



## The Tobacco Fight Continues

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**L to R:** Heather Hoggard, Tobacco Prevention Coordinator with Dr. Victor DeNoble, former scientist for Phillip Morris whose 1994 testimony made the Tobacco Settlement possible.

In 2009, Congress passed the Family Smoking Prevention and Tobacco Control Act. This law regulates cigarettes, cigarette tobacco, smokeless tobacco and roll-your-own tobacco. The Tobacco Control Legal Consortium has joined with a combination of state and local public health organizations and their national organizations to file a formal Citizen Petition urging the U.S. Food and Drug Administration (FDA) to regulate e-cigarettes, cigars, “little cigars,” hookah and other tobacco products currently free of federal regulation. The petition comes after a recent issued CDC report showing that rate of use of e-cigarettes among middle and high school students has more than doubled between 2011 and 2012. As many as 1.78 million students try e-cigarettes. Little cigars and hookah are viewed as exotic by teens, viewed as classier than cigarettes. According to the CDC, an estimated 443,000 people die each year prematurely from smoking or exposure to secondhand smoke.

## Physical Activity in Schools

In an effort to fight childhood obesity, the Arkansas Department of Education (ADE), Arkansas Department of Health and the Arkansas Association for Health, Physical Education, Recreation, and Dance (Ark AHPERD) joined together to provide a research-based physical education curriculum program to specifically designated Arkansas school districts. Through the program, Sports, Play and Active Recreation for Kids (SPARK) program, the partnership will provide equipment to the identified schools as well.

SPARK differs from the traditional physical education (PE) curriculum in that it incorporates more student-directed learning, individualized instruction and sports education. SPARK serves to motivate students to participate and develop lifelong physical activity habits. SPARK has been proven to work with PE specialists, as well as classroom teachers, which provides more opportunities for students to be physically active during the school day.

Earlier this year, the Arkansas Department of Health sent three educators to a SPARK train-the-trainers conference to assist in the implementation of SPARK. During the 2013-2014 and 2014-15 school years, these educators will conduct six trainings for physical education teachers.



## Marked Tree High School Learns CPR

**Poinsett Co.**— Laura Cook, Community Health Nurse Specialist, taught Marked Tree High School students a CPR lesson. Laura focused on making sure students knew what to do and when to do it. The lesson included instruction on surveying the area to insure safety, proper breathing and how to give correct chest compressions. Laura taught approximately 40 seniors at Marked Tree High School how to perform CPR and plans to return to teach the Juniors. Later that week at the Friday night football game Ericha Clark, a senior who received the CPR lesson, was able to apply the skills she learned to save the life of a woman who collapsed during half time. While many bystanders stood in shock, Ericha began performing CPR to revive the strangers breathing until paramedics arrived.



**Ericha Clark**  
Marked Tree High School senior

## Youth Prevention Forum



Jodie Hightower, HIS, distributed information at the tobacco prevention booth

**Independence Co.**— The Region 2 Regional Prevention Provider hosted a Youth Prevention Forum to educate students, school staff and coalition members on ways to help prevent suicide and substance abuse among youth. The event was well attended with over 150 junior high and high schools students participating from White, Independence and Jackson counties. The 2012-2013 Arkansas Prevention Needs Assessment reports teens in Region 2 show a 34.8 rate of lifetime use of alcohol compared to the state rate of 33.9, a 28.2 rate of lifetime use of cigarettes compared to the state rate of 24.2 and a 17.6 rate of lifetime use of chewing tobacco compared to the state rate of 14.2. Although these rates have decreased each year, Region 2 teens show higher use of substances when compared to the state rate.

## Text 4 Babies

Arkansas competed in the 2013 Text4baby State Enrollment Contest. This contest is designed to promote maternal and child health through text messaging. The National Healthy Mothers, Healthy Babies Coalition provides this service to send three free text messages each week during pregnancy and until the baby's first birthday. The messages provide information about labor, developmental milestones, immunizations, prenatal care, nutrition, safe sleep, safety and birth defects. The program has reached over 555,000 moms since its inception in 2010. The 2013 contest ran from May 12 to October 21, 2013. During this time Arkansas led the competition for the medium state category connecting 1,938 new Arkansas women to text4baby through media campaigns, local health unit promotion, awareness events and efforts from SISTERS United. Arkansas defeated 25 states to become the medium state 2013 Text4baby state enrollment contest winner.



Individuals enrolled by sending a text with the word "BABY" or "BEBE", for Spanish participants, to 511411



Winners in the Text4Baby Competition. Arkansas representatives from right include LaTonya Bynum, Dr. Appathurai Balamurugan, Cindy Schaefering and Lynda Lehing.

## Raiders Promote Prevention

**Craighead County-** Kim McCray, Public Health Educator, spoke with students attending University Heights Elementary and Nettleton Middle school on prevention topics including handwashing and tobacco. Kindergarteners are new to public school and do not always understand how germs are spread. Through story time and the glo germ kit, students learned the importance of handwashing and how to wash their hands properly. 160 first and second grade students attending University Heights Elementary received tobacco education on topics such as secondhand smoke, consequences of tobacco use and Act 811 through art class. Students created tobacco prevention posters and completed activity books. Kim also spoke to Nettleton Middle School students about the dangers of tobacco. 222 Nettleton sixth grade students saw a healthy lung and a smoker's lung as evidence of the harm of smoking cigarettes. Tobacco education is included in the middle school curriculum to increase awareness and decrease youth initiation.



Kim McCray, PHE, presents handwashing information to kindergarten students at University Heights Elementary



Kim McCray, PHE, presents the dangers of tobacco use to students at Nettleton Middle School



## Red Imps Promote Prevention

**Crittenden Co.-** East Jr. High students in Mrs. Bell's class have received weekly prevention lessons from Jennifer Lynch, Community Health Promotion Specialist, Kim McCray, Public Health Educator, and Southeast Region's Cassie Lewis, Community Health Nurse Specialist. So far students have had lessons on bullying, nutrition and physical activity and tobacco prevention. Through this partnership the students learned the difference between bullying and joking and how to be an Upstander to take a stand against bullying. Jennifer explained the Go, Slow, Whoa foods to students when discussing making healthy food choices while using My Plate. Cassie and Kim discussed the consequences of tobacco use, detailing the harmful dangers that can occur to the body as a result of tobacco use or inhaling secondhand smoke.



Above: Jennifer Lynch, CHPS, shows students the amount of sugar in various drinks.



Left: Jennifer Lynch, CHPS and Cassie Lewis, SE CHNS, play an interactive game with students to reinforce tobacco prevention education.



Right: Kim McCray, PHE, speaks with students about the dangers of bullying.

## Flu Vaccinations in the Northeast Region



*To The Craighead County Health Department with Best  
Congressman Rick Crawford  
Arkansas's First District*

**Left:** Congressman Rick Crawford gets a flu shot from Amy Howell, LHUA with clerk Peggy Loggains and IPA Destinee Dillard. **Right:** Shelly Kudelka, PHN, prepares to administer a nasal mist to a student during a school flu clinic.



The CDC reports, “In the United States, each year on average 5% to 20% of the population gets the flu and more than 200,000 people are hospitalized from seasonal flu-related complications.” Some year’s flu-associated deaths in the United States have ranged as high as 49,000 people. Influenza is a contagious respiratory viral illness caused by influenza viral strains with high illness and death rates among individuals younger than 2 years or older than 65 years. The flu can cause mild to severe illness including death. Symptoms of the flu are usually sudden and include: fever, headache, muscle pain, sore throat, runny nose, non-productive cough, diarrhea and vomiting. Flu is mainly spread through respiratory droplets of coughs and sneezes from person to person. Flu season occurs each fall and winter with the peak of the season occurring anywhere from late November through March. The best way to prevent seasonal flu is getting a flu vaccination each year. Other prevention methods include handwashing, keeping environments clean and keeping sick children home for at least 24 hours without fever. As of November 22, 2013, the Northeast Region has administered 41, 751 doses during 529 scheduled school flu clinics and mass flu clinics, 2,029 more doses than the 2012 total flu doses. The increase means our area students and staff will spend fewer days away from school due to sickness caused by influenza.



**Top L:** Rene Brink, HDM, administers a flu shot during a Tuckerman school flu clinic.



**Top R:** Belinda Stillwell, PHN, prepares to administer a flu shot during a school flu clinic.



Stephanie Nichols, PHN, administers a flu shot during Lawrence Co. Mass Flu Clinic



Westside students pose with a puppy during their school flu clinic.

### Great American Smokeout



**Top L:** Cindy Schaefering, CHNS and James Tanner Sharp Co. Coalition, educate on tobacco cessation. **Top R:** Dangers of smoking while pregnant display **Below:** Trevor Dohn was administered a smokelyzer test by James Tanner.

The Great American Smokeout occurs each year on the third Thursday of November. This date is recognized by the American Cancer Society as a day to encourage smokers to make a quit plan or to quit smoking on this day. By choosing to quit, even if just for one day, smokers are making a healthier choice for their life. If a smoker stops smoking, within twenty four hours the chance of having a heart attack decreases, within three months circulation improves and walking gets easier as lungs begin to work better and within one year of smoking cessation the added risk of getting coronary heart disease is half that of a current smoker. Tobacco Prevention and Cessation Program Grantees throughout the region participated in the Great American Smokeout by hosting events. In Sharp County, the Sharp County Coalition provided tobacco cessation information at the County Courthouse. Their booth also showed the consequences of tobacco use. James Tanner, coordinator, performed smokelyzer test on participants to monitor the level of carbon monoxide in a person’s lungs and blood stream. Mississippi County Coalition for a Tobacco Free Arkansas and Craighead County Coalition hosted a bubble gum blowout at the Blytheville Boys and Girls Club to show the consequences of tobacco use. Nettleton High School Out of the Dark Students created a pledge poster during lunch by asking approximately 400 students to sign a pledge to not use tobacco. “Be A Quitter and Great American Smokeout information was also posted on the district’s website and sent out through the district email. According to the American Lung Association, “Among current smokers, chronic lung disease accounts for 73 percent of smoking-related conditions. Even among smokers who have quit chronic lung disease accounts for 50 percent of smoking-related conditions.”



**Pictures L to R:** Participants in the Bubble Gum Contest get their bubbles measured. Bubble Gum Contest participants with Mississippi County Coalition for a Tobacco Free Arkansas members.



The Mississippi County Coalition for a Tobacco Free Arkansas and the Tobacco Free Craighead County Coalition hosted a Bubble Gum Blowout. **Above:** Representative Monty Hodges speaks about the importance of tobacco prevention. **Right:** Tosha Bates prepares participants for the bubble blowing contest.



Nettleton High School Out of the Dark Student’s Pledge Poster

### Suicide Awareness Walk



**L to R-**Angela Taylor, Kelsi Garrett, Billy Pope, Allison Polston, Kinley Taylor, Johnine Polston, Misty Brown (Corey Young's mother), and Amanda Allen.

**Independence County-**October 26, 2013, marked the first Northeast Arkansas Out of the Darkness Suicide Awareness Walk. The event was held at Riverside Park in Batesville with 164 participants in the walk. Partners and sponsors of the walk included individuals and area businesses collaborating with the Independence County Hometown Health Coalition. There were several teams who walked in honor of friends and family lost to suicide. Students from area schools formed groups to walk in recognition of friends they have lost to suicide. These walks are organized with the national organization, American Foundation for Suicide Prevention. Walks are intended to raise awareness about suicide and depression. The walk raised \$5,100.00, which will go to fund research and educational programs to prevent suicide. The walk was attended by groups and individuals who wanted to share their support and comfort for those affected by suicide. This was a community effort with many different agencies and individuals contributing time to make this a success for everyone.



**Left:** T-shirt for the Suicide Awareness Walk.

**Right:** Walkers participating in the walk.



### Skinny Pumpkin Spiced Snickerdoodles

**Ingredients:**

- 1 3/4 cups King Arthur white whole wheat flour
- 1/2 tsp baking soda
- 1/2 tsp cream of tartar
- 1 cup sugar
- 1/4 cup butter, softened
- 1 tbsp agave or honey
- 1 tsp vanilla
- 1 large egg
- 3 tbsp sugar\*
- 1 tbsp pumpkin spice\*
- cooking spray

\* Set aside for topping

**Directions:**

Preheat oven to 375°F. Line two baking sheets with Silpat mats and spray with cooking spray. Combine flour, baking soda, and cream of tartar in a medium bowl, stirring with a whisk. Combine 1 cup of sugar and butter in a large bowl; beat with a mixer at medium speed until well blended. Add the agave, vanilla and egg; beat well. Gradually add the flour mixture to the sugar mixture, beating just until combined. Cover and chill for 10 minutes. In a medium bowl, combine 3 tbsp sugar with pumpkin pie spice, stirring with a whisk to combine. With moist hands, shape dough into 42 (1-inch) balls. Roll balls in sugar/pumpkin pie spice mixture. Place balls 2 inches apart onto baking sheets and slightly flatten with a fork. Bake 375°F for 5-7 minutes (cookies will be slightly soft). Cool on baking sheets for 2 minutes. Remove from pans; cool completely on wire racks. Enjoy!

Servings: 42 • Size: 1 cookie • Old Points: 1 pts • Points+: 1 pts (3 pts+ for 2) Calories: 51 • Fat: 1 g • Carb: 9.5 g • Sodium: 20 mg

### Holiday Challenge



All ADH employees are eligible to participate in the Annual Maintain Don't Gain Holiday Challenge, a way to help employees avoid holiday weight gain. The holiday challenge is a free five-week program where employees can sign-up to receive tips, recipes and helpful logs to assist with accountability throughout the holiday season. In addition to receiving tips to help employees maintain during the holiday season AHELP participants can log 10 AHELP points for completing this challenge on their yearly activity log. Make a plan, track what you eat to ensure you are eating within your calorie goals to maintain your weight, track what you do to ensure you are participating in calorie burning activities and beat the holiday weight gain odds.

## Youth in action to prevent tobacco use



Joshua Brown, a member of the Tobacco Control Youth Board, sets up a recruitment station for new YES Team (Youth Extinguishing Smoking) members at the First Missionary Baptist Church.

The 2012 National Youth Tobacco Survey released by the Centers for Disease Control and Prevention indicates declines in youth cigarette smoking are being partially offset by growing popularity of other tobacco products including cigars, electronic cigarettes and hookahs. Among all high school boys, the cigar smoking rate now equals and even slightly exceeds the cigarette rate 16.7 percent for cigars compared to 16.3 percent for cigarettes in 2012. There has been a large increase in cigar smoking among African-American high school students since 2009. In 2012, 16.7 percent of African-American high school students smoked cigars, while 9.6 percent smoked cigarettes.

Joshua Brown, a member of the Tobacco Control Youth Board, says “this is just one reason we are trying to get as many students as we can to become members of the YES Team (Youth Extinguishing Smoking) to learn about the dangers of tobacco use.” Joshua is no stranger to tobacco prevention and is following in his father’s footsteps to increase tobacco prevention efforts in Mississippi County by enlisting assistance from his peers. To learn more about the YES Team please go to <http://www.yesteam.org/>. To learn more about quitting tobacco call 1-800-QUIT-NOW.

## Infant Mortality Reduction in Arkansas



Dr. David Grimes speaks to Independence Co. Hometown Wellness Coalition

**Independence Co.**— Dr. David Grimes, Family Health Branch Chief, has presented infant mortality reduction in Arkansas information throughout the state. Dr. Grimes visited the Independence County Hometown Wellness Coalition to raise awareness of infant mortality rates in Arkansas. Dr. Grimes discusses 7 Easy Ways to Prevent Your Child or Grandchild From Dying in each presentation:

- Premature Birth
- ABC’s of SIDS
- Breastfeeding
- Learn How to PIF
- Yearly Flu shot and Tdap for all pregnant women
- Daily Vitamin B-9 for all women 10-44
- Tobacco is an “equal opportunity killer”

## Holiday Safety Information

### 🌿 Holiday Decorating Tips:

- Choose decorations that are flame resistant or flame retardant
- Keep lit candles away from decoration and things that can burn
- Use clips, not nails to hang lights so the cords are not damaged

### 🌿 Holiday Entertaining Tips:

- Test your smoke alarms and inform guest of the fire escape plan
- Keep children and pets away from lit candles
- Stay in the kitchen when cooking on the stovetop

### 🌿 Holiday Heating Tips:

- Turn space heaters off when you go to bed or leave the room
- Have your furnace and chimney cleaned yearly
- Have a sturdy screen on your fireplace
- Keep space heaters at least 3 feet from anything that can burn

Additional information can be found at [www.nfpa.org/education](http://www.nfpa.org/education)



Each Year, fire departments respond to an average of 210 structure fires caused by Christmas trees

## Health Insurance Marketplace Update



Enrollment into the Health Insurance Marketplace began October 1 and will continue through March 31, 2014. The Northeast Region has hired over 50 people to assist Arkansans in our region enroll in quality health insurance plans offered through the Marketplace or the Medicaid Private Option.

With over 500,000 uninsured Arkansans, these ADH In-Person Assistors have a big job and are working hard to educate and inform the public about their new opportunity for insurance. Along with IPAs, Jodie Hightower, public information specialist for the NEA Region, has also been working hard to inform our communities.

Since July, Jodie has presented 78 AR Health Connector presentations to communities across the region and continues to add more events to the calendar. In addition, IPAs perform outreach activities like manning informational booths at health fairs; visiting local businesses, community centers and libraries; and attending large local festivals to get the word out about the AR Health Connector program.

If you know of a business, civic organization or other community group who would like to hear this informative program, please contact Jodie Hightower at [Jodie.hightower@arkansas.gov](mailto:Jodie.hightower@arkansas.gov) or 870.376.6803 to schedule a time.



Jodie Hightower, HIS, discusses the Health Insurance Marketplace with community members.



L to R: Mississippi County IPAs Kametha Evans, Shannian Crain and Debra Thompson with Quorum Court Justice Hattie Middlebrook

### Northeast Region IPA Guides and Supervisors

County	IPA Guide or Supervisor	Telephone Number	Email Address
Independence	<b>Sonya Sheridan, Supervisor</b>	(870) 344-2919	<a href="mailto:Sonya.Sheridan@arkansas.gov">Sonya.Sheridan@arkansas.gov</a>
Cleburne	Barbara Copeland	(501) 289-2557	<a href="mailto:Barbara.Copeland@arkansas.gov">Barbara.Copeland@arkansas.gov</a>
Cleburne	Angelina Horton	(501) 289-2562	<a href="mailto:Angeline.Horton@arkansas.gov">Angeline.Horton@arkansas.gov</a>
Independence	Ashley Caddy	(870) 344-2762	<a href="mailto:Ashley.Caddy@arkansas.gov">Ashley.Caddy@arkansas.gov</a>
Independence	Gina Crabtree	(870) 613-3024	<a href="mailto:Gina.Crabtree@arkansas.gov">Gina.Crabtree@arkansas.gov</a>
Independence	Tanya Jones	(870) 344-2791	<a href="mailto:Tanya.Jones@arkansas.gov">Tanya.Jones@arkansas.gov</a>
Izard	Patricia Watson	(870) 344-2702	<a href="mailto:Patricia.Watson@arkansas.gov">Patricia.Watson@arkansas.gov</a>
Stone	Donna Brown	(870) 344-2749	<a href="mailto:Donna.Brown@arkansas.gov">Donna.Brown@arkansas.gov</a>
White-Searcy	<b>Gwen Jackson, Supervisor</b>	(501) 289-2882	<a href="mailto:Effie.Jackson@arkansas.gov">Effie.Jackson@arkansas.gov</a>
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White-Searcy	Jack Kinningham	(501) 289-2565	<a href="mailto:Jack.Kinningham@arkansas.gov">Jack.Kinningham@arkansas.gov</a>
White-Searcy	Wendy Phillips	(501) 289-2511	<a href="mailto:Wendy.Phillips@arkansas.gov">Wendy.Phillips@arkansas.gov</a>
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County	IPA Guide or Supervisor	Telephone Number	Email Address
Craighead	<b>Vacant, Supervisor</b>	(870) 344-2939	
Craighead	Phyllis Bullard	(870) 344-2788	<a href="mailto:Phyllis.Bullard@arkansas.gov">Phyllis.Bullard@arkansas.gov</a>
Craighead	Destinee Dillard	(870) 344-2752	<a href="mailto:Destinee.Dillard@arkansas.gov">Destinee.Dillard@arkansas.gov</a>
Craighead	Judy Ezell	(870) 344-2751	<a href="mailto:Judy.Ezell@arkansas.gov">Judy.Ezell@arkansas.gov</a>
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Crittenden	Shannon Washington	(870) 344-2732	<a href="mailto:Shannon.Y.Washington@arkansas.gov">Shannon.Y.Washington@arkansas.gov</a>
Cross	Vacant		
Cross	Anna Garner	(870) 344-2731	<a href="mailto:Anna.Garner@arkansas.gov">Anna.Garner@arkansas.gov</a>
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Mississippi-Osceola	Elvin Taylor	(870) 344-2782	<a href="mailto:Elvin.Taylor@arkansas.gov">Elvin.Taylor@arkansas.gov</a>
Mississippi-Blytheville	Debra Thompson	(870) 344-2697	<a href="mailto:Debra.Thompson@arkansas.gov">Debra.Thompson@arkansas.gov</a>
Poinsett-Harrisburg	Tamra Gentry	(870) 344-2738	<a href="mailto:Tamra.Gentry@arkansas.gov">Tamra.Gentry@arkansas.gov</a>
Poinsett-Trumann	Mattie Wortham	(870) 344-2744	<a href="mailto:Mattie.Wortham@arkansas.gov">Mattie.Wortham@arkansas.gov</a>



Please welcome the IPA Guides and Supervisors as they enroll Arkansans in healthcare coverage using the Health Insurance Marketplace!

## HHI Welcomes New Team Members

The Northeast Region has a new Grants Administrator. Jennifer Reaves comes to the Northeast Region after working in the Southeast Region for over six years before moving to Jonesboro with her family. Jennifer and her husband Johnathan have a ten year old daughter Emily and a Morkie puppy named Ethan. Jennifer received her Bachelor's Degree in Health Sciences with an emphasis in Community Health Promotion and Education from the University of Arkansas in Little Rock. She enjoys reading, DIY home projects and being a dance mom.

As a grants administrator, Jennifer will travel throughout the region assisting the 9 Northeast Region TPCP grantees for the 2013-2014 grant cycle.



**Jennifer Reaves,**  
Grant Administrator,  
Stationed at Craighead County



### NE Region Hometown Health Support Staff:

**Sherry Chamblee,**  
HHI Clerical  
870-886-3201

**Marilyn Cone**  
NE & NW Region  
Community Health Nurse  
Specialist and Community  
Health Promotion Specialist  
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**Laura Cook, CHNS**  
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**Karen Davis, CHNS**  
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**Kelli Dunegan**  
HHI Coordinator  
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**Treva Engelhardt**  
IPA Regional Coordinator  
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**Jodie Hightower**  
Public Information Specialist  
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**Becky Lamb, CHNS**  
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**Joy Laney**  
HHI Manager  
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**Jennifer Lynch, CHPS**  
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**Kim McCray**  
Public Health Educator  
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**Linda Robinson**  
Rural Health Specialist  
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**Jennifer Reaves**  
Grant Administrator  
870-680-3937

**Cindy Schaefering, CHNS**  
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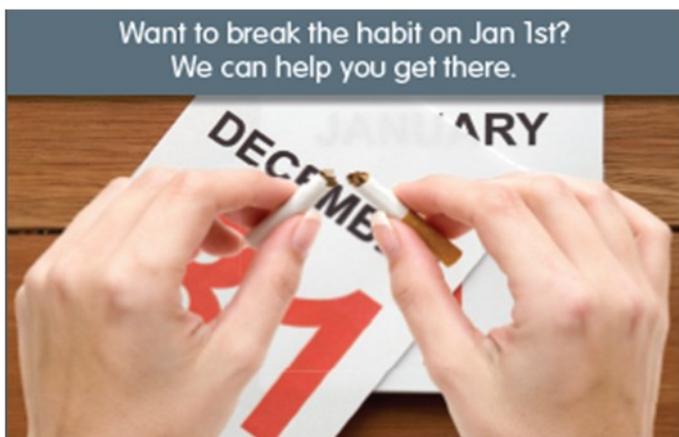


**Treva Englehart,**  
IPA Regional Coordinator,  
Stationed at IZARD County

Treva Engelhardt has returned to ADH after a long 6 month retirement. She is a RN that has over 35 years experience with public health. Her experience includes clinical as well as In-Home services. Treva is very familiar with all aspects of the local health unit and engaging the community. She has a degree in nursing and also administration. In her last position, she was the local health unit administrator and hometown health leader. Treva states, "I am very glad to be back. I'm ready for the challenges of a new regional job and assisting a new group of employees in the delivery of services."

The Northeast Region welcomes Treva back as the IPA Regional Coordinator. She will manage the IPAs in the region.

Please welcome Jennifer and Treva in their new roles with ADH!



It's Free. It's confidential. It works.  
1.800.QUIT.NOW (1.800.784.8669)  
www.stampoutsmoking.com



Every New Year, "Quit Smoking" is a top resolution for hundreds of thousands of tobacco users. Unfortunately, only 5% succeed.

When you enroll in the Arkansas Tobacco Quitline, your chances of success are 8 times greater than going it alone.

#### 4 Essential Practices to Quit For Life

- Quit at Your Own Pace
- Conquer Your Urges to Smoke
- Use Medications So They Really Work
- Don't Just Quit, Become a Non-Smoker