



Central Region

Faulkner • Garland • Grant
Lonoke • Perry • Pulaski • Saline

Hometown Health Improvement Newsletter • August 2013

Back to School in Central Region

What you need to know...

Before School Starts

School age children, from preschoolers to college students, need vaccines. Vaccines are the safest way to protect you, your children and your community from a long list of serious and potentially life-threatening illnesses. For more information on the recommended vaccinations for your child, go online to the Arkansas Department of Health at www.healthyarkansas.gov or contact your local health unit.



Traveling to School

It is against the law in Arkansas to use hand-held cell phones while driving in a school zone. (Governors Highway Safety Association, www.ghsa.org)

Act 811 of 2011 prohibits smoking in all vehicles when a child under the age of 14 is present. This is a primary offence, meaning a vehicle can be pulled over and the driver may be ticketed. To get help quitting call 1-800-QUIT-NOW.

Talk to your kids about how to be safe while walking. Always walk on sidewalks or paths and cross at street corners, using traffic signals and crosswalks.

During School

Washing hands with soap and water is the best way to reduce the number of germs on them. If soap and water are not available, use an alcohol-based hand sanitizer that contains at least 60% alcohol. Alcohol-based hand sanitizers can quickly reduce the number of germs on hands in some situations, but sanitizers do **not** eliminate all types of germs (www.cdc.gov/handwashing).

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Wooster Farmers Market Receives Grant

Farmer's markets are one of the oldest forms of direct marketing by small farmers. In the last decade they have become a favorite marketing method for many farmers throughout the United States, and a weekly ritual for many shoppers. Shopping at a farmer's market is a great way to meet local farmers and get fresh, flavorful produce.

The Arkansas Coalition for Obesity Prevention (ArCOP) has provided grant funding through the Blue & You Foundation for a Healthier Arkansas to organizations across the state. The group funded 37 communities to implement 46 projects that will increase access to healthy foods and physical activity by utilizing training received at the 2013 regional summits. This grant funding will be used in Wooster to create a sustained farmer's market .

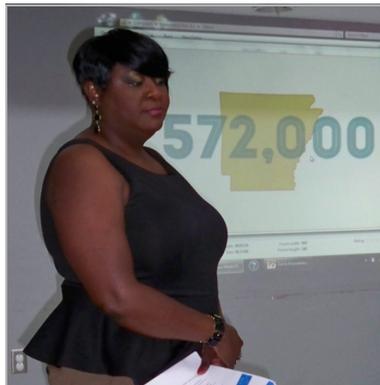


The Wooster Farmers Market will be conveniently located at Wooster City Park, so residents will have ready access to both nutritious food and physical activity. Through the sale of locally grown fresh produce and other items at the park, shoppers can both select delicious produce and engage in physical activity with their families on a smooth paved walking track and playground.

Health Insurance Marketplace is the Topic of Discussion in Central Region



Dee Dee Wallace speaks to members of the AR Prevention Cert. Board in Little Rock on Aug 1st.



Donna Miller speaks to community members at the Garland Co. Library in Hot Springs on August 2nd.



Becky Lamb speaks to coalition members at a Lonoke Co HHI meeting in England on July 16th.

* For more information about Health Insurance Marketplace presentations in Central Region, contact Donna Miller at donna.miller@arkansas.gov or 501-280-1570

Arkansas **HEALTH** CONNECTOR

Your Guide to Health Insurance

Central Region is proud to announce the addition of a Health Connector to the Hometown Health Improvement team, Donna Miller. As the Regional Health Connector, Donna is responsible for community education for the Arkansas Health Connector program and the Health Insurance Market-

place. Previously referred to as Health Benefits Exchange, the **Health Insurance Marketplace** is where Americans can compare health insurance plans to choose the one that best suits their needs. Enrolling through the Marketplace is the only way to receive financial assistance on monthly health insurance premiums. The Arkansas Health Connector is the secure connection to the Marketplace. Starting October 1, 2013, anyone can shop for and compare health insurance plans through the Health Insurance Marketplace. Until then, the Arkansas Health Connector is available for individuals to learn how to enroll and get questions answered. It is as simple as going online to www.arhealthconnector.org where you can check out the Cost Estimator, Frequently Asked Questions or sign up for Monthly newsletters. During open enrollment the Arkansas Department of Health will have professionals at every Local Health Unit to help individuals and families sign up for health insurance. Now is the time to get informed and get quality health insurance.

Frequently Asked Questions

For more FAQs visit www.arhealthconnector.org



Am I required to have health insurance?

Yes. The Affordable Care Act, a new healthcare law, requires that everyone have health insurance starting January 1, 2014. If you don't have health insurance in 2014, you will pay a penalty.

Can I get a break on costs?

Yes. Financial assistance is available through a new type of tax credit called Advanced Premium Tax Credits. The amount of assistance you can get is determined by your household income and size. Some Arkansans will even be eligible to have all of their premiums paid through this financial assistance.

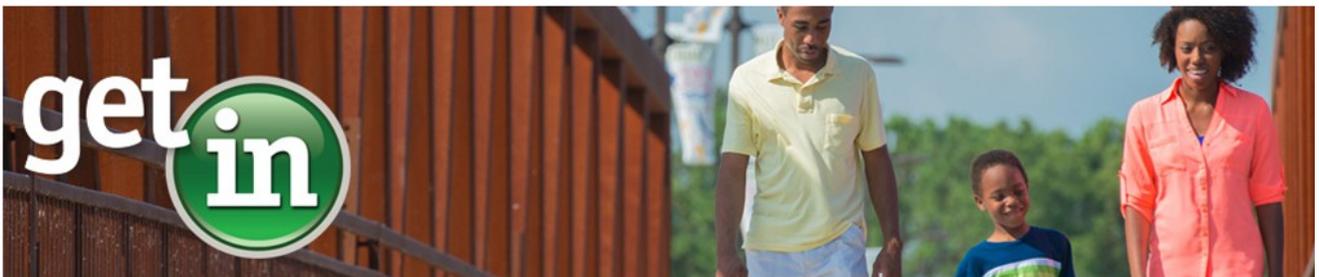
What kind of health insurance can I buy through the Marketplaces?

You can buy Qualified Health Plans that are the same high-quality health plans available on the private market today.

What's covered?

By law, all qualified health insurance plans must cover these "10 Essential Health Benefits":

Outpatient Services, Emergency services, Hospitalization, Maternity and Newborn Care, Mental Health and Substance Abuse Services, Prescription Drugs, Rehabilitative and Habilitative Services, Laboratory Services, Preventive and Wellness Services and Chronic Disease Management, Pediatric Services including Dental and Vision Care.



Tobacco Merchant Training

Mandy Miller of the Arkansas Tobacco Control Board educated approximately 50 tobacco merchants on the laws and penalties regarding tobacco sales in the state. The Tobacco Merchant Training was held in Conway, accommodating stores in Faulkner County and the surrounding area. The goal of the training is to reduce the sales of tobacco products to minors. Miller said in the past there have been between 200-250 statewide violations to the law per year. However, in the last year the Arkansas Tobacco Control Board has seen just over 450 violations, meaning the number of times a store was ticketed for selling tobacco to minors has doubled.

Every store that holds a tobacco permit will be visited by Tobacco Control at least one time per year. During the visit, a minor working with an officer will approach the clerk and ask to purchase a tobacco product. If the clerk fails to ask for a valid ID and sells the product to the minor, the officer will issue a ticket. Both the store and the clerk will be required to pay a fine. Based on the number of offenses, the store may also face a suspension of their permit.

As the Tobacco Control Coordinator, Miller is responsible for providing education to clerks and store owners in all 75 counties in Arkansas. Her ultimate goal is to prevent the sale of tobacco products to minors. With the number of violations on the rise, this is more important than ever. According to Arkansas Department of Health's Stamp Out Smoking program, approximately 64,000 kids in Arkansas that are currently under the age of 18 will ultimately die from smoking (www.stampoutsmoking.com).

For more information on the Arkansas Tobacco Control Board, visit www.atc.ar.gov.

For more information about youth and tobacco, visit www.stampoutsmoking.com.



Arkansas
Tobacco Control



On August 7th the Arkansas Department of Health Tobacco Prevention and Cessation Program presented "Addiction Incorporated", a riveting documentary that exposes the tobacco industry's tactics. It tells the story of the heroes who had the courage to speak up and take the tobacco industry to court.

Myron Levin, a veteran investigative journalist who is featured in the documentary, was a guest speaker at the event.

Following the documentary screening, refreshments were served and a panel discussion took place to discuss the documentary and other tobacco-related topics.

Conway PE Teacher Shares Success

Conway Public Schools PE teachers, Brad Cowger, was a featured speaker at "What Works!" an in-service for PE teachers at Arch Ford Educational Cooperative. The in-service, provided by HHI support staff member Christine McKnelly, showcased real-life examples of how PE teachers can enhance physical activity in their schools. Brad shared successes of Conway's Lil' Wampus Cats Wellness Expo, which took place in Conway April 2013.

Lil Wampus Cats Wellness Expo was free for all Conway elementary school families and friends. There were many hands-on activities and teachers dressed as fruits & vegetables! There was a dunking booth, a petting zoo, face painting, a free-throw contest and much more! This event was hosted by the Conway Public School Elementary P.E. teachers.

Back to School Turn-Up Bash

Saturday, August 10th 1 pm - 4 pm

3 on 3 Basketball, Board Games,
Karaoke, Double Dutch, Jump Rope,
Bingo, and more!

Music and Entertainment by the
Band, the Cheer and Drill Squads,
Lion Face Painting, and a DJ

Free Haircuts! Free Food!
Exciting Prizes!

Meet McClellan's NEW Administrative
Team! Teachers and Staff will be on
hand to answer your questions!

Get information about McClellan and
other community programs!

Summer Safety Continues!

Public Health Educator Dee Dee Wallace provided a brief educational overview of injury prevention topics to children at the Watershed summer program. Injury Prevention topics included: water and boating safety, concussions, hydration, sun safety, bicycle and pedestrian safety and playground safety. A life jacket and safety lights were used to demonstrate ways to stay safe when participating in recreational activities and play such as swimming, walking and riding a bike. Stickers with safety messages were also given to participants to wear during the presentation.



Boys and Girls Club of Hot Springs

The youth at the Boys and Girls Club of Hot Springs experienced a Healthy Living 101 summer class. Janice Ray, CHES visited three times to discuss the topics of:

- Healthy Living Foundations covering being physically, emotionally, and mentally prepared to live a Healthy life
- Barriers covering choices that will make Healthy Living very difficult such as alcohol, tobacco, and other drugs and the lifestyle that is associated with those choices, gang activity, excessive screen time, and risky living experimentations
- Preparation covering Annual examinations and screenings, immunizations, vision, dental visits, being safe in school, home, transportation, recreation, and leisure time

Boys & Girls Club of Hot Springs has been a cornerstone of the community since opening its doors in 1947. Serving some 1,000 youth, Boys & Girls Club of Hot Springs provides a safe, structured and positive environment for young people after school, during holidays and summer vacation.

Boys and Girls Club of Hot Springs
501-623-2711 - www.hsbg.org

Healthy Hot Springs will Pack the Park

On September 28, 2013 Entergy Park will be PACKED with folks experiencing a healthy lifestyle. Healthy Hot Springs is a community coalition that focuses on reducing heart disease. Pack the Park will provide education and resources that may help community members *live like your heart depends on it*. Come and experience a fun filled day at Entergy Park from 10AM-2PM and help Healthy Hot Springs **Pack the Park!**

For more information contact Public Health Educator Janice Ray at janice.ray@arkansas.gov or 501-772-0752.

Central Region HHI Meetings in August

Project H.O.P.E. (Hot Springs): Aug. 1st
11:30-1:00

SE Pulaski Co. HHI: Aug. 5th 6-7:00

SWLR HHI Coalition: Aug. 19th 11-12:00

Perry Co. HHATs: Aug. 21st 10-12:00

Grant Co. HHI: Aug. 21st 12:00 – 1:00

Midtown Health Alliance: Aug. 27th 9-10

Back to School In-Service for Nurses at Arch Ford Co-op

Thursday, August 8th - 8:00-4:00

**CEUs Available! For more info
contact Candace White at
501-354-2269 ext 1089 or
candace.white@arkansas.gov**



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

Donna Miller
Central Region Health Connector

Medication Administration Training

Freeway Medical Center, Room 902

August 30, 2013 -- 9:00-2:30

For more information or to register
contact Anna Haver at

501-791-8551 or anna.haver@arkansas.gov

Insurance Jargon

There are a lot of terms being used in association with the Affordable Care Act and health insurance in general. Below are a few definitions that may help with confusion:

ACA - Affordable Care Act of 2010

Get In - The slogan used by the Arkansas Department of Insurance to encourage people to sign up for health insurance through the Health Insurance Marketplace.

Health Connector - 1) Online information regarding the ACA and the web-based host for signing up for insurance through the Health Insurance Marketplace.
2) A professional that is tasked with providing the most current, credible information about the ACA and Health Insurance Marketplace.

Health Insurance Marketplace - The place to shop for quality health insurance plans that meet certain criteria set by the federal government. Choosing an insurance plan through the Health Insurance Marketplace is the only way to receive financial assistance, if eligible.

IPA - In Person Assister: A professional that helps people sign up for health insurance through the Health Insurance Marketplace. All ADH local health units will be staffed with IPAs during open enrollment (Oct 1, 2013 - March 31, 2014).

Essential Health Benefits - A comprehensive set of benefits set by the federal government that must be included in all plans that are available on the Health Insurance Marketplace.

For questions or to get more information call 855-283-3483 or visit www.arhealthconnector.org.