**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-Teen  Baseline: 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 YRBS  Baseline: 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 Prevalence  Baseline: 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 Report  Baseline: 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: BRFSS  Baseline: 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 Program  Valid radon home tests completed  Baseline: 24,271  Target: 33,000  2024:  Existing homes mitigated for radon  Baseline: 1,513  Target: 2,200  2024:  New homes built radon resistant  Baseline: 531  Target: 660  2024:  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 melanoma  Source: US Cancer Statistics  Baseline: 16.9 per 100K  Target: 16.81 per 100K  2024: 22.7 per 100K  New 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