



Central Region Hometown Health Newsletter

April 2013

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April is Alcohol Awareness Month



Binge drinking is defined as consuming 4 or more drinks per occasion for women and 5 or more drinks per occasion for men. It contributes to more than 11,500 deaths among women in the U.S. each year—approximately 32 deaths per day.



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Public Health is ROI
Save Lives, Save Money
National Public Health Week
April 1-7, 2013 • www.nphw.org

National Public Health Week 2013

Since 1995, when the first full week of April was declared National Public Health Week (NPHW), communities across the United States have observed NPHW as a time to recognize the contributions of public health and highlight issues that are important to improving our nation.

Each year, NPHW focuses its effort on a different theme, and this year's theme is "Public Health is ROI: Save Lives, Save Money." The 2013 NPHW theme was developed to highlight the value of prevention and the importance of well-supported public health systems in preventing disease, saving lives and curbing health care spending. This year, we hope you'll join us in championing the work of public health and its significant return on investment (ROI).

The American Public Health Association (APHA) serves as the organizer of NPHW and develops a national campaign to educate the public, policymakers and practitioners about issues related to each year's theme. APHA creates new NPHW materials each year that can be used during and after NPHW to raise awareness about public health and prevention.

For more information regarding National Public Health Week visit www.nphw.org.



Grant County Teen Driving Train the Trainer

Grant County Hometown Health Coalition sponsored a train the trainer workshop for teen driving. Set the Rules. Control the Privilege, is a family-centered approach to Teen Driving that allows both parents and teens to receive information about the dangers associated with teen driving and allows parents the opportunity to learn how to maintain and enforce driving rules. The coalition worked with Arkansas Children's Hospital and the Injury Prevention to offer the train the trainer workshop in Grant County. The training will allow Grant County volunteers to conduct the training with area schools, churches and community groups across the county to educate teens and parents about safer teen driving.



Fuller Middle School Homeless Outreach

On February 26th, 2013, at Fuller Middle School, Dr. Cynthia Wilborn (CHNS) and Natasha McPherson (Assistant PHP Coordinator) presented on: "Preparing Makes Sense. Get Ready Now." Included in the presentation was discussion on:

- Get a Kit of emergency supplies
- Make a Plan for what you will do in an emergency
- Be Informed about what might happen
- Get Involved in preparing your community

Participants had group discussion and expressed interest in further community preparedness involvement.

Entergy Talks Tobacco



Public Health Educator Dee Dee Wallace recently spoke to Entergy employees at their transmissions facility about the dangers of smoking and secondhand smoke.

Participants learned about the dangers of tobacco use and secondhand smoke including current statistics regarding morbidity and mortality, smokeless tobacco use, ACT 811, and clean indoor air. The presentation also discussed information about the AR Tobacco Quitline and the fax back referral program. Participants were encouraged to contact the quitline for "free" assistance with quitting.

Lonoke County Tobacco Merchant Training

Mandy Miller, Tobacco Control Coordinator with the Arkansas Tobacco Control Board hosted a Tobacco Merchant Training on April 12th at the Lonoke Community Center. The training provided more than 27 store owners and clerks with an in-depth look at the different forms of ID, as well as the process of receiving a fine and having a tobacco permit suspended and even revoked for selling tobacco products to individuals under the age of 18. Public Health Educator, Laura Taylor shared valuable information about the Tobacco Quit Line and other services of the Arkansas Department of Health. Mrs. Miller also partnered with Hometown Health to host the training in Faulkner County back in October 2012.

Birchtree Receives Tobacco Education

Public Health Educator, Laura Taylor presented the dangers of nicotine and tobacco to patients and staff of Birch Tree Communities in Conway. Birch Tree Communities provides a full range of clinical, rehabilitative and other services aimed at encouraging people living with mental illnesses to re-enter the community with new skills and hope for greater satisfaction with the quality of their lives. The group was informed about the effects of tobacco and nicotine on medications that commonly treat mental illness, as well as the common health problems associated with tobacco and nicotine use. According to the Campaign for Tobacco-Free Kids, people living with a mental illness represent almost 50% of cigarette smokers. Patients and staff received SOS information on the Quitline and fax referral forms were also provided.

2013 Central Region Growing Healthy Communities Selected



The Arkansas Coalition for Obesity Prevention (ArCOP) held its 2013 Growing Healthy Communities Immersion Training March 11th –13th at the Degray Lake Resort State Park. This year ArCOP welcomed five new communities: ARCARE/Woodruff County, Arkansas County, Arkansas People First, Hot Springs, and Marion County. Two communities Arkansas People First and the city of Hot Springs are located within the Central Region. The city of Hot Springs will focus their efforts on initiatives to expand and interconnect the current trail systems to provide an alternative transportation route for residents to access local grocery stores.

The city also hopes to focus on creating community gardens, local farmer's markets and also explore the opportunity to open smaller neighborhood grocery stores. Arkansas People First have identified their community as the intersection of 36th Street and Shackelford Road in Little Rock which also includes a two mile radius surrounding the intersection. The built environment in this area does not provide safe access for the large disability community. Efforts will be focused on promoting awareness of the problem facing the community and determine ways to provide a safe environment for residents to have access to healthy food and physical activity.

Central Region Spotlight

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On March 12th, Codie Malloy, Director of Coordinated School Health for the Arkansas Department of Education, presented school board President Corey Williams with the Healthy School Board Award. The Cabot School Board was the 7A winner and only one of five awardees in the state. The Cabot School District received the recognition for its commitments made in addressing the health needs of students and staff.

Kelly Spencer, District Health and Wellness Coordinator, stated, "An integral part of our success is having a school board that is committed to doing what is best for kids. Our board does an outstanding job of putting our employees and students in a position in which they can be successful."

The District Health and Wellness Program provides staff wellness opportunities that include free fitness classes, competitive sporting events, and health education classes. The program works to involve parents and the community through various classes offered through the Panther Academy of Wellness and Social/Emotional Development (P.A.W.S. Ed). It has also established and maintained successful community partnerships with the Cabot Parks and Recreation, the Cabot Country Cruisers, and the Lion's Club.

April is declared All-terrain Vehicle Safety Month in Arkansas

Children younger than 16 Years of Age at High Risk for ATV Injury

Governor Mike Beebe has declared April 2013 to be All-terrain Vehicle (ATV) Safety Awareness Month. ATVs are very popular in the state of Arkansas. They are used for farming, hunting, and recreation. However, riding or operating an ATV comes with a substantial risk of serious injury, particularly for children and teens.

According to the Children's Safety Network, those under sixteen are four times more likely to sustain ATV-related injuries that require a visit to the emergency department than riders sixteen and older. Factors such as children's physical size, strength, coordination, and maturity level can lead to unsafe situations.

During 2012, Arkansas Children's Hospital admitted ninety five children with ATV-related injuries. Ages of children involved ranged from six months to twenty-one years and the children resided in counties all over Arkansas. Injuries included concussions (i.e. brain injury), spinal fractures, fractures of arms, legs and pelvis and serious internal injuries. Sadly, some of these injuries resulted in death.

The American Academy of Pediatrics recommends that no one under the age of 16 ride on or operate an ATV. However, recognizing that many parents in Arkansas choose to allow children to ride these vehicles, the Injury Prevention Center at Arkansas Children's Hospital recommends the following safety tips:

- Wearing a helmet can reduce the risk of death in a crash by almost half.
- Children should not ride adult-sized ATVs. Ride without passengers. -Most ATVs are designed for single riders only.
- ATVs are not designed to be operated on paved roadways and should only be ridden off road.
- Get hands on training-on how to operate an ATV safely and correctly. Training is offered free of charge by the Cooperative Extension:

For more information on ATV safety, contact the Injury Prevention Center at Arkansas Children's Hospital by phone at (866) 611-3445 or by email at injuryprevention@archildrens.org.

You can also contact your local Hometown Health Support Staff for more information.

