



NE Regional News

Summer 2012 Issue

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Debra Neal,
Woodruff County
Local Health Unit
Administrator,
pictured left



Cotton Plant

Woodruff County—April 28th Debra Neal, LHUA, represented the Woodruff County Health Unit at the Annual REDO (Rural Empowerment Development Organization) Expo. The Woodruff County Local Health Unit set up a booth with a display of services provided in the county.

Ms Neal also served on a panel describing all services as well as a question and answer session for the audience. “It was a wonderful event,” Debra says. “The Employment Division; Department of Human Services; Woodruff County Cooperative Extension Agency all participated; and Tamidra Marable, the Project Manager of Heifer International, was the guest speaker.

Let’s Clear the Air for All Employees

Think you’re safe?

**You don’t smoke,
but you’re around people who do.**



**“EVERYONE DESERVES A
SMOKE-FREE WORKPLACE,
EVEN BARTENDERS.”**

- VEO TYSON Bartender

STAMP OUT SMOKING
ARKANSAS DEPARTMENT OF HEALTH
1-800-QUIT-NOW

1-800-784-8669

More than 53,000 people die in the U.S. every year from exposure to secondhand smoke – more than 500 adults a year in Arkansas alone. Secondhand smoke can cause lung cancer in those who have never smoked. Even brief exposure can damage cells in ways that set the cancer process in motion. For each cigarette smoked, a nonsmoker inhales as much benzene as someone who has smoked six cigarettes; as much 4-aminobiphenyl as one who has smoked 17 cigarettes; as much N-nitrosodimethylamine as one who has smoked 75 cigarettes. Nonsmokers exposed to secondhand smoke increase their risk of developing lung cancer by 20-30%. Employees who work in smoke-filled businesses suffer a 25-50% higher risk of heart attack and higher rates of death from cardiovascular disease and cancer. **There is NO safe exposure, when it comes to tobacco smoke.**

Going smoke-free will not hurt business or sales. A 2010 study conducted by the Univ. of AR found cities in the Southeastern Conference that implemented comprehensive smoke-free policies in bars had an average 25 percent increase in sales, relative to those that did not. Going smoke-free makes for healthier businesses and healthier employees. **Everyone deserves a smoke-free workplace.**

<http://www.ClearTheAirArkansas.com>

Women's Health Week Activities



Mississippi County—

Samantha Young was the winner of the “gift basket” given away during Women’s Health Week. Samantha is dressed in green in the picture to the left. Standing beside her for the presentation is Diane Jackson, RN.

Beside the contest and beautifully decorated bulletin board display to celebrate Women’s Health Week, the Blytheville Unit disseminated pamphlets and women’s health related information to clinic patients.

Sharp County Body Walk

Sharp County—Cherokee Elementary was the site for the “Body Walk” display, April 18th & 19th. The Body Walk is an educational exhibit for K-4th grade students, a tour of the human body, to learn to “Be Smart from the Inside Out!” Students learned the importance of making healthy food choices and being physically active. This event was a collaboration between Millie Collins, Sharp Co. Extension Agent; Rebecca Short, Principal; Renee Brink, LHUA; and Marilyn Cone, CHNS to provide the Body Walk, featuring The Organ Wise Guys, Taking a trip through YOU. Students were educated on injury prevention, helmet safety, harmful effects of tobacco, hand washing, oral health, nutrition and physical activity. 586 students, K-6th and 31 teachers participated in this educational activity.



Camp Fit and Fun



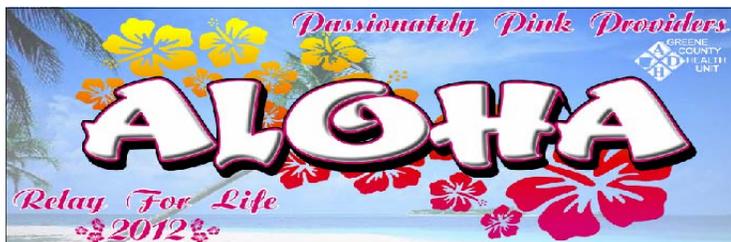
Fulton County—Wanda Koelling, LHUA; Marilyn Cone, CHNS; Malinda Coffman, Fulton Co. Extension Agent; Amy Cates, Fulton Co. Hospital; Amanda Harvey, Assistant Director AHEC-UAMS and Brad Runsick, Agri Agent came together to provide a Camp “Fit and Fun” July 9th for 55 1st and 2nd graders with high school students and volunteers assisting. July 11th they saw 75, 3rd-6th graders. Subjects cover in presentations: harmful effects of tobacco (spit, smoking, secondhand smoke, ACT 811 and SOS Quit-line) and injury prevention (Stop Bullying; ATV Safety) along with healthy eating, dental health and exercise; crafts; etc.) Displays were shared; appropriate aged DVD with test to evaluate. Handout educational materials were distributed.

Safe Teen Driving Presentation

Cross County—650 individuals attended this presentation at Wynne High School, May 9th. Laura Cook, CHNS, and Linda Robinson, Rural Health Specialist, presented on the risks of teen driving and the AR Graduated Driver License, which has restrictions on drivers 14-18 years old relating to texting while driving, seat belts, nighttime driving and passengers. ACT 811 and SOS Quit-line Information was shared and “B SAFE TXT L8R” thumb bands were distributed.



Relay For Life Events



Greene County—The “Relay for Life” event occurred in Greene County June 8th and 9th. The LHU sold cotton candy and lemonade; had a duck pond for the kids, as well as sold suckers, bracelets, and jewelry. “Before this evening the LHU had already almost met their own goal.” shared Linda Hutchison, LHUA. The Goal for the county was \$117,000 and they exceeded it , making \$124,000. “I think we made our goal of \$2,500. The Greene County LHU Banner, shown at top left, was the winner of the best banner contest. “We won the “Beach Bunny Babe” Contest.



Some of the many active members of this Greene County LHU group: left to right, **front:** Bobbye Hull, Clinic Coordinator; Patricia Platt, Clerical Supervisor; Terry Rowland, PHN; Susan Johnson , HHS II; and Alicia Markum, Adm. Specialist III. **Back row:** Brandi Meads, HSS II; Shirley McIlvoy, HSS II; Lisa Martin, Breast Care Coordinator; Vicki Fulbright, PHN; Lori Hunt, HSSII and Linda Hutchison, Local Health Unit Administrator



Izard County—The Izard County Health Unit Relay For Life Team had an awesome year! The team came in second place in the donation category by raising \$4,075.61. Their team also took 1st Place for their spirit stick. Relay for Life Night is a special night. It is a chance to pay tribute to those who have lost their battle with cancer and a time to encourage those who are still fighting this battle. The team would like to encourage any one who has never been involved with the Relay for Life Fundraising or the Relay Night to please do so. In addition, to being a great fundraiser it’s a night filled with lots of fun, encouragement and fellowship!

Izard County’s LHU Relay For Life Team

Pictured are the Izard County Relay For Life Team Members who were present at the Relay held June 1st. Left to right: Melanie Loggains, Judy Shirley, Diane Ivey and Granddaughter Jackie, Marge Mynatt, Michelle Smith, Jessica Shrable and Janelle Taylor. Those who were also present but missed the photo are: Sharon Arnold, Jeanne Brooks, Denice Darland and Kyla Love.



Cave City Presentations



Sharp County—

Cave City 7th & 8th graders enjoyed two presentations on STD, teen pregnancy, infant mortality, abstinence, harmful effects of tobacco, ACT 811, tobacco-free pledge, SOS Quit-line referral fax form, "Straight Talk about Family Planning," Smoking and Pregnancy pamphlet, WIC fact sheet, HPV (Gardasil) vaccine, teen driving, "Put the Cell Phone Away, Texting" pamphlet, helmet and ATV safety; along with viewing "Sex Still Has A Price Tag" and having a question and answer session. This collaborative effort included Renee Brink, LHUA (pictured at left); Marilyn Cone, CHNS; Beka Smith, school nurse; Mark Smith, Principal and Lori Laman, Assistant Principal. The count for the presentations was 203 students and teachers.

Cleburne County—

Becky Snodgrass, CDNS, Marilyn Cone, CHNS and Hazel Thompson, LHUA partnered to present to the 7th & 8th graders at Concord information on abstinence, STDs, teen pregnancy, "Straight talk about Family Planning," Quit-line forms, "Back to Sleep," infant mortality, harmful effects of tobacco, ACT 811, water safety with appropriate handouts, as well as viewing the DVD, "Sex Still Has A Price Tag." These presentations were presented to 78 student, teacher & principal.

A T-dap Clinic for 6th graders was also provided that day before this event.

Concord School



Southside Middle School



Independence County—

A collaboration between Sonia Nix, LHUA, Becky Snodgrass, CDNS, Marilyn Cone, CHNS, and Teresa Coe, School Counselor, afforded Southside Middle School four presentations to 126, 7th graders, on abstinence, STD, teen pregnancy, infant mortality, which included education on harmful effects of tobacco, ACT 811, Gardasil vaccine, and the DVD "Sex Still Has A Price Tag". A variety of pamphlets on STDs, "Straight Talk about Family Planning," SOS Quit-line and referral forms, ACT 811 postcards, various tobacco pamphlets Smoking and Pregnancy, Water safety handouts, "Back to Sleep" Campaign free materials and "Safe Sleep for Your Baby" pamphlets.

AR Department of Community Correction

Izard County—

Marilyn Cone, CHNS, and Becky Snodgrass, CDNS, provided a presentation at the Arkansas Department of Community Correction in Melbourne, May 25th.

The information shared include LHU services, STDs, HIV, Family Planning, Contraception, Infant Mortality, BreastCare, smoking and pregnancy, immunization, HPV/cervical cancer, WIC, harmful effects of tobacco, ACT 811, SOS Quit-line referral forms, with injury prevention subjects: Putting your Cell Phone Away, the dangers of texting and seat belt safety. 12 clients from the drug court made up the audience.



SmokefreeTXT

“SmokefreeTXT” is a free mobile service designed to provide 24 hours, 7 days a week encouragement, advice and tips to help smokers stop smoking for good. **Signing up is quick and easy and FREE! To sign up go to: <http://smokefree.gov/smokefreetxt>**, answer a few questions and you will start receiving text messages. **If you pay for individual texts, this program may not be for you * (Check with your mobile provider).**

* If you don't have unlimited texts and would still like to participate, you can control the number of messages you receive by sending us a message using the appropriate keywords. You do not need to opt in to the program to use this feature and you will only receive messages from us when you want them. These messages will still count toward your monthly text message allotment.



Health and Safety Day



Izard County—Melbourne Public Library was the location for the Health and Safety Day, July 10th. Partners came together to present Fire Safety; Seat Belt Safety; ACT 811, harmful effects of tobacco products and SOS Quit-line information to the summer reading program participants. 57 children and parents were given packet of tobacco and injury prevention educational materials and promotional items. The group was also shown through the fire truck and police vehicles.

Partners for this event were Lisa Horn, Melbourne Library; Tate Lawrence, Sheriff's Department; Robert Hartgraves, Fire Department; David Sherrill, Izard County Judge; and Marilyn Cone, CHNS.

Crittenden County—Jennifer Lynch, CHPS, and Linda Robinson, RHS were asked to participate in the Mid South Health Systems Health Fair, June 29th. 30 participants received information on the harmful effects of tobacco use and the Quit-line fax referral information for tobacco cessation program. Information on texting and driving was also shared.



Health Fair

Health Fair



Cross County—On May 4th Linda Robinson, Rural Health Specialist, setup a booth at a health fair at Cross County Schools in Cherry Valley. During the morning session approximately 200 children, aged Pre-K through elementary school stopped by the table to sit down and hear a presentation on Tobacco Prevention and Cessation information, including visual aids of Mr. Gross Mouth, Louise Lung, Teeth in Tobacco Juice, and Mr. Dip Lip. Donnie the Dinosaur coloring sheets and SOS tattoos were distributed. Pamphlets about the health dangers of smoking and spit tobacco along with Quit-line packets were also shared.

Community Service Award



L-to-R, photo at right: Stacy Ringwald, HR, Inc., Jennifer Lynch, CHPS, Marilyn Cone, CHNS, Sonia Nix, LHUA, Shannon Strother, Midland School, CPPW (Communities Putting Prevention to Work) Site Coordinator; Kristi Jenkins, Southside SCH and CPPW Coord., Mayor Rick Elumbaugh; Susi Epperson, Cedar Ridge CSH & CPPW Coord., Brenda Riley, Secretary, City of Batesville, Cord Davidson, Batesville School District Resource Officer; Rhonda Woods, RN, AHEC-UAMS; Luann Baker, Lyon College School Nurse, Rebecca Box, Stephanie King, WRMC and Julian King, Independence Family Consumer Science Agent.

Independence County—On May 10th, in Hot Springs, Independence County Hometown Wellness Coalition (ICHWC) received the PHNAA Community Service Award. This deserving group was recognized for their numerous efforts on combating obesity in their county. ICHWC is truly driven by their mission to improve the health and quality of life in Independence County. Congratulations and great job!

Independence County—

First Community Bank donated funds, Rob Roberts is pictured at left handing Susi Epperson a \$500 check, to the Independence County Hometown Wellness Coalition to support the free exercises classes in the county at the area schools. The bank has great passion for the community and wanted to provide assistance to ensure this healthy, happy lifestyle program.

Pictured are: Batesville Mayor Rick Elumbaugh, Jennifer Lynch, Marilyn Cone, Shannon Strother, Kristi Jenkins, Susi Epperson, Sonia Nix, Brenda Riley & Rob Roberts.

Bank Donates to Continue CPPW Activities



Men's Health Event



Mississippi County-Blytheville—A goody basket was put together with “men” items such as body wash, caps, car cleaning supplies, movie tickets, etc. A “Men’s Health” bulletin board was created with a table covered in pamphlets for the month of June in the clinic area. Men coming into the clinic were offered the educational materials and encouraged to review the bulletin board for helpful tips regarding their health. They were entered into the drawing for the goody basket. Picture at left: the winner of the basket, Johnthan Bynum and the clinic nurse, Stacey Hines, LPN.

World Breastfeeding Week, August 1-7, 2012

In a recent ADH press release the importance of breastfeeding was explained:

“Research shows infants who are not totally breastfed for their first six months of life are more likely to develop a wide range of diseases and conditions including ear infections, diarrhea, asthma, Sudden Infant Death Syndrome (SIDS), and respiratory illnesses. Mothers who do not breastfeed are at an increased risk for breast and ovarian cancer. In addition, people who were not breastfed as infants are more likely to have health problems like diabetes and obesity. To promote the importance of breastfeeding, ADH is joining the celebration August 1-7 of World Breastfeeding Week. “Understanding the Past—Planning the Future: Celebrating 10 years of WHO UNICEF’s Global Strategy for Infant and Young Child Feeding” is the theme for this year’s week.”



“The ADH’s Special Supplemental Nutrition Program for Women Infants and Children (WIC) has several programs that have been shown to help support expectant & new moms, provide education for health professionals and raise awareness about breastfeeding for the community. The WIC Breastfeeding Peer Counselor Program supports 13 peer counselors serving 12 counties in the state. They support and encourage pregnant and new breastfeeding moms one-on-one and through support groups. For more information visit the WIC breastfeeding website at: www.healthyarkansas.com/breastfeeding.”

Mammoth Spring Presentations



Fulton County—

June 22nd staff development workshop for Mammoth Spring School District was a collaboration between Marilyn Cone, CHNS, Wanda Koelling, LHUA; Rhonda Woods, RN from AHEC-UAMS; Amanda Harvey, Assistant Director of UAMS and Tammy Robertson, RPT-UAMS. Presentations: LHU services (Infant Mortality, WIC, Family Planning, ACT 811, Immunizations and Breast Care); Asthma, Diabetes, Food Allergies and Anorexia, Bulimia, Binge Eating. The 24 participants received a packet with LHU service information, diabetes, hypertension, SIDS, tobacco, injury prevention educational pamphlets and promotional items and a diabetic display was used with the diabetic presentation.

Town Hall Meeting



Left: Renee Brink, Sharp Co. LHUA introducing Mr. Knapp

Sharp County—

In hopes of raising community awareness, the Sharp County Hometown Wellness Coalition hosted a town hall meeting on underage drinking. The Guest speaker was Dennis Knapp from Prim that told a personal story of losing his son to underage drinking and drugs. Sheriff Mark Counts also addressed the crowd about the statistics of the county and the problems his department see in the community. The meeting also allowed community members to address their concerns, identify risk factors in the county and determine existing resources. The goal of this meeting was to encourage parents and guardians to start talking before teens start drinking.



Left: Dennis Knapp shares a father’s true story

Around the NE Region

Cleburne County—Mary McCraw, Community Health Nurse Specialist, who serves this county, presented information on tobacco prevention and cessation to Westside School Staff in Greens Ferry at Wellness Night to 35 attendees, May 3. On May 16, she presented to 200, STD and Teen pregnancy prevention information to 8th graders at Heber Springs schools, including ACT 811 with Family Planning information.

Craighead County—May 7th, Kim McCray, Public Health Educator, with assistance from the Emerson Ambulance Service presented on Distracted Driving to Nettleton High Senior Class with 150 attending. Discussion focused on teen driving laws and graduated driver licensing laws in reference to injury prevention. Arkansas statistics for teen crash rates, dangers of texting were also reviewed. On May 15th, she also used this presentation with the Nettleton Family and Consumer Science Class, reaching another 150. May 10th, Kim presented the Emerging Tobacco Products presentation to the Nettleton Senior High School Teachers to educate on the new smokeless tobacco products and marketing schemes used by tobacco companies to 50 participated. This same presentation was also used for the Jr. High Teachers on May 15 with another 50 participating.

Cross County—May 9th, Kitty Bingham, LHUA, shared materials with pre-school workers for parents of 200 students on immunization; flu; infant mortality; nutrition and tobacco cessation. May 18th, Kitty was on the radio in Wynne sharing about the Cross County HHI Coalition with Jennifer Lynch, CHPS, and Tommie Puryear. Laura Cook, CHNS, educated 650 high school students on “Safe Teen Driving”, included facts on the risks of teen driving; AR Graduated Driver License; restrictions on drivers 14-18 years old related to texting while driving, seat belts, nighttime driving and passengers, SOS Quit-line. At the Wynne Housing Authority on June 19th, 10 attendees heard a presentation from Kitty on teen parenting and distributed pamphlets on smoking, poison control and teen pregnancy. Also, June 29th found Kitty presenting, Wynne Radio Station’s Talk Show information about services at the LHU; Family Planning, Emergency Preparedness, general public health; SOS; Hometown Health and WIC.

Greene County—May 4th, at Paragould High School, 75 attendees heard information on Fetal Alcohol Syndrome specifically prevention activities such as smoking cessation, eating healthy and getting more exercise. The event welcomed 150 adults and children.

Jackson County—Drew Pannell, NE Region Preparedness Coordinator, spoke to the Jackson County Wellness Coalition June 25th about making a preparedness Kit.

Mississippi County—April 28th in Blytheville, 150 attended the Mississippi County Healthy Start Initiative Program. Many programs within the health department were highlighted. LHU staff were present to share answers to questions about family planning, BreastCare, WIC and prevention of STDs. Condoms and STD pamphlets were distributed to the appropriate audience. Also, tobacco cessation and WIC income guidelines information was distributed. At the God’s Holy Temple June 28th, Kim McCray, Public Health Educator, educated 60 students on the dangers of STD and rates for this county, teen pregnancy, explaining family planning services available and discussed the dangers of peer pressure; tobacco prevention, specifically smokeless; sun safely and Drug and Alcohol Use.

Poinsett County—250 East Poinsett County High School students heard, “Safe Teen Driving” presentation on risks of teen driving and AR Graduated Driver License, which restricts drivers 14-18 years old relating to texting while driving, seat belts, nighttime driving and passengers limits. ACT 811 and SOS Quit-line were also discussed in Lepanto May 9th. Collaboration for this event included the representatives from Riverside Ambulance Service in Marked Tree and Laura Cook, CHNS. May 12th Lamesia Robertson, Health Services Specialist II, provided LHU services pamphlets; toothbrushes; coloring books; crayons; WIC, Breast Care and Family Planning information to approximately 140 attendees of the ASU Marked Tree “Decade of Celebration” in Marked Tree. At the June 27th, Personal Care Training handouts were provided on information and services at all three Poinsett County’s Local Health Units by Kathy Jones, HSSII, and Stacey Dickerson, LPN II.

Randolph County—Karen Davis, CHNS, and Kim McCray, PHE, educated the Alma Spike Elementary students on the dangers of tobacco using the Donnie the Dinosaur DVD, 150 served. Black River Technical College-Pocahontas Campus was the site July 24th for the Summer Safety Squad Event. One of the activities included the instruction and installation by certified car seat technicians of 225 car seats.

Sharp County—March 23rd at Parents As Teachers, 40 attended a Safety Baby Shower. This was a collaborative effort with the Sharp Co. Hometown Wellness Coalition; Parents As Teachers; Sharp Co. LHU and New Beginnings. Topics included ACT 811; SOS; home safety; car seat safety; immunizations; proper nutrition; “Back to Sleep”.

White County—Beebe Junior High was the site May 7th for CHNS, Becky Lamb’s presentation of the Pam Stenzel DVD, “Sex Still Has A Price Tag” to 105 students. Velvet Ridge 4-H Club invited Marquita Watson, Clinic Coordinator, to talk about nutrition, presenting the LHU services; importance of vaccines; harmful effects of drugs; handouts about WIC for parents with younger children and discussed with parents about Breast Care services to 12 attendees, June 12th. At the White County HHI Coalition meeting June 27th guest speaker, Bonnie Limbird, ARKids First, spoke about AR Association of Infant Mental Health. “Helping Babies from the Bench” is an important video on www.AAIMH.org website.



NE Region Hometown Health Support Staff:

Sherry Chamblee,
HHI Clerical
870-886-3201

Marilyn Cone, CHNS
501-837-8627

Karen Davis, CHNS
501-454-2871

Kelli Dunegan
HHI Coordinator
870-612-7085

Ray Edwards
Grant Administrator
501-288-2601

Nancy Green
NE & NW Region
Community Health Nurse
Specialist and Community
Health Promotion Specialist
Supervisor,
501-253-7298

Becky Lamb, CHNS
501-454-2869

Joy Laney,
HHI Manager
501-882-9455

Jennifer Lynch, CHPS
870-271-9557

Kim McCray
Public Health Educator
870-273-9576

Linda Robinson
Rural Health Specialist
870-362-9423

Kathy Smith
HHI Coordinator
870-219-2960

