**PRIMARY PREVENTION**

**GOAL: Prevent cancer by reducing exposure to risk factors.**

* Revise

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|  | ***Objectives & Strategies*** | ***Indicators*** | ***Stakeholder Notes*** |
| * Keep
* Revise
* Delete
 | **HPV:** Increase the percentage of 13 – 17-year-old youth who are up to date on HPV vaccinations. Current Strategies:* Support the efforts and campaigns put forth by immunization partners throughout the state.
* Identify experts and champions to participate in HPV vaccination campaigns and educational opportunities.
* Seek opportunities to increase compliance with the HPV vaccination series completion, including reminder-recall and other reminder systems.
* Increase social media outreach and education.
* Support ongoing policy and advocacy efforts to increase HPV vaccination rates.

New Strategies: | Source: NIS-TeenBaseline: 52.9%Target: 60%2024: New Baseline:New Target:Equity Indicator? | * + Develop more educational materials for parents and kids
	+ Continue provider education
	+ Policy requiring vaccine for school
	+ Identify barriers preventing oral health providers from talking to patients about vaccine
	+ Dental vaccine administration
	+ Work with NV Vaccine Equity Coalition and statewide Maternal Child Health program
 |
| * Keep
* Revise
* Delete
 | **Tobacco:** Decrease the percentage of youth (grades 9-12) who have reported smoking or using electronic vapor products. (Nevada Tobacco Plan)Current Strategies:* Advance policy to regulate and curtail electronic smoking device sales and use.
* Promote stronger tobacco retail licensure requirements to increase compliance with existing laws and policies that restrict minors’ access to tobacco and electronic smoking devices.
* Decrease youth and young adult exposure to commercial tobacco products and electronic smoking devices.
* Expand and promote awareness of the Nevada Tobacco Quitline and apps/resources for cessation that are designed for youth and young adults.

New Strategies: | Source: Nevada YRBSBaseline: 22.5%Target: 18%2024: New Baseline:New Target:Equity Indicator? | * + How can dentists talk to people about tobacco
	+ Education programs within schools on tobacco/vape prevention
 |
| * Keep
* Revise
* Delete
 | **Tobacco:** Increase the percentage of adults who are former smokers.Current Strategies:* Increase annual call volume to Nevada Tobacco Quitline and increase the use of other cessation tools.
* Expand access to and the use of proven cessation services.
* Promote health systems changes to support tobacco cessation.
* Educate and inform stakeholders and decision-makers about evidence-based policies and programs to increase cessation.
* Develop and execute consistent and culturally competent statewide messaging and counter-marketing.

New Strategies: | Source: BRFSS Crude PrevalenceBaseline: 24.5%Target: 25.8%2024: New Baseline:New Target:Equity Indicator? | * + How can dentists talk to people about tobacco
	+ Education programs within schools on tobacco/vape prevention
 |
| * Keep
* Revise
* Delete
 | **Obesity:** Reduce the obesity rate in children in grades 4-10.Current Strategies:* Support local and state policy efforts to mandate physical education and physical activity in grades K-6.
* Promote workplace adoption of the federal Nursing Mothers Law to promote the benefits of breastfeeding in decreasing obesity.
* Promote and support community garden initiatives.
* Support the tenets of the statewide wellness policy.

New Strategies: | Source: NV Child Height and Weight Annual ReportBaseline: 24.5%Target: 22.48%2024: New Baseline:New Target:Equity Indicator? | * + Increase access to healthy foods
	+ Make nutrition counseling by a physician a billable service
	+ More education
	+ Whole foods access in schools – less processed foods
 |
| * Keep
* Revise
* Delete
 | **Obesity:** Maintain the obesity rate in adults.Current Strategies:* Support and implement evidence-based worksite strategies that promote healthy behaviors.
* Support development of built environments that help to increase physical activity and access to healthy food.

New Strategies: | Source: BRFSSBaseline: 29.5%Target: 29.5%2024: New Baseline:New Target:Equity Indicator? | * + Increase access to healthy foods
	+ Make nutrition counseling by a physician a billable service
	+ More education
 |
| * Keep
* Revise
* Delete
 | **Radon:** Decrease exposure to elevated levels of radon.Current Strategies:* Conduct an annual campaign to educate Nevadans about radon’s health risk, how to test for the gas, and the methods for radon mitigation.
* Promote policies and activities to educate and inform consumers about radon exposure, testing, and mitigation during real estate transactions.
* Educate and encourage health care providers to add a radon testing question to their annual patient questionnaire.
* Promote policies for radon-resistant homes, including radon-resistant new home construction and licensure of radon professionals.

New Strategies: | Source: Nevada Radon ProgramValid radon home tests completedBaseline: 24,271Target: 33,0002024: Existing homes mitigated for radonBaseline: 1,513Target: 2,2002024: New homes built radon resistantBaseline: 531Target: 6602024: New Baseline:New Target:Equity Indicator? | * + Increase education for physicians and other healthcare workers
	+ Combine radon education with other outreach
	+ Radon test lending program in libraries
	+ Provide radon testing education/info with tobacco quitline
 |
| * Keep
* Revise
* Delete
 | **UV Safety:** Reduce the incidence of skin cancer.Current Strategies:* Promote sun safety and skin cancer prevention and early detection education through support of the Sun Smart Schools and Sun Smart Nevada programs.
* Work with community event coordinators to incorporate sun smart policies, such as access to shade and sunscreen, into event plans.
* Support development of built environments that include shade and access to sunscreen.
* Educate Nevadans on policies prohibiting the use of indoor tanning services for those under 18 years of age.

New Strategies: | Incidence of melanomaSource: US Cancer StatisticsBaseline: 16.9 per 100KTarget: 16.81 per 100K2024: 22.7 per 100KNew Baseline:New Target:Equity Indicator? | * + UV-protective clothing for kids when exercising outdoors
 |

**Additional Stakeholder Notes:**

* Include Alcohol?
* Reduce binge drinking and excessive alcohol use behaviors
* Change obesity to Physical Activity and Nutrition?
* Increase Outreach for prevention activities
	+ Need funding for efforts
	+ Focus on grassroots to reach underserved
		- Targeted outreach events at LGBTQ+-friendly locations outside of Pride, screening events
		- Peer-to-peer education and outreach
	+ Increase access to materials based on competency and diversity