

TAKING PRIDE IN A TOBACCO-FREE POLICY NEVADA

SUMMARY

The Southern Nevada Health District's (SNHD) Tobacco Control Program worked with Las Vegas PRIDE organizers to adopt and implement a tobacco-free (including electronic products) festival in Las Vegas, Nevada. This is an annual two-day outdoor event held at the Sunset Park in Las Vegas, Nevada. In addition to the voluntary policy, tobacco-free signage, collateral material and cessation resources (1-800-QUIT-NOW) were displayed throughout the event grounds.

ISSUE

Tobacco use continues to be the leading cause of preventable death in the U.S. Nevada has one of the largest per capita lesbian, gay, bisexual, and transgender (LGBT) populations in the country.² Currently, many local LGBT publications, social venues, and community events promote or allow tobacco use. The acceptance and normalization of smoking is prominent and still exists within the LGBT community in southern Nevada.



Current cigarette smoking among LGBT individuals is **20.6%** in the US¹

4.3% of Silver State residents identify as LGBT²

93,000+ LGBT individuals live in Clark County²

INTERVENTION AND RESULTS

The SNHD Tobacco Control Program developed an LGBT tobacco prevention program in 2005 titled **CRUSH** that aimed to promote a smoke-free lifestyle in LGBT social venues.³ SHND partnered with Las Vegas PRIDE organizers to implement a **tobacco-free, smoke-free, and marijuana-free LGBT PRIDE festival**.

The festival's policy included the restriction of new and emerging tobacco products such as e-cigarettes and marijuana. This is important since the use of these products are rapidly increasing and being strategically marketed to LGBT populations. Promoting a high-profile LGBT event as tobacco- and smoke-free reduces exposure to secondhand smoke and encourages other positive health choices.

The Las Vegas PRIDE Festival occurs over several days in multiple indoor and outdoor venues and is considered the premiere LGBT event in Las Vegas. This year the policy positively impacted 15,000 attendees.⁴

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SUCCESS AND SUSTAINABILITY:

After successfully adopting a voluntary tobacco-free policy, Las Vegas PRIDE organizers have agreed to continue to promote and utilize the **tobacco-free** policy for future festivals. In addition, Las Vegas PRIDE organizers are willing to expand this **tobacco-free** policy to other PRIDE events throughout the year.

A recent article published in the *American Journal of Public Health* titled “Tobacco Policies and Alcohol Sponsorship at Lesbian, Gay, Bisexual, and Transgender PRIDE Festivals: Time for Intervention” reviewed the 100 most populous cities and identified their corresponding PRIDE festivals to determine the level of tobacco and alcohol-related policies at the PRIDE events. **Only the Las Vegas and San Francisco Pride events received positive ratings in the three categories: Written Policy Online, Tobacco-Free Policy, and Smoke-Free Policy.**



“It seems like every bar, club and event in our community is filled with smoke, so it is refreshing to come to our PRIDE festival and not be surrounded by secondhand smoke.”

– Tony Keith, LGBT PRIDE Festival attendee

MORE INFORMATION:

For additional information about this project, contact Malcolm Ahlo at 702-759-1265 / ahlo@snhd.org

Socrush.com

   @CrushVegas / socrush

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3. Southern Nevada Health District. Tobacco Free Programs. LGBT Tobacco Prevention Programs. <https://gethealthyclarkcounty.org/live-tobacco-free/tobacco-prevention-programs>
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