

Central Region

Hometown Health Improvement Newsletter

August 2012



Faulkner

Garland

Grant

Lonoke

Perry

Pulaski

Saline

Back to School Immunizations

Help keep your kids well and protect them against illnesses spread by other people. You can get vaccinations and check to see if their shots are up-to-date at your family doctor's office or at your local health unit. While you're at it, this is the perfect time to make sure that everyone in the family is current on all the vaccine protections that they need.

Seventh graders must have one dose of vaccine to prevent tetanus, diphtheria and pertussis (Tdap vaccine).

Kindergarten children must have two doses of varicella (chickenpox) vaccine even if they have already had chickenpox.

Adults need protection against these diseases, too, according to Veronica McDaniel, administrator for Pulaski County Central local health unit, Arkansas Department of Health. "It's the perfect time for your entire family and your friends to check up on their vaccinations. It is a very important part of protecting your family and your community from diseases that can be passed to other people," Ms McDaniel said. All adults should have Tetanus, diphtheria and pertussis (Tdap) and Measles, mumps and rubella (MMR).

To make sure your vaccinations are up-to-date, talk to your family doctor or visit county health unit.

For a complete schedule of adult vaccines visit: www.cdc.gov/vaccines/recs/schedules/adult-schedule.htm.



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Breastfeeding is Best - Good for Mom and Baby, Too!

World Breastfeeding Week is August 1 - 7, 2012

Research shows that infants who are not totally breastfed for their first six months of life are more likely to develop a wide range of diseases and conditions including ear infections, diarrhea, asthma, Sudden Infant Death Syndrome (SIDS), and respiratory illnesses.

Mothers who do not breastfeed are at an increased risk for breast and ovarian cancer. In addition, people who were not breastfed as infants

are more likely to have health problems like diabetes and obesity.

To promote the importance of breastfeeding, the Arkansas Department of Health (ADH) is joining the celebration of World Breastfeeding Week August 1-7.

For more information on WIC and breastfeeding website at: www.healthyarkansas.com/breastfeeding

For more information on World Breastfeeding Week visit: www.worldbreastfeedingweek.org



Baby Safety Showers Aim to Reduce Injury and Infant Mortality

Baby Safety Showers are being held in local health units and other organizations throughout the Central Region to provide education to pregnant women to assist in reducing injuries and infant mortality. Each shower will provide an opportunity to educate expecting mothers on the importance of prenatal health, breastfeeding, safe sleep for babies, car seat installation and Act 811. Instructors will also provide information and supplies to baby-proof the home to increase safety. Some baby

gifts include smoke alarms, outlet covers and cabinet latches. Participants will consist of pregnant mothers or mothers of babies less than six months of age. They are asked to also bring a significant other that will be involved in the baby's life.



Reducing the infant mortality rate is a top priority for ADH. Arkansas has historically had one of

the highest infant mortality rates in the U.S. In 2009, the infant mortality rate for Arkansas overall was 7.9 infant deaths per 1,000 live births. For African Americans, it was 12.9 infant deaths per 1,000 live births. The Healthy People 2020 target rate is 6.0. These efforts are part of the Statewide Injury Prevention Program (SIPP). The mission of SIPP is to reduce the burden of injury mortality and morbidity in Arkansas

through primary prevention of injuries. For more information, visit www.healthy.arkansas.gov.

Upcoming Baby Safety Showers:

Faulkner Co Health Unit - Sept 7th
501-450-4941

Grant Co Health Unit - Sept 7th
501-942-3157

St. John's Church - Sept 17th
St. John's Church - Oct 16th
501-975-0900

Heaven's Loft of NLR - Sept 19th
501-758-0305

Saline Co Health Unit - Sept 20th
501-303-5650

Cabot Health Unit - Sept 24th
501-843-7561

Lonoke Co Health Unit - Oct 3rd
501-676-2268

Perry Co Health Unit - Nov 7th
501-889-5156



Fit 2 Lunch

The city of North Little Rock recently hosted "Fit 2 Lunch", a program focused on learning through experience about healthy food availability and built environment. Public or active transportation (or a combination of both) is used to get to a local eatery. Upon arrival the menu is explored for healthy options.

This month's adventure took the group to McCain Mall (by bus) where the group walked a half mile to Newk's Express Cafe. The group encountered rain and terrain

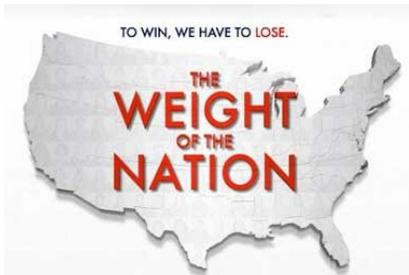
that included no sidewalks which made the half mile hike a definite challenge. The group observed other obstacles along the way. They were also able to notify the Street Department about a foliage problem on Maple and Broadway blocking a cross walk signal, and also contacted CATA about a Google Maps mix-up.

For more information about Fit 2 Lunch and upcoming dates, visit them on the web at www.northlr.org.



Alderwoman Beth White, Dee Dee Wallace, Bernadette Rhodes

SWLR HHI Coalition Views "Weight of the Nation"



At the July 16 meeting, the SWLR HHI Coalition viewed the HBO documentary *The Weight of the Nation* segment, "Poverty and Obesity: When Healthy Food Isn't an Option" which exposes the link between poverty and obesity and

documents what various municipalities are doing to address the obesity epidemic. It often appears that one's zip code can be a

predictor of one's health. Poorer neighborhoods often have less access to healthy foods (food deserts) and safe places to walk and exercise. Communities are working together to bring healthy foods and neighborhood markets to lower income areas. *The Weight of the Nation* DVDs are available for group viewings by contacting Hometown Health staff Joy Carrington or Dee Dee Wallace. The coalition will schedule another section of the documentary series for viewing at a future monthly meeting.

Fun Day for Kids in Cabot Leads to Tobacco Cessation Opportunity for Parents

Children in Cabot had a blast at Arlene Cherry Memorial Library on July 26th. The library hosted a 'Fun Day' to promote healthy bodies and brains as kids danced to Disney Radio's live remote, had their faces painted, checked out books and learned about a variety of ways to stay healthy and safe. HHI Health Educator, Laura Taylor, encouraged children to make a pledge to not use tobacco. She also included information about the dangers of second-hand smoke and resources for parents to quit smoking. Many parents shared their desire to quit and were given Tobacco Quit Line information, where they will receive free, confidential, non-judgmental expert support from a Quit Coach® to help make a plan to quit tobacco. For more information call 1-800-QUIT-NOW or visit www.healthy.arkansas.gov.



Dr. Halverson Visits Perry County Health Unit



Arkansas Department of Health Director, Dr. Paul Halverson, met with the staff of Perry County Health Unit to discuss the successes and challenges of the area. The county was represented by members of Perry County Hometown Health Advocate Team (HHAT) as well as County Judge, Baylor House. Recent outreach has focused on teen driving, infant mortality and fall prevention for seniors.



Community Health Promotion Specialist, Anna Haver discussed the "Be Our Voice Project" with teachers from across the state at University of Central Arkansas' Health Education Summer Academy. As a result of her presentation, participants were able to identify key tips for establishing successful child health advocacy partnerships, discuss community partners to engage in policy initiatives regarding childhood obesity, and communicate means for conducting a successful media campaign around childhood obesity prevention. The "Be Our Voice Project" is a program of the National Institute for Children's Health Quality (NICHQ) and American Academy of Pediatrics (AAP).

Central Region HHI Support Staff

Julie Harlan, MCHES
Central Region HHI Manager

Dr. Cynthia Wilborn, DNPc, BSN, RN
Community Health Nurse Specialist

Anna Haver, MCHES
Community Health Promotion Specialist

Janice Ray, CHES
Public Health Educator

Dee Dee Wallace, CHES
Public Health Educator

Laura Taylor, BS
Public Health Educator

Christy Campbell, CPS
Central Region Grants Administrator

Back to School in Poyen



Poyen School District will hold a Back to School event on August 14, 2012 from 5-8 PM. The focus will be educating students and parents on best practices for a successful school year. The Grant County Home-

town Health Coalition will sponsor a "Safety Seat Drive Thru" booth to educate participants about safety in a moving vehicle.

Child Safety Seat and Booster inspections will be performed to educate parents on the growth pattern of their children and the protection their passenger seats provide.

The importance of everyone in the vehicle wearing a safety shoulder-lap restraint will be encouraged for its protection and legal expectations.

Driver Distractions will be discussed with parents for themselves and any teenagers that will be driving this school year.

Impaired driving will be discussed, including any substances that alter mental or physical reaction abilities.

For more information contact Poyen Schools at 501-332-8884.

Upcoming Trainings for School Nurses

Community Health Nurse Specialist, Dr. Cynthia Wilborn, will host several workshops for certification of school nurses in hearing, vision, scoliosis and BMI. The workshops are appropriate for new school nurses who need certification or seasoned nurses who need to renew certifications. Nursing CE's will be available. Nurses should bring license number for CE credit and their audiometer screening machines.

For more information contact:

Dr. Cynthia Wilborn
501-280-4950
cynthia.wilborn@arkansas.gov

Vision Certification Workshop - Aug 28th
8:30am – 12:15pm, 3.75 CE

Hearing Certification Workshop - Aug 28th
12:45 – 4:00 pm, 3.25 CE

Scoliosis Certification Workshop - Aug 29th
8:30am – 12:00pm, 3.5 CE

Body Mass Index (BMI) - Aug 29th
1:00 – 3:30, 2.5 CE

All workshops will be held at :

Freeway Medical Center
5800 W. 10th Street Ste. 902
Little Rock, AR 72204

