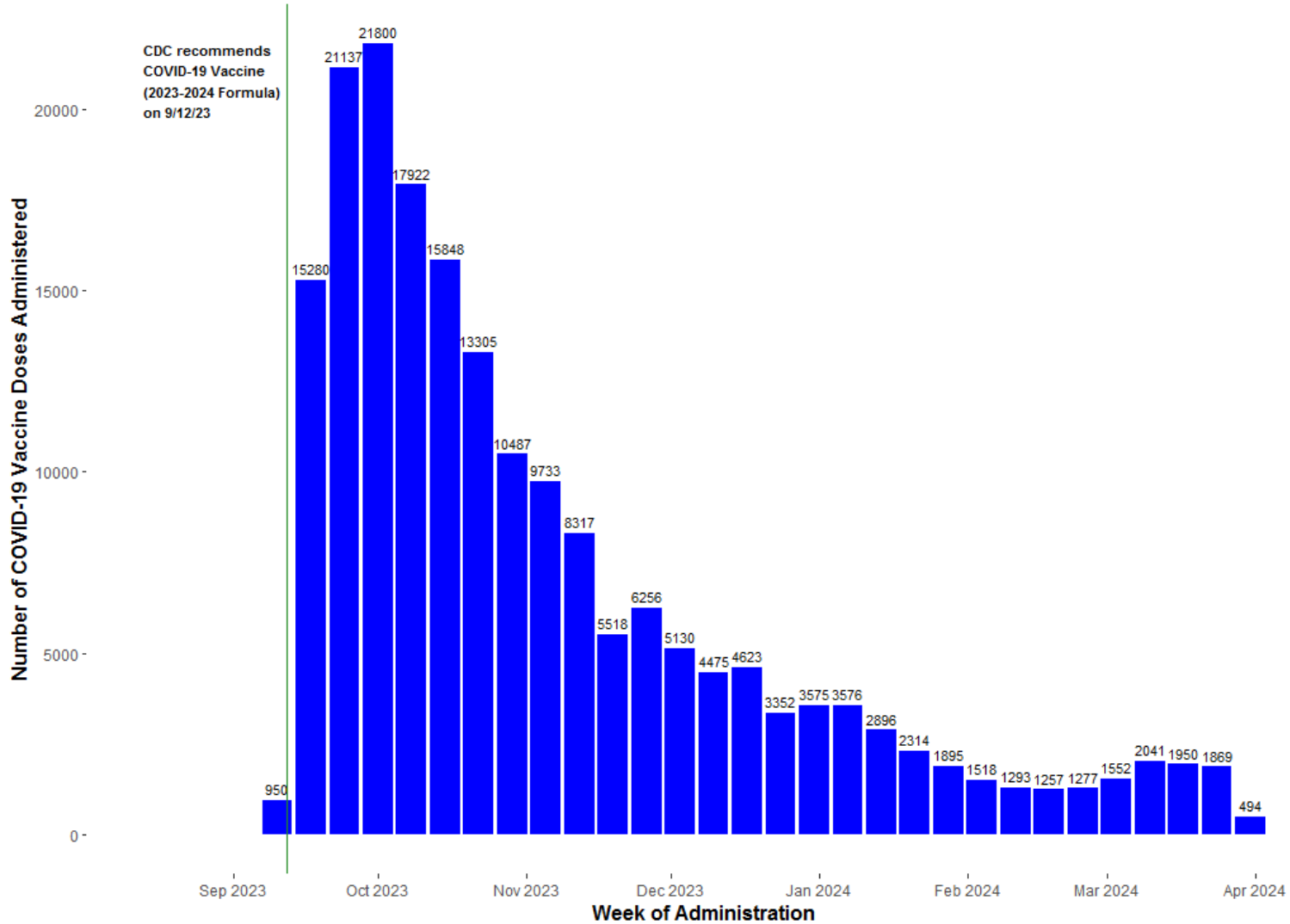
## COVID-19 Vaccine Timing 2023-24 –Routine Schedule

Age*	Vaccine	If unvaccinated:	If had any prior doses, give 2023-24 doses:
6 months–4 years†	Pfizer–Infant/Toddler	1st Dose → 3-8 weeks** → 2nd Dose → ≥8 weeks → 3rd Dose	If 1 prior dose, then: 3-8** weeks 1 ≥8 weeks 2 If ≥2 prior doses, then: ≥8 weeks 1
	Moderna–Pediatric*	1st Dose → 4-8 weeks** → 2nd Dose	If 1 prior dose, then: 4-8 weeks 1 If ≥2 prior doses then: ≥8 weeks 1
5–11 years	Moderna–Pediatric*	1 Dose	If 1 or more prior doses (of any of the brands), then^: ≥2 months <b>2023-24 Formulation: Moderna/Pfizer</b>
	Pfizer–Pediatric	1 Dose	
12+ years	Pfizer–Adol/Adult (Comirnaty)	1 Dose	If 1 or more prior doses (of any of the brands), then^: <b>Ages 12-64:</b> ≥2 months <b>2023-24 Formulation: Moderna/Pfizer/Novavax</b> <b>Ages 65+:</b> ≥2 months 1 ≥4 months 2
	Moderna–Adol/Adult (Spikevax)	1 Dose	
	Novavax	1st Dose → 3-8 weeks** → 2nd Dose	

# COVID-19 Vaccine (2023-2024 Formula) Administration in Clark County, Nevada (09/12/2023-04/02/2024)

- CDC recommended updated COVID-19 vaccine on 09/12/2023

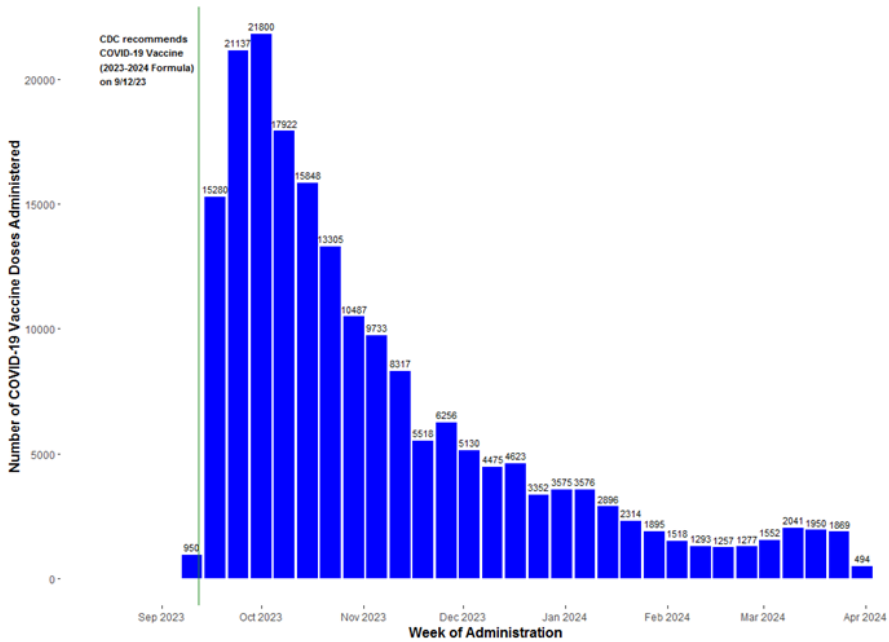
COVID-19 Vaccine (2023 - 2024 Formula) Administration within Clark County 09/12/23 - 04/02/24



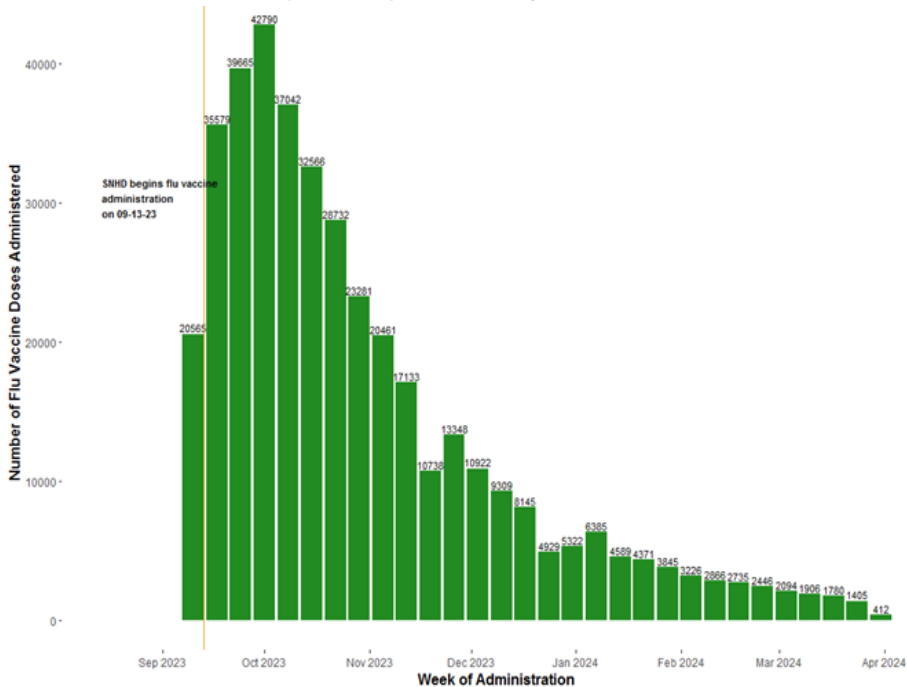
Data Source: NV WebIZ (Data as of 4.2.24)  
Note: Data reflects the total number of vaccines (2023 - 2024 Formula) administered to Clark County residents



COVID-19 Vaccine (2023 - 2024 Formula) Administration within Clark County  
09/12/23 - 04/02/24



Data Source: NV WebIZ (Data as of 4/2/24)  
Note: Data reflects the total number of vaccines (2023 - 2024 Formula) administered to Clark County residents



Data Source: NV WebIZ (Data as of 4/2/24)  
Note: Data reflects the total number of flu vaccines administered to Clark County residents

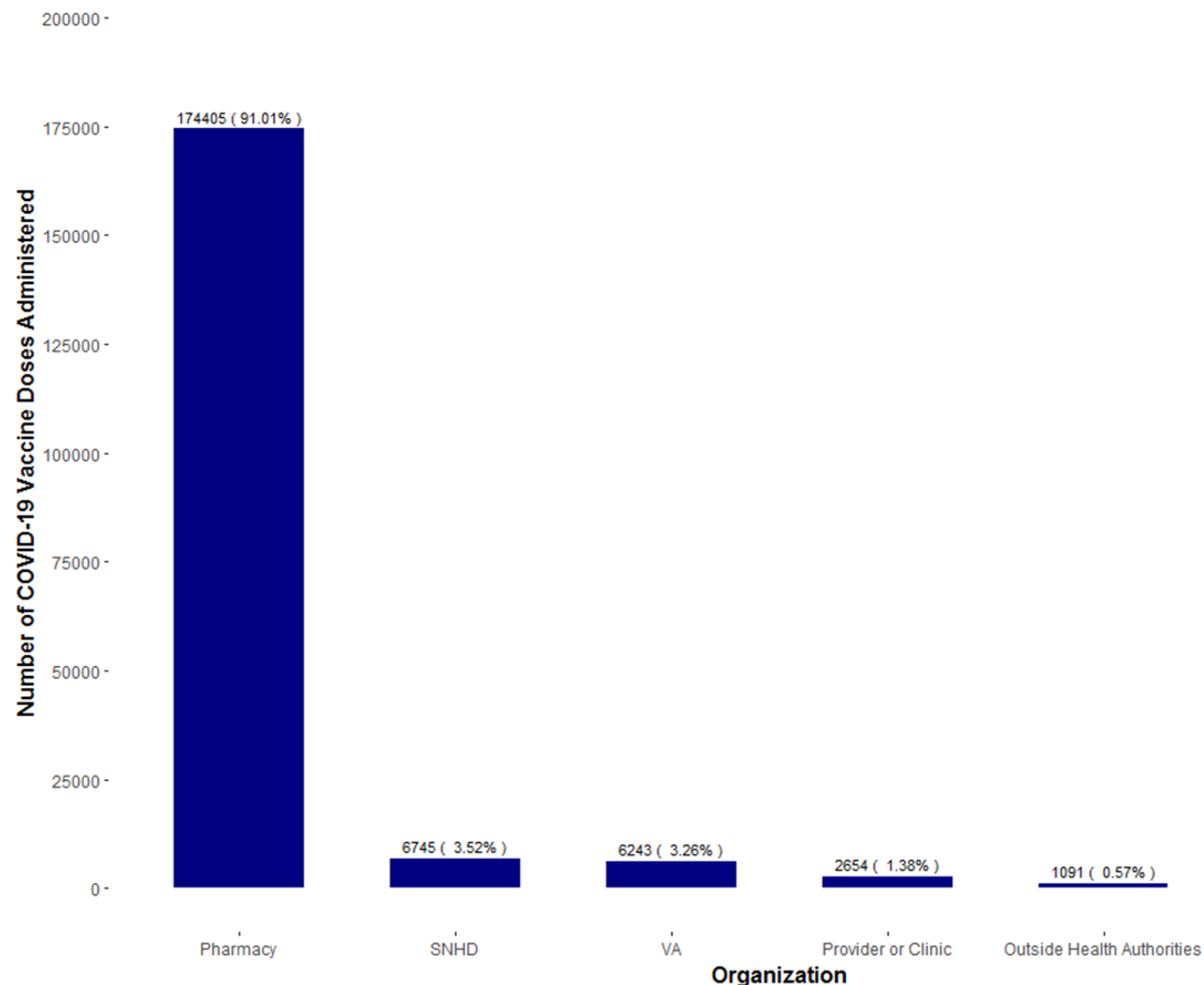
# COMPARISON OF COVID-19 AND FLU VACCINE ADMINISTRATION IN CLARK COUNTY, NEVADA (09/12/2023-04/02/2024)

- COVID-19 trendline parallels flu vaccine
- Field experience indicates increased uptake of COVID-19 co-administration with flu

# Where are people getting vaccinated?

- Pharmacies administer the majority of vaccines
- SNHD administered the second highest
  - Of the 6,745 vaccines, 4,022 vaccines were administered through the COVID Vaccine Program

COVID-19 Vaccine (2023 - 2024 Formula) Administration by Organizations Within Clark County, NV



Data Source: NV WebIZ (Data as of 4.2.24)

Note: Data reflects the total number of vaccines (2023 - 2024 Formula) administered to Clark County residents

Note: Outside Health Authorities and Patient Records were administered outside of Clark County, NV

# Current SNHD COVID Vaccine Initiatives

- Static Clinic Sites
- Pop-up Clinic Sites
- Population focus on racial/ethnic population groups with low vaccine uptake:  
Hispanic (3.47%) and Black (3.02%)
- Population focus on high-risk and low access population groups:  
65 years and older and lack access





# Static Sites

**Three express static sites are strategically located for ease of access, expanded hours and days, and walk-in availability**

- El Mercado in the Boulevard Mall  
Thursday-Saturday, 1100-1700
- Fremont Public Health Clinic  
Tuesday-Friday, 0800-1700
- SNHD Main Express at Decatur  
Monday-Thursday, 0800-1700

2,936 COVID-19 Vaccines  
2,818 Flu Vaccines  
174 Mpox vaccine

COVID vaccines are offered at all SNHD Immunization Clinics

# Pop-up Outreach Clinic

- Outreaches are conducted in strategic areas to reach target populations
  - Vaccine Administration
  - Education and Awareness
  - Community Partner engagement for targeted population groups
- Since the release of the updated COVID-19 (2023-2024 Formula):
  - 168 Pop-Up Clinics conducted
  - 1,582 COVID vaccine
  - 808 Flu vaccine

Number of Clinics	Population Focus	Community Partners (not all-inclusive)	Administered COVID-19 Doses	Administered Influenza Doses
85	Population Focused Groups: Racial/Ethnic High-Risk Low Access	Puentes, MLK Senior Center, REACH, Healthy Asians and Pacific Islanders, Freedom Housing Sober Living, Clark County Law Foundation, MLK Senior Center churches, Urban Village	758	558
21	People Experiencing Homelessness and Congregate Housing	Nevada Homeless Alliance, Salvation Army, HELP of So. Nevada, Catholic Charities, Vegas Stronger	293	119
49	High Risk and Lack of Access	In-Home and Long-Term Care Facilities	476	118
13	School Based Clinics	Clark County School District Resource Center, Delta Academy	55	13

# Population Focus Groups

- Focus on high-risk and low access population groups: 65+ years old and lack of access
  - 80% of COVID deaths occur in 65+ years
  - New CDC recommendation of 65+ years additional dose

## In-Home Vaccine Program

- Nurse administers vaccine in the convenience of people's homes who may have difficulty obtaining vaccination due to cognitive, physical, or medical conditions
- Expanded to flu and RSV



**People with qualifying disabilities can receive a COVID-19 vaccine in the comfort of their own home.**

The Southern Nevada Health District provides in-home COVID-19 vaccinations to qualifying people who may have difficulty receiving a vaccination due to a cognitive, physical, or medical condition.

Qualifying conditions for adults may include those who:

- Require the help of another person or medical equipment (such as crutches, a walker or a wheelchair) to leave their home.
- Have been advised by their medical provider that their health would be at risk if they left their home.
- Have cognitive special needs.
- Are bedridden.



Scan to learn more

To schedule and confirm eligibility, call  
**(702) 759-INFO (4636)**  
between 8 a.m. and 4:30 p.m., Monday through Friday. In-home COVID-19 vaccination services are provided at no out-of-pocket cost for the patient.





# Long-Term Care Facilities- Skilled Nursing

- Initially part of Get It. Give It. Healthcare Providers Initiative for LTCF to carry and administer vaccine on-site, however the strategy shifted due to noted COVID cases occurring in LTCF
- 48 LTCF visits conducted that provided vaccine education and coordinated vaccine clinics between SNHD and community partners
  - Due to commercialization and reimbursement issue, SNHD no longer administers vaccines in LTCF SNFs
  - Vaccine clinics coordinated through community partner pharmacies as availability allows

Barriers: Reimbursement, proper legal consent (DPOAs and county appointed guardians), LTCFs are short staffed



# Long-Term Facility Care Residential Homes

GAP: There are few resources for residents of residential care homes to receive vaccine services

- Vaccine clinics provided at residential care home for residents and staff
- Visited 48 residential care homes for education and coordinate vaccine clinics with SNHD staff
- 327 residential and adult care homes contacted for vaccine education and update vaccine

-



# Recommendations- Act Now and Prepare for Fall

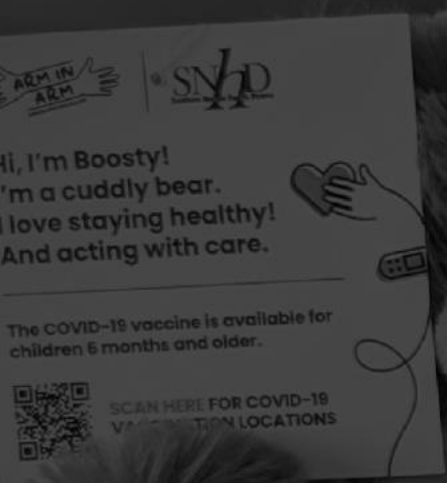
- COVID-19 Vaccine Educational and Awareness Campaign for the public on current recommendations and accurate information
- Continue offering easily accessible vaccine for uninsured, high-risk, and low access populations groups
- Healthcare Providers:
  - Educational and Awareness Campaign for HCPs and staff to recommend and carry vaccine in their offices
  - Provide resources for logistics for purchasing and reimbursement
  - Informational material visible and readily available for patients
- Long-Term Care Facilities:
  - Encourage LTCF to carry vaccine onsite
  - Facilities that currently carry flu are equipped to carry COVID vaccine
- Residential Care Homes
  - Identify continuity plan for vaccine services to be provided at residential care facility

# Questions and Discussion

## Contact Information:

Sarah Hall-Lugo, MSN, RN  
Community Health Nurse Supervisor  
Southern Nevada Health District  
COVID-19 Vaccine Program

(702) 759-0582  
lugo@snhd.org



ARM IN ARM | SNHD

Hi, I'm Boosty!  
I'm a cuddly bear.  
I love staying healthy!  
And acting with care.

The COVID-19 vaccine is available for  
children 6 months and older.

SCAN HERE FOR COVID-19  
VACCINATION LOCATIONS



Hi, I'm Boosty  
the Bear!

I'm here  
to give you  
a boost  
of healthy  
confidence.  
Squeezes me  
to feel better!

ARM IN ARM  
WWW.ARMVEGAS.COM

# ARM IN ARM CAMPAIGN

## Campaign overview

This project was supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$22,606,672 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

# THE TASK AT HAND

In 2021, the Southern Nevada Health District received grant funding to develop a culturally appropriate educational and informational campaign and outreach programs to increase vaccine rates among disproportionately impacted populations.

The campaign: **ARM IN ARM**

## Challenges to Overcome:

- Message fatigue
- Mistrust of government
- Finding trusted leaders
- Local anti-vax movement

## Practices to Deploy:

- “I’m like you”– recognizable community leaders
- Hyper-target digital and ZIP codes
- Healthy practices to elevate the community
- Event-driven strategy
- Focus on the home

## Successes:

- 20+ million impressions
- 125,000+ clicks
- 66,100+ community event estimated attendees
- 70,000 Boosty Storybooks



# OUR MESSAGING

## Arm in Arm Against COVID-19

This message was about togetherness – connecting the community by presenting a unified front that was working to help protect Southern Nevadans. Arm In Arm worked on multiple levels – as a reference to working together, but also as a subtext to getting the vaccine. This campaign was meant to position the COVID-19 vaccines as the best protection for our Southern Nevada communities.



# BRANDED COLLATERAL CREATION OVERVIEW

The theme, “Arm in Arm Against COVID-19,” was a reference to community unity, the vaccine and a rallying cry for Southern Nevada.

- Community Toolkit
- Activity Books
- Boosty the Bear/Boosty the Bear Story & Activity Books
- T-shirts
- Banners/Signs
- Hand sanitizer, bandaids, tissue, stickers, slap bracelets, temporary tattoos



# COMMUNITY LEADERS' PHOTOSHOOT

As part of this initiative, it was important to show the leaders within our identified communities. Several photoshoots were facilitated to capture the engaged leaders to utilize on advertisements and collateral.



# ARMINARMVEGAS.COM

The campaign website was created as a single source of all things “Arm in Arm” to keep the information consistent, updated, and direct the community to a trustworthy site.

This landing page included our visual storylines and helped users stay informed with real-time COVID-19 updates, downloadable collateral, links to SNHD clinics, Arm In Arm radio shows, and media alerts.





# DIGITAL/ADVERTISING OVERVIEW

# DIGITAL ADS

A digital ad campaign communicated clear and concise messages directing our target populations to SNHD and community COVID-19 vaccine clinics. Many different ads were created that had customized illustrations to speak directly to the audience.

The comprehensive, multifaceted digital advertising campaign ran throughout 2022 and 2023 to bolster COVID-19 vaccination rates in underserved and high-risk communities.



# DIGITAL PERFORMANCE & HIGHLIGHTS

## High priority area parameters included:

- ZIP Code Identifiers
- Population vs. Vaccine Rate
- Ethnicity
- Age
- Gender

## Sample Methodology:

Based upon population vs. vaccination completion percentages. 89030 was a high priority area. Hispanics in this area show the greatest potential reach of unvaccinated individuals.

## Google Search

CTR: 9.21% (50% above industry benchmark)

## Display Ads

CTR: .26% (2.5x industry benchmark)

## Connected TV

CTR: .12% CTR



# SPONSORSHIPS & COMMUNITY OUTREACH OVERVIEW

# COMMUNITY OUTREACH OVERVIEW

The campaign included a comprehensive outreach component that served to share information and awareness in coordination with partner events and activities.

Outreach  
events including  
information  
distribution:

88+

## Featured Community Events

- PBS Neighbor's Day: 5000+ estimated attendance
- IFL National Championship: 4000+ estimated attendance
- Haunted Harvest: 8000+ estimated attendance
- Dia de Muertos: 10,000+ estimated attendance
- Magical Forest: 10,000+ estimated attendance
- Cox Back to School: 1,000+ estimated attendance
- Black History Month Festival: 4,500+ estimated attendance
- Dia Del Nino Kids Week: 4,000+ estimated attendance

## Challenges & Evolution

- Staffing
- Supply chain and storage of materials
- COVID-19 messaging fatigue-evolved to preventive messaging: help keep your family safe by staying up on your vaccines

# LAS VEGAS PRIDE

The 2022 PRIDE Parade and Festival sponsorship presented an opportunity to expand messaging to include timely mpox information and educational resources while continuing to promote the unifying campaign theme of celebrating love and health.

- Full-page advertisements in Las Vegas Pride Magazine
- Festival booth to create a lasting impression and distribute information regarding the impacts of COVID-19 in our communities.

**18,000+**  
**Estimated Attendance**



# BUS SHELTERS & INSIDE CARDS

Bus Shelters: 20 dominations, 50 single panels

Inside cards: 150 Total English & Spanish

Goals & Measurements : June 2022- May 2023

**60M+ TOTAL IMPRESSIONS**



# SPONSORSHIPS OVERVIEW

Multiple community partnerships expanded our reach throughout Southern Nevada. Information and resources were distributed through touch points including radio shows, in-stadium videos, venue signage and broadcast advertising.

## Featured Sports Sponsorships

- Las Vegas Diversity FC
- Las Vegas Aviators
- Henderson Silver Knights
- Vegas Golden Knights
- NBA G-League
- UNLV Athletics



\*HENDERSON\*  
SILVER KNIGHTS™



UNLV



Visit [ArminArmVegas.com](http://ArminArmVegas.com)

to stay up to date on the most current vaccination information.

And Go Rebels!



# JUST THE FACTS RADIO SHOW

Health care representatives discussed public health-related issues impacting the African American and other hard-to-reach communities. The primary purpose was to spread information, education, and awareness around public health issues, and stick to the facts.

- Captured for radio and video audiences and shared through email marketing and on SNHD's YouTube Channel.
- Total of 13 guests from various community organizations were guests on the show.

JOIN HOST  
**Alisa Howard**  
Of Minority Health Consultants

EVERY FIRST MONDAY OF THE MONTH  
**ON KCEP 88.1FM**

For Public Health  
**Just The Facts**

SPONSORED BY THE SOUTHERN NEVADA HEALTH DISTRICT

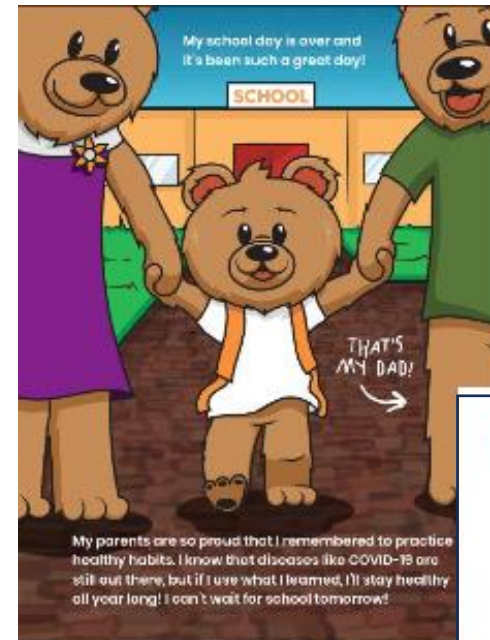
# SPREAD THE WORD

## BOOSTY THE BEAR STORYBOOK

Spread the Word Nevada, a nonprofit organization dedicated to advancing early childhood literacy by providing books to at-risk, low-income communities.

## TOTAL NUMBER OF BOOKS DISTRIBUTED:

- 33,000 English & Spanish to STWN
- 37,000 English & Spanish for ongoing outreach events



**Remember To Always...**

Cover your sneezes and coughs with a sleeve or tissue 

Wash your hands for 20 seconds with soap and warm water 

Have a complete diet full of fruits and vegetables 

Keep yourself active by going for a walk or playing outside 

For more information on staying healthy, visit [arminarm.org](http://arminarm.org) or [ourhealthycommunity.org](http://ourhealthycommunity.org)

 **SCAN HERE FOR MORE INFORMATION AND RESOURCES**





# SNHD Staff Participation

- PRIDE
- NBA G League
- LV DIVERSITY FC
- Hispanic Heritage Month/Children's DISCOVERY Museum





# EXTENDING THE BRAND

Spring 2023

- Bus wraps
- Bus Shelters
- Digital Outdoor
- Incentive items
- Mall directory panels
- Print ad in English and Spanish
- Advertorial

# EXTENDING THE BRAND – SPRING 2023

## Una pequeña vacuna.

PUEDA AYUDAR MÁS  
DE LO QUE PENSABA

Vacunarse contra el COVID-19 puede ayudar a reducir la gravedad de los síntomas si se enferma y también desempeña un papel crucial en la protección de quienes lo rodean. Puede recibir la vacuna COVID-19 al mismo tiempo que la vacuna contra la gripe y ambas están disponibles para todas las personas mayores de 6 meses en muchos de los centros de salud pública de nuestro vecindario.

Escanea el código para hacer una cita para su vacuna o visite [www.snhd.info/immunizations](http://www.snhd.info/immunizations).

Conozca los hechos. Después vacíense. Visite [www.snhd.info/covid](http://www.snhd.info/covid).






## One Little Shot.

IT CAN HELP MORE  
THAN YOU THOUGHT

Getting vaccinated against COVID-19 can help reduce the severity of symptoms if you do get sick, and it plays a crucial role in safeguarding those around you. You can get the updated COVID-19 vaccine at the same time as the flu vaccine and both are available to everyone 6 months and older at many of our neighborhood public health centers.

Scan the code to schedule your vaccination or visit [www.snhd.info/immunizations](http://www.snhd.info/immunizations).




Get the facts. Then get the Vax. Go to [www.snhd.info/covid](http://www.snhd.info/covid).



## One Little Shot.

HELPS MORE THAN YOU THOUGHT




[SNHD.INFO/COVID](http://SNHD.INFO/COVID)







## One Little Shot.

HELPS MORE THAN YOU THOUGHT

[SNHD.INFO/COVID](http://SNHD.INFO/COVID)



   
Hi, I'm Boosty!  
I'm a cuddly bear.  
I love staying healthy!  
And acting with care.  
  
The COVID-19 vaccine is available for  
children 6 months and older.  
 SCAN HERE FOR COVID-19  
VACCINATION LOCATIONS

**THANK YOU!**

[www.armvegas.com](http://www.armvegas.com)

Hi, I'm Boosty!  
I'm a cuddly bear.  
I love staying healthy!  
And acting with care.  
The COVID-19 vaccine is available for children 6 months and older.

  
GET THE FACTS.  
THEN GET THE VAXX.  
  
1.8 fl. oz. (56 mL) Unscented Hand Sanitizer

Hi, I'm Boosty!  
the Bear!  
  
I'm here to give you a boost of healthy confidence.  
Squeezes me to feel better!  
  
[www.armvegas.com](http://www.armvegas.com)