



Central Region

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

Hometown Health Improvement Newsletter • February 2016

HEALTHY ACTIVE
ARKANSAS

Priority Areas

- 1) Physical and Built Environment
- 2) Nutritional Standards in Government, Institutions and the Private Sector
- 3) Nutritional Standards in Schools - early child care through college
- 4) Physical Education & Activity in Schools - early child care through college
- 5) Healthy Worksites
- 6) Access to Healthy Foods
- 7) Sugar-Sweetened Beverage Reduction
- 8) Breastfeeding
- 9) Marketing Program

Central Region HHI Supports Healthy Active Arkansas

The Healthy Active Arkansas plan encourages and enables healthier lifestyles for all Arkansans.

The plan was developed to provide a framework of research-based strategies to guide community efforts to reduce obesity - a major factor in improving health. Each priority area outlines 2, 5, and 10-year goals to facilitate achievable successes in obtaining a healthier Arkansas. The Healthy Active Arkansas plan is meant to be used by a wide range of stakeholders, including businesses, education centers, religious organizations, restaurants, city planners and more.

Central Region HHI will present the Healthy Active Arkansas frameworks to community groups and coalitions. The frameworks include activities that can be used as resource to achieve success in improving the overall health of their communities.



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Good Hygiene = Good Health

HHI Certified Public Health Educator Christianna Braddix was invited by North Little Rock Parks and Recreation to talk to children about how to practice good hygiene, and the importance of hygiene to their health. About 200 children, kindergarten through fifth grade, learned how good hygiene prevents them and others from getting sick. Some of the practices of great hygiene that they acquired were how to brush their teeth, how to take care of their bodies, and how to properly wash their hands and cover their sneezes & coughs. This presentation was conducted in four community centers: North Heights, Sherman Park, Glenview, and Rose City.



≠ HARMLESS

SMOKELESS TOBACCO USERS ARE
80% MORE LIKELY TO DEVELOP ORAL CANCER & **60%** MORE LIKELY TO DEVELOP PANCREATIC & ESOPHAGEAL CANCER

Smokeless Isn't Harmless

From the way tobacco companies make it sound, you'd think that smokeless tobacco is safer. Far from it. These products are touted as being more "discreet," but there is nothing discreet about their effects. Smokeless tobacco can cause cancer in as little as five years of regular use.

Read more about smokeless tobacco and the February campaign to become "Through with Chew" on page 4.

Pre-School Health and Wellness Workshop

Thursday, March 31, 2016
8:30 a.m. - 2:30 p.m.

Freeway Medical Towers, Room 902
5800 West 10th Street
Little Rock, AR



Educational Sessions Include:

Best practice recommendations and resources for nutrition and physical activity in early childcare settings, WIC services available to families, Secondhand smoke exposure and tobacco cessation programs, Recognizing and avoiding Shaken Baby Syndrome

Register online at: <http://professionalregistry.astate.edu>
Course # 53828



Sponsored by
the Arkansas Department of Health



Contact person: Anna Haver (501) 791-8551 or email: anna.haver@arkansas.gov

Stamp Out Smoking Project Prevent Releases "The Big Pitch Film Festival"

The Big Pitch is one of Stamp Out Smoking's youth and community activities. Designed to engage Arkansas students in tobacco prevention and cessation efforts and reduce the state's youth smoking rates, the activity is open to public and private schools in all 75 counties. Participants in grades 9 – 12 may submit video entries and storyboards that are judged and awarded prizes at the Big Pitch Film Festival.



sosprojectprevent.com



Heart disease is the No. 1 killer of women in the United States, claiming more lives than all forms of cancer combined.

For more than 10 years, the American Heart Association has sponsored **National Wear Red Day®** to raise awareness in the fight against heart disease in women.



American Heart Association®

life is why™

Through with Chew

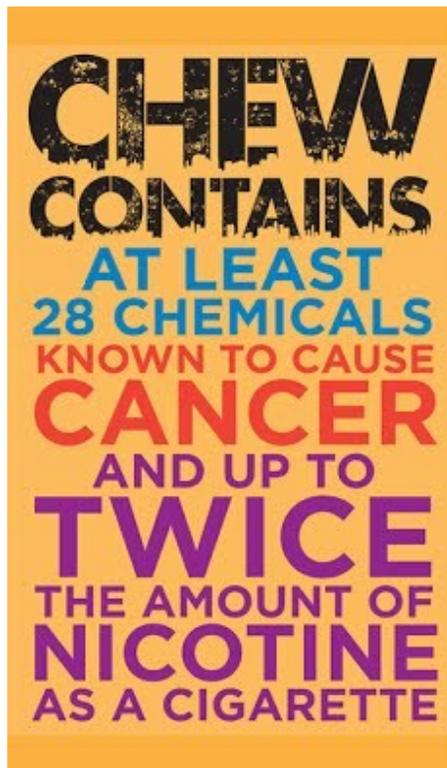
Through With Chew Week, February 16 – 22, calls attention to the dangers of using chew, which includes chewing tobacco and snuff. Chew contains at least 28 chemicals that have been found to cause cancer in the mouth, esophagus, and pancreas. Treating oral cancers can involve removal of tissue and bone including the tongue and jaw. Smokeless tobacco can also cause gum disease, heart disease, and precancerous mouth sores.

On average, chew products deliver a higher dose of nicotine than cigarettes making the product more habit forming.

For more information on the dangers of tobacco use and to learn ways to stop using any tobacco products, visit:



stampoutsmoking.com
cdc.gov
cancer.gov
Or Call 1-800-QUIT-NOW



February is Children's Dental Health Month

tooth decay is the most common childhood disease



3 out of every 5 children are affected by tooth decay

5x more common than asthma



51 million school hours missed due to oral disease



tooth decay is almost entirely preventable!

Every \$1 spent on prevention in oral care can save you \$8-\$50 on restorative and emergency procedures



Brush your teeth 2min2x a day
www.2min2x.org

...and Al E. Gator is back!!!

Al E. Gator is visiting pre-k kids all over the region! Al shows the students the proper way to brush their teeth with an emphasis on brushing for 2 minutes 2 times a day. Al also talks to the kids about what things are good for their teeth like milk and fruits and vegetables, as well as things that are bad for their teeth like tobacco products. Students receive a 2min2x sticker to remind them about brushing, as well as tobacco cessation information to take to their caregivers. For more information on oral health, visit healthy.arkansas.gov or 2min2x.org.

For more information on the harmful effects of using tobacco along with resources to quit, visit stampoutsmoking.com.



Carbonated, sugar sweetened soft drinks are the single biggest source of calories in the American diet...and noncarbonated, sugar sweetened soft drinks (fruit drinks, ice teas, etc.) add even more calories. Too many calories equal weight gain. Just 100 extra calories a day can add up to about a 10 pound weight gain in one year.
www.uaex.edu

February is Heart Month

We can use this month to raise awareness about heart disease and how people can prevent it, both at home and in the community. Here are just a few ideas:

Encourage families to make small changes, like using spices to season their food instead of salt.

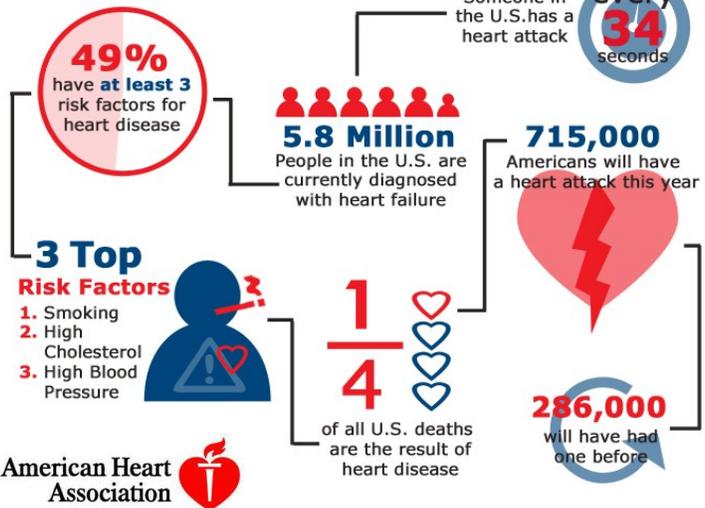
Motivate teachers and administrators to make physical activity a part of the school.

Ask doctors and nurses to be leaders in their communities by speaking out about ways to prevent heart disease.

For more information on heart health visit heart.org

For more on “Heart Health by the Numbers” visit 365daysofheart.com

Heart Health by the Numbers:



“Health Equity - Highest Level of Health for All”

Arkansas Public Health Association’s 68th Annual Education Conference

May 11 – 13, 2016

Hot Springs Convention Center and Embassy Suites

Registration information available at:
www.arkpublichealth.org



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