



# Central Region

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## Hometown Health Improvement Newsletter • August 2014



### School Transportation Safety Tips from the National Council on Safety

Safety should be a priority for every family as children return to classrooms this fall. It is important for parents to stay up-to-date on the proper safety precautions and share this information with their children to keep them safe throughout the school year. The National Council on Safety offers tips for both children and parents:

- When the bus arrives, stand at least three giant steps (6 feet) away from the curb.
- Be sure the bus driver can see you and you can see the bus driver.
- Walk to school with a group of kids and always have a responsible adult with you.
- Always walk on the sidewalk if one is available.
- If no sidewalk is available, walk facing the traffic.
- Never walk behind the bus.
- Teach your children the rules of the road they need to know to ride their bicycles and make sure they wear a helmet.
- It is illegal to pass a school bus that is stopped to load or unload children.
- It is illegal to talk on a cell phone while driving in a school zone.



[walkbiketoschool.org](http://walkbiketoschool.org)

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[www.nsc.org](http://www.nsc.org)



## Lonoke High School Marching Band

### Doesn't Miss a Beat When it Comes to the Heat

HHI Support Staff Laura Taylor and Toney Bailey met with the Jackrabbits Marching Band in July to discuss heat illness and dehydration. Often times athletic teams like football are the focus for this education during summer practices. However, band director Patrick Matarazzo recognizes the importance of educating his musicians about heat illness and dehydration, as they practice for several hours in the hot sun over the



summer. The HHI staff discussed good habits of drinking plenty of water for days leading up to practice, continuing to drink during practice and even the hours after it has ended. They went over the signs of dehydration and what to do if they feel they are getting over-heated or dehydrated. The students were given two handouts to discuss with their caregivers as well as water bottles and sunscreen for upcoming practices.

## Southwest Little Rock Farmer's Market Now Open

The Southwest Little Rock Hometown Health Coalition partnered with Lifeline Baptist Church to launch a much needed Farmer's Market in Southwest Little Rock. There are other markets located in Little Rock but none are close to the Southwest Little Rock area. The market opened to the public on June 28<sup>th</sup> and will continue on through the growing season and into the fall. The market is located at the Life Line Baptist Church parking lot 7601 Baseline Road and opens each Saturday at 8am. For more information about the market contact Joan Brush at 501-554-5049.





## 2014 That's What's Up

**Sex, Lies, Violence, Tobacco, Drugs, Texting, and the TRUTH ABOUT IT ALL! Teen Conference / Parent Forum and Back to School Block Party**

**August 9, 2014 at St. John Baptist Church (2501 Main St, Little Rock)**

**From 8:00 a.m. – 4:00 p.m. It's FREE! To register call 501-372-3800**

## North Little Rock School District Wellness Committee Host Bicycle Safety Poster Contest

Entries from the North Little Rock School District's bicycle safety poster contest were displayed around the city during June and July. Kindergarten through second grade students in the district participated in the "I Am a Smart and Safe Cyclist" contest during the spring semester. 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners along with several honorable mentions were selected by a panel of judges. Those selections were framed and displayed in various locations including: Angry Dave's Bicycle Shop, Matthews Art Studios, Glenview Recreation Center, North Heights Recreation Center, Sherman Park Recreation Center, and the North Little Rock Health Department. The framed entries will soon be returned to the student's sponsoring school for display in the school building. The art contest was offered by the North Little Rock School District Wellness Committee with the assistance of a Hometown Health Improvement sponsorship.



Above: Posters displayed on bulletin board at the NLR Health Unit

Below: Winning posters travel to businesses around town



## Growing Healthy Communities in



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The Arkansas Coalition for Obesity Prevention (ArCOP) has announced their Growing Healthy Community Funding for this year. Central Region has 10 communities that were selected out of the 40 with funding totaling over \$18,000. The Central Region HHI staff will be working closely with these community groups to provide any technical assistance and additional support they may need in order to implement their projects as they move toward improving the overall health and wellness of their communities. The funded groups are:

**Big Dam Bridge** to the Big Dam Bridge Foundation on behalf of Garver Inc. & Fit2Live in North Little Rock for Big Dam Bridge Water Station.

**Central Little Rock** to Village Commons in Little Rock for Community Garden at the Young Adult Opportunity Center.

**City of Greenbrier** to the City of Greenbrier on behalf of City Event Center for Technology to Expand and Enhance Personal Training Program.

**City of Hot Springs** to the City of Hot Springs on behalf of the Garland Co Health Unit for Growing Healthful Eating in Hot Springs & Growing Our Gardens.

**Little Rock** to the Derek Lewis Foundation in North Little Rock for Cooking Matters classes.

**Main Street Get FIT** to First Baptist Military Heights on behalf of FBC Learning Center in North Little Rock for Main Street Get FIT.

**North Little Rock School District** to the North Little Rock High School Freshman Campus on behalf of Arkansas GardenCorps for NLR Community Farm Storage and Wash Station & NLR Community Farm Livestock Expansion.

**Shannon Hills** to Let Our Violence End (L.O.V.E.) in Little Rock for Shannon Hills Farmer's Market.

**UALR's University District** to University District Development Corporation for Farmer Market Fridays.

**Wooster** to Roadrunners' E.H.C. in Greenbrier for Farmers' and Crafters' Market at Wooster Community Outreach and Education Plan.

Detailed information on funded grant projects will be published through [arkansasobesity.org](http://arkansasobesity.org). Questions may be directed to Amanda Potter Cole, ArCOP's 2014 Project Director, at [amanda@ampcideas.com](mailto:amanda@ampcideas.com) or (479)981-1343.



Arkansas Coalition for Obesity Prevention



## Safe Activities for Everyone (SAFE)



## Cabot Public Schools

The Cabot School District Health & Wellness Department received funding by the Arkansas Department of Health, Central Region Hometown Health Improvement Injury Prevention Sponsorship. The District offered a free Safe Activities for Everyone (SAFE) physical activity program for children ages 5-9 this summer.

Children participated in physical activities and learned about injury prevention and safe outdoor play. In one example, Jamie Oitker, NBCT and Cabot schools PE Teacher, demonstrated the proper bike helmet fit.

Students received educational materials and information as followed: bicycle safety, skate board safety, water safety and proper use of life vests, avoiding animal bites, avoiding lawn mowers and other yard dangers, stranger danger awareness, and street safety such as avoiding traffic and observing the rules of the road.

Students also rotated through a variety of stations, working on all components of physical fitness through the use of small sided games and activities. The program averaged about 175 kids per day between two schools.



## Project NObesity Community Forum

The City of Little Rock partnered with Hometown Health Improvement to host a community forum at Bale Elementary on June 30<sup>th</sup>. The purpose of the forum was to gain community input on how to provide resources to reduce obesity and increase access to healthy foods and physical activity in the area. Participants completed a survey which covered health, safety and access to healthy foods. Central Region HHI Administrator Joan Brush and Public Health Educator Dee Dee Wallace participated in the forum and provided an overview of Hometown Health Improvement and also explained how important community feedback can be to the planning process. AmeriCorps workers volunteering with the city this summer assisted with the event and led participants through a healthy lifestyle icebreaker. Results from the survey were presented on July 7<sup>th</sup>. Highlights from the survey included:

- 70% of people reported getting at least 30 min of physical activity per week
- 50% of people reported that house break-ins and vacant or condemned houses were a safety concern
- 50% of people reported most of the time they run out of food before they can get money to buy more

The results will be used to determine what resources the city of Little Rock and HHI can identify to help improve health and safety of the residents in the area.



Never leave a child unattended in a vehicle, even with the windows down. Find out more from the National Oceanic and Atmospheric Administration at [www.noaa.gov](http://www.noaa.gov)



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