

Nevada



ALAN expanded its fight for clean air by launching the Clean Air Awards program in partnership with Clark County's Department of Air Quality and Environmental Management. Twenty-five innovative, sustainable and replicable projects were recognized.



The Lung Walk is one of three annual events that raise money to support ALAN programs. Kindred Hospital Flamingo CEO Jennifer Schomburg, pictured above, served as last year's Walk Chair, and Kindred Hospital Las Vegas was the Walk's presenting sponsor for the fifth consecutive year.

Overview

The American Lung Association in Nevada (ALAN) has been improving the lives of Nevadans since 1916 when it was founded as the Nevada Tuberculosis Association to combat the devastating disease of tuberculosis (TB). Although the focus of the organization has changed due to its successful work in almost completely eradicating TB, ALAN has remained constant in the fight against lung diseases and the promotion of lung health. Lung disease is the fourth leading cause of death in America and ALAN is often the first point of contact for individuals with lung disease. ALAN provides practical help and education to people living with asthma, emphysema, and other lung diseases, confronting this disease at the root level by educating kids about the dangers of smoking, providing smoking cessation programs, advocating for smoke-free environments, and working to reduce air pollution. ALAN serves individuals of all ages and backgrounds, resulting in an ethnically, geographically, and economically diverse audience. Last year, more than 200,000 individuals were reached through ALAN's programs, resources, advocacy efforts, and media campaigning.

Helping Youth Be Tobacco-Free

ALAN recognizes how important it is to educate youth early about the dangers of tobacco use. Through the Teens Against Tobacco Use (TATU) program, high school students use a peer-led model to teach elementary students to avoid tobacco. These interactive presentations focus on the effects of tobacco, peer pressure and tobacco advertising, and the positive aspects of being tobacco free. Last year, ALAN trained 1,042 teen educators and reached 19,213 elementary and middle school students with this powerful tobacco prevention program.

ALAN is also committed to helping teens that have already started smoking to quit through a state-of-the-art cessation program designed specifically for teenagers, Not on Tobacco (N-O-T). Three hundred forty-two Nevada teens who smoke completed the N-O-T program last year, with 83 percent either quitting or reducing the number of cigarettes they smoked. The program saw other positive benefits as 72 percent of the teens said the class helped them exercise more, 75 percent said this program helped them deal better with stress, and 72 percent said they felt better about themselves after completing the class.

Last year, ALAN began offering the "5-As" Brief Intervention with Tobacco Users -- an evidence-based clinical approach to talking with adolescents about quitting smoking. The goal of the brief intervention is to identify teens and preteens who use tobacco and ensure



ALAN launched a brand new fundraising event last year – an extreme stair climb competition hosted by American Casino Entertainment Properties’ Stratosphere Tower, with major sponsorship provided by Anthem Blue Cross and Blue Shield. Participants came from all of the US, Mexico and Canada and received unique casino chip medals.

they are provided with a strong cessation message at every interaction with an adult mentor. The 5-As model for tobacco intervention is to: 1) ask the patient about his/her tobacco use, 2) advise the patient to quit, 3) assess the patient's interest in trying to quit, 4) assist patients who are ready to quit by providing information and resources, and 5) arrange for follow-up.

Reducing Adult Tobacco Use

For more than 25 years, the American Lung Association has offered Freedom from Smoking -- a medically sound program that provides a supportive and structured approach to quitting smoking. The program addresses the difficulties of quitting with the ultimate goal of helping individuals to overcome their tobacco addiction and lead a healthier life. FFS is ideal for use with a small group in which participants get personalized attention and support from their peers. FFS is the number one smoking cessation program in the U.S and has been ranked as the most effective smoking cessation program in a study of 100 managed care organizations.

Support for People with Asthma

ALAN provides valuable asthma management education to youths in Southern Nevada through Camp SuperKids. The residential camp provides youngsters with moderate to severe asthma an opportunity to understand and successfully manage their disease while enjoying outdoor activities through a traditional camp experience at beautiful Torino Ranch, located in Lovell Canyon in the Spring Mountains. Ninety percent of the campers meet federal poverty guidelines and attend camp on full scholarships.

ALAN also administers Winning With Asthma, an online asthma education program for athletic coaches, in partnership with the National Lt. Governors’ Association.

Advances in Respiratory Care

Our annual Advances in Respiratory Care Conference provides valuable continuing education in adult, neonatal, and pediatric pulmonary and critical care medicine for nurses, respiratory therapists and physicians, who come from all over the country to attend.

Air Quality

Last year, ALAN introduced the Clean Air Awards program as a partnership initiative with Clark County’s Department of Air Quality and Environmental Management to promote awareness of air quality issues and the direct impact they have on lung disease in southern Nevada. Entries included programs, projects, or technologies that directly or indirectly reduce air pollutants; are innovative; are replicable and result in outcomes that are sustainable. Clean Air Award recipients were recognized at a luncheon as well as profiled in a program book, on the ALAN and DAQEM websites and media press releases.