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Top: attendees view nutrition display
Bottom: Jennifer Lynch, CHPS, explains nutrition information to attendees



Wynne Science Night

Cross County– Jennifer Lynch, Community Health Promotion Specialist, presented at the Science Night at Wynne High School. Parents, students and family members were grouped together in 10's and rotated through various rooms with presentations where they spent 30 minutes in each group. Jennifer presented information on tobacco and smokeless tobacco, drugs, alcohol, illegal drugs, prescription drugs and used the tobacco wheel to educate participants. Jennifer also incorporated nutrition, physical education, reality baby works to show how babies are effected by alcohol, drugs and abusive shaking and an activity on rethink your drink where participants had to match bags of sugar with the proper drink. Education on Act 811 and as well as a pre and posttest were performed to measure attendees' knowledge of the various types of cancer tobacco can cause as well as other health disparities.

White County Employees Heartsaver CPR/AED Training



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

1-800-784-8669



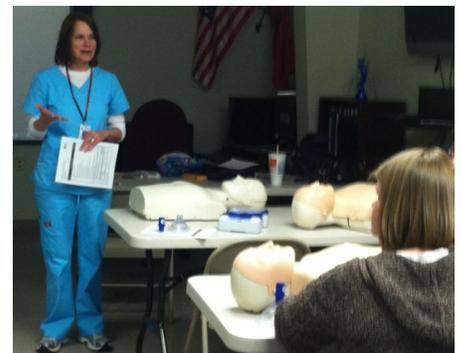
According to the American Heart Association (AHA), signs of CPR dates back to 1740 but the AHA officially developed CPR in 1960 and became the forerunner of CPR training for the general public.



Top: Becky Lamb, CHNS, trains on CPR techniques.

Below: Becky Lamb, CHNS, presents Heartsaver CPR/AED.

White County– White County Employees continued receiving Heartsaver CPR/AED training through a collaboration between the White County Health Unit and the White County Emergency Management Office. Susan Winkler, White County Health Unit Administrator, and Tamara Jenkins, Director of White County Emergency Management, began collaborating in 2013 to train the White County Road Crew in Heartsaver CPR/AED. Recently, additional White County employees were brought in to be trained in Heartsaver CPR/AED. The training was conducted by Becky Lamb, Community Health Nurse Specialist, and Marilyn Cone, Community Health Nurse and Promotion Specialist Supervisor. White County Employees also received education on graduated drivers license, texting and driving and the Arkansas Tobacco Quitline.



A National WIC Study



Greene County– Greene County Local Health Unit recently participated in the USDA Food and Nutrition sponsored program *Feeding My Baby-A National WIC Study*. This program examined current infant and toddler feeding practices among families receiving WIC services. The observational study evaluated the changes that have taken place in the WIC program in the last 10 years since the previous study was conducted. The study started July 2013 and the estimated primary completion date is set for August 2016. The study population is chosen through a probability sample of infants aged less than 3 months.

During the Feeding My Baby study breastfeeding practices and support, general feeding practices, nutritional intake of infants and toddlers, transitions in infant and toddler feeding practices, early precursors of obesity and family factors that may influence all of these nutrition-related issues. The study also explored characteristics of the WIC program in selected sites, and how these characteristics related to infant and toddler feeding decisions and practices. This study is used to update knowledge about the WIC population and uncover possible new avenues of inquiry regarding early childhood obesity.



Gallery of Breastfeeding



Craighead County-During the month of February the WIC Breastfeeding Peer Counselors presented a Gallery of Breastfeeding. Each Breastfeeding Counselor created a bulletin board, door display or lobby display relating breastfeeding to one of the many days in February. Promotion topics included “Don’t Cry over Spilled Milk” on February 11th and “You’re Breastfeeding! Goody Goody Gumdrops” on gumdrop day February 15th.

Terrie Bell, WIC Breastfeeding Peer Counselor at Craighead County Health Unit, used love to encourage breastfeeding with the topic “How to Say I Love You”. Terrie provided reasons why parents should chose to breastfeed as well as tips to assist new mothers with breastfeeding.

Breastfeeding Peer Counselors are also working to link breastfeeding mothers by hosting monthly support groups in the local health units. During this time mothers are able to speak with other breastfeeding mothers and the breastfeeding peer counselors to discuss success and difficulties they are experiencing.

Healthy newborns only need the mother’s colostrum, a mother’s first breast milk. Colostrum is perfect nutrition for babies, prepares the baby’s system for health digestion and is full of antibodies that fight germs.

Did you know...

NIC at Night



Rhonda Campbell, Clinic Coordinator, administers a flu shot while Delois Henry, IPA, assist with health insurance enrollment

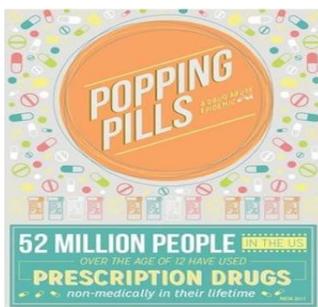
Craighead County– Nettleton Intermediate School offered their parents an opportunity to reconnect with the school and local services by hosting NIC at Nite event. During this event local agencies and school administrators provided parents with information about school policies, tips for students and available community services. The Craighead County Health Unit provided information on services available. Rhonda Clements, Clinic Coordinator, provided flu shots and immunization information while Delois Henry, IPA, provided enrollment assistance and Kim McCray, PHE, provided tobacco prevention and cessation information.

March is Nutrition Awareness Month



To become a healthier you it is important to find a balance between food and physical activity. Being physically active for at least 30 minutes most days of the week is a good step toward becoming healthier, but changing your nutritional intake is equally important. Eating more fruits and vegetables daily provides an remarkable amount of nutrients that are important to maintain a healthy body. Eating fruits and vegetables instead of high-fat foods may make it easier to control your weight as well as reducing your chances of getting chronic diseases such as stroke, type 2 diabetes and certain types of cancer. Fruits and vegetables are accessible in many forms such as fresh, canned, dried, frozen, or 100% juice. Whenever you make a choice to eat more fruits and vegetables along with being more active you make a change to keep you and your family healthier.

Poison Prevention Awareness



National Poison Prevention Awareness Week is recognized annually the 3rd week of March, March 16-22, 2014. The American Association of Poison Control reports more than 90 percent of poisonings occur in the home. Arkansas is currently a leader in prescription drug abuse. Current studies show Americans abuse prescription drugs more than illicit street drugs. Tips to prevent poisonings at home include:

- Do not mix household or chemical products together to avoid creating a dangerous gas.
- Turn on fans and open windows when using chemicals or household cleaners.
- Keep chemicals, household cleaners, and potentially poisonous substances out of the reach of children.
- Do not share prescription medications. Keep all medications in locked cabinets and out of the reach of children.
- Discard unused prescription medications at appropriate drug take back collection boxes, found at many law enforcement offices.



Whenever you have a poison concern contact the local poison expert at
1-800-222-1222

Crowley's Ridge Rural Health Coalition



Jodie Hightower, PIS speaks with the coalition on enrollment activities

Greene County– The Crowley's Ridge Rural Health Coalition meets quarterly to discuss the current state of health in Greene County. The coalition is chaired by Greene County Health Unit Administrator Linda Hutchison. During a recent meeting Linda scheduled Jodie Hightower, Public Information Specialist, to present current enrollment information for the implementation of the Affordable Care Act. Jodie shared the number of enrollments in the Health Insurance Marketplace and Private Option for Greene County. Linda Hutchison and David Mote, coalition member and Department of Human Services County Administrator, were able to provide community members with information on where individuals needing health insurance can go in Greene County for assistance with enrollment.

Randolph County– Illnesses like colds and flu are predominantly spread from person to person in respiratory droplets of coughs and sneezes. This is called "droplet spread". Since many young children are grouped together in daycares, childhood family education programs, church nurseries etc. they are exposed to many new germs. A simple way to decrease the spread of germs from child to child is through proper handwashing. Karen Davis, Community Health Nurse Specialist, and Kim McCray, Public Health Educator, presented proper handwashing to the students at Alma Spikes Elementary. During each presentation students received instructions on why we wash our hands, the steps for handwashing, and when to wash your hands. The lesson included a visual demonstration utilizing the glo-germ kit.

Alma Spikes Handwashing



Karen Davis, CHNS, speaks with students on handwashing

Tobacco Prevention and Cessation



Northeast Region– Hometown Health Improvement Support Staff is very busy in the region working to encourage tobacco cessation and prevent youth initiation to tobacco products. With increases shown in smokeless tobacco usage the support staff has diligently worked to educate youth and adults that smokeless tobacco is just as dangerous as regular smoke tobacco. With the tobacco companies' determination to combat tobacco free environments and keep individuals addicted to tobacco products the support staff has also provided several presentation on the new emerging tobacco products and their dangers.

**One of the most important calls a tobacco user can make is to the Arkansas Tobacco Quitline at 1-800-QUIT-NOW
It is confidential, and it is free.**

Condom Awareness Week

Northeast Region- National Condom Week is recognized annually in the United States the same week as Valentine's Day as a tool to help educate youth and young adults about the serious risks involved with unprotected sex. This includes the risk of catching and spreading sexually transmitted diseases including AIDS as well as aiding in reducing the number of unplanned pregnancies. This year each local health unit in the northeast region participated in raising condom awareness by distributing special condom bags filled with STD education to patients visiting family planning clinics during national condom week.



Wear Red Day



Craighead County Local Health Unit Staff participating in Wear Red Day

Craighead County- The *Heart Truth* is that 1 in 4 American women dies of heart disease and most fail to make the connection between the risk factors and their personal risk of developing heart disease. The term heart disease refers to several types of heart conditions. The most common type of heart disease is coronary artery disease, which can cause heart attack, angina, heart failure, and arrhythmias. Coronary artery disease occurs when the arteries supplying blood to the heart narrow or harden from the build-up of plaque.

Each year the Craighead County Local Health Unit shows their support for raising heart health awareness by participating in Wear Red Day. Annually, the first Friday in February is recognized as Wear Red Day. On this day business, individuals, etc. find creative ways to wear red to symbolize heart health awareness.

Heart Disease Doesn't Care What You Wear– It's The Number 1 Killer of Women©



ASU Employee Wellness Fair

White County- Arkansas State University-Beebe hosted an employee/staff wellness health fair on Thursday, March 6, 2014. The vendors provided information for educational campaigns, "Stamp Out Smoking," reducing alcohol consumption by teens, blood pressure checks, blood sugar checks and other educational activities. Susan Winkler, Local Health Unit Administrator, and Becky Lamb, Community Health Nurse Specialist, with the White County Health Department, participated by promoting nutrition, smoking cessation, WIC, family planning, emergency preparedness, childhood immunizations and other programs. This is the second year for White County Health Department participation.



L to R: Susan Winkler, LHUA and Becky Lamb, CHNS at White County Health Unit's booth.



Farm to You



Rebecca Felton, Izard Co. LHUA presents skin care information

Izard County- Students in grades K-6th attending Izard County Consolidated school participated in one the U of A Cooperative Extension Service's Arkansas Farm to You Exhibit. This exhibit takes participants from the farm, to the table and through the body using interactive walkthrough displays. Arkansas Farm to You is a tool used to educate youth on the importance of eating enough whole grains, fruits and vegetables. Izard County Hometown Health Coalition members volunteered by manning the stations for the day at the exhibit. Students also received nutrition information and dental kits.



A Message from the Regional Director



After an unusually cold and icy winter season, hopefully, spring will at last arrive in time for most of us around the region to enjoy the Blue and You Fitness Challenge (BYFC) with a cardiovascular focus. The BYFC is for a three-month period between March 1 and May 31. Unfortunately, an estimated sixty-five percent of Arkansans are considered overweight or obese. Also, cardiovascular disease (CVD) is the No. 1 killer of not only all Arkansans, but all Americans. In fact, someone dies from CVD every 39 seconds. Therefore, the goal of the BYFC is to encourage physical activity. Speaking of physical activity, several of our communities in the NE Region have been proactive by adding bicycle, pedestrian trails and related facilities.

Also, I would like to remind everyone that Public Health Week 2014 will take place April 7-12. The theme is "Public Health: Start Here." This is a good opportunity to encourage people in the Northeast Region to take some simple steps to lead healthier lives such as eating more fruits and vegetables and encouraging local food establishments to improve the accessibility of healthy foods.

Finally, I wish to thank our NE Region colleagues & community partners for your efforts to focus on prolonging the number of years that people in our region can live healthy, productive lives.

Bill

Arkansas Health Connector Update

As of March 11, 2014, the U. S. Department of Health and Human Services reports 27, 395 Arkansans have enrolled in insurance through the Health Insurance Marketplace. Reports show there are 58,173 Arkansans eligible to enroll in a marketplace plan and 38,500 of those individuals are eligible to enroll with financial assistance. The Centers for Medicare and Medicaid Services show the trends in age distribution of individuals selecting a marketplace plan has remained consistent with the largest number of individuals enrolled aged 35 and over at 67% followed by individuals aged 18-34 at 27% and individuals aged 0-17 at 6%. The Department of Human Services reports 127,051 Arkansans have been approved for coverage under the private option or half of the estimated 250,000 eligible, of those approved for coverage 93,966 have been enrolled. As the March 31, 2014, deadline for enrollment in insurance through the health insurance marketplace nears, IPAs are diligently working in each local health unit to assist individuals through the enrollment process.



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