

## **Central Region HHI February 2011**

### **Faulkner County**

Faulkner County continues to educate parents and teens on alcohol and drug prevention. They are providing information on underage drinking and currently have a media campaign going. Both print and tv media are included in this campaign.

There is a collaborative effort with the County Cooperative Extension office to increase the availability of donated foods to lower income residents. The main focus is connecting the low income neighborhoods with the farmer's market.

### **Garland County**

Project HOPE is working on a fundraiser for the food bank which is scheduled for March 11. Several schools are participating in a food drive for the food bank and Oaklawn jockeys are donating items for a silent auction.

The CARES committee is working on tobacco policies with grant money they obtained.

### **Grant County**

Collaborated with the County Extension office to offer the mobile mammogram from UAMS.

Grant County hosted a Youth Board grant information meeting to work toward the Drug Free Community grant.

Education was provided regarding the Birthing Project. They have several referrals and are planning a health fair scheduled for April focused around reducing infant mortality.

### **Lonoke County**

The Lonoke County Fitness Challenge is still going on and is scheduled to end at the end of March. The coalition is assisting in promoting the HHI mini conference that will be held on March 15 at the Lonoke Fitness Center.

### **Perry County**

Perry County has had success with their "Spit Tobacco Stinks" Facebook page. They continue to promote underage drinking throughout the county. The coalition is preparing for their annual Teen Summit to be held in February as well as collaborating with the CR HHI team for the mini conference scheduled for April 20.

## **Pulaski County**

### **North Little Rock/Sherwood**

NLR participated in the City Wellness Health Fair as well as the NLR Fit 2 Live Program. NLR is a Community Putting Prevention to Work recipient and they are working on their workplan activities.

The LHU administrator and health educator have been attending various community meetings within the NLR area to get the word out regarding HHI and see if some coalitions or collaborative partnerships can be established. Some of the meetings include Rose City, Levy, and Union Pacific.

### **Jacksonville**

**No report available**

### **Southwest Little Rock & Midtown**

Collaborated to provide education at various events in SWLR during the month of February

- Heart Awareness tips and handouts at the SWLR Business Lunch
- Cardio risk factor pamphlets to Valley Drive Alert Center
- How to Read Food Labels at SW Community Center Fitness Classes
- Importance of Exercise and Nutrition at SW Community Center
- Heart Health Awareness at the Lifeline Baptist Church

Participated in the LRSD Wellness Committee meeting discussed the nutrition and physical activity guidelines for the district and the food vendor requirements. They discussed fundraiser options without candy and other junk food.

SWLR continues to collaborate with the local schools within the community.

- Currently they are trying to develop some activities at McClellan focused around tobacco education. They are also working with the school on the 21<sup>st</sup> Century After School Program.
- Planning health fair and staff development activities for May at Wilson Elementary & Western Hills
- Planning for "Walk to School Day" in conjunction with their Safe Routes to School grant.
- Collaborated with Western Hills for another successful "Bahama Mama" Day
- Collaborating with Western Hills and Wilson Elementary to promote a "Smoke Free Home & Cars" campaign

Both coalitions are preparing for their HHI mini conference planned for April 18 at the SWLR community center

## **Saline County**

The coalition is planning for their "One Body Brunch" which is scheduled for March 8. This is in hopes of bringing the faith based community into the coalition and getting their support.

The coalition is also preparing for their next "Take Back Drug Day."

## **Support Staff**

The Central Region HHI Support staff continues to work with the coalitions throughout the region to provide them with the technical assistance and resource information they need in order to assist them with their projects and programs.

Our mini conferences start on March 15 and go through April 27. We have one scheduled in each county in the Central Region with the exception Pulaski where we are hosting two; North and South of the River. The topics that will be discussed at the conferences will include “HHI 101” and “Tobacco Trends.” We will be working with the coalition hosting the mini conference for the HHI presentation for them to highlight some of their past successes and future projects. We hope to assist the coalitions in bringing member recruitment that goes along with their goals from their last QM tool.

We are working closely with Perry County on their sponsorship request. They will be hosting a Teen Summit again this year to provide junior and senior high youth with educational information and skills to help them make healthy choices in order to establish or maintain healthy lifestyles.

We are continuing to work on install news for the remainder of the year. One of the main ones that we are working on will be installed in April to help promote World No Tobacco Day on May 31.

We are still partnering with Arkansas Children’s Hospital NICU to get ACT 13 information out to NICU parents. Parents received information on ACT 13 and Quitline services.

The support staff continues to provide education through presentations, health fairs and material distribution on tobacco, physical activity and nutrition.

- Provided resources to several churches in the region to promote “Go Red for Women Sunday” held on February 6.
- Body Walk at Pine Forest Elementary (a collaborative effort with students from Oak Grove High School)
- Bahama Mama Day at Western Hills Elementary
- Presentation to N Pulaski High School on Portion Control and Health Choices
- Dental/Oral Health presentation at Pine Forest Elementary
- Provided facilitation training for ARCOP
- NLR Employee Wellness Health Fair
- Presentation on Teen Pregnancy
- Install news updated with Heart Health information
- Presentation on nutrition and Heart Health
- Provided a display on the Benefits of Physical Activity and fitness for the Boys Scouts
- Providing Technical Assistance to the UALR Growing Health Communities Grant.