

HHI At-a-Glance

Jan - Feb 2011

Southeast Region

Desha Hometown Health Improvement coalition (D-HHIP) sponsors "Health Matters", a monthly brunch and learns focusing on chronic health issues and diseases such as obesity, cardiovascular health, and diabetes. The "Health Matters" brunch and learns will be held each



month in Dumas at the De Paul Clinic. Various members of the D-HHIP coalition will participate in providing health information to the community. In January the focus was on the healthy aspects to

prevent/control chronic disease symptoms. Participants enjoyed a presentation on healthy weight, exercise, portion control and rethink your drink. They also were able to have their BMI/ Weight measured. Each participant received healthy incentives and tips for a healthier lifestyle. The February "Health Matters" topic will be Heart Health where information regarding the new hypertension campaign for STAR Health will be shared.

Southwest Region

Cheryl Byrd collaborated with **Mena School's** CSH Coordinator to educate students and staff about hypertension and heart health. BP screenings provided to students and staff during lunch periods (school nurse, CHNS, CHNS supervisor and local Clinic coordinator checked BPs). Information on tobacco prevention, heart health, stroke awareness and healthy eating/moving was distributed. Glenda Gotcher, Administrator at Calhoun County Health Unit presented a program to 45 students and staff at the pre-school Head Start in Hampton on January 28th. She read the Hearty

Heart book, "All Hearts Need Love!" She used Organ Annie to show the students where the heart is positioned in the body and passed around stuffed Hearty Hearts to allow them to look at the heart.



She then showed them other parts of Annie's organs and explained how the heart helps all of those parts work. Using stuffed fruits and Vegetables as props, she explained how eating good food helps us stay healthy and not get sick. She also discussed exercise and

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how it makes the heart work harder and keeps it in good shape. At the end of the program she left each student with a goody bag of The Organ Wise Guys coloring sheets, a small box of crayons and a WIC brochure and income guideline to take home with them.

Northeast Region

One of the goals of the **Mississippi County** Coalition for a Tobacco Free Arkansas is eliminating exposure to secondhand smoke. Elroy Brown of the coalition says a Mississippi County industry has gone above and beyond the call of duty, NIBCO, of Blytheville, has implemented a company policy that prohibits smoking of all types of tobacco, prohibits the use of smokeless tobacco, including snuff and any other tobacco product on NIBCO's property. Brown says this is really a major health move and is excited for their initiative.



Central Region

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.

Northwest Region

One in five pregnant women in Arkansas smoke. That's 22% of pregnant women in the state, according to the Centers for Disease Control & Prevention Pregnancy Risk Assessment Monitoring System (PRAMS). In addition, in 2009 78% of mothers on Medicaid smoked during their last three months of pregnancy. In effort to reduce the number of pregnant women who use tobacco, the **Boone County** Tobacco Education Network (BCTEN) hosted "Santa's Quit List."

BCTEN collaborated with medical providers to recruit pregnant women using tobacco to sign up for tobacco cessation using the Arkansas Department of Health's Stamp Out Smoking fax back referral form. All eligible participants were entered into a drawing to win 1,140 baby diapers, generously donated by the OB Department at North Arkansas Regional Medical Center.