



NE Regional News

February-March 2012 Issue

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Pictured above from left, Josh Fortune, Wellness Center Coordinator and Personal Trainer for ARCare; Debra Neal, Woodruff County Local Health Unit Administrator; Sonny Shields, Augusta Public Schools Counselor; Joey Miller, Grant Writer, Manager & Facilitator at ARCare; Carrie Fortune, Grants Manager Coordinator for ARCare; Peggy Barker, Diabetes and Health Educator at ARCare; and Jamie Whitehead, APN, Head of the Healthy Weight Collaborative



Kick-Off of the “Healthy Weight”

Woodruff County—This program is called the “5-2-1-0” Campaign Let’s Go! 5 = 5 or more fruits and vegetables; 2 = 2 hours recreational screen time; 1 = 1 hour or more of physical activity; 0 = sugary drinks...more water & low fat milk. The partners are pictured above and meet monthly to plan activities to fight childhood obesity.



Independence County—
“Communities Putting Prevention to Work”
Team at the Atlanta Meeting in February



Group members from Arkansas pictured above: NLR Alderman Beth White, Susi Epperson, Cedar Ridge School District CSH and CPPW Coordinator; Brenda Riley, Batesville; Marilyn Cone, Community Health Nurse Specialist; Taniesha Richardson, CPPW Program Director; Sonia Nix, Independence Co. LHUA; Rick Elumbaugh, Batesville Mayor; Kristie Jenkins, Southside CPPW Site Coordinator and PE teacher; Andi Ridgway, HHI Branch Chief; Jennifer Lynch, Community Health Promotion Specialist; NLR Rod Himon and NLR Al Bavon

The 2012 CPPW (Communities Putting Prevention to Work) meeting represented the culmination of two years of intensive effort and dedication to transform communities. This meeting inaugurates the final phase of the community building environments making healthy living easier. The health issues CPPW was created to tackle are poor nutrition, physical activity and secondhand smoke, which all remain critical causes of premature death and disability in the U. S. and account for billions of dollars in medical spending each year.

The Heart Truth®: Heart Disease is the #1 Killer of Women

What's the Big Fuss?

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 (high blood pressure and cholesterol) and their personal risk of developing heart disease. The term "heart disease" refers to several types of heart conditions. The most common type is coronary artery disease, which can cause heart attack, angina, heart failure, and arrhythmias. Heart disease may involve the valves in the heart, or the heart may not pump well and cause heart failure. Some people are born with heart disease.

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

Wear Red Day 2012



**Mississippi County Health Unit-
Blytheville**



Jackson County Health Unit



Fulton County Health Unit



NEA Educational Cooperative



Cross County HHI Wear Red Luncheon



Mississippi County Health Unit-Osceola



White County Health Unit



Craighead County Health Unit

Red Dress Sunday

By partnering with nine churches the Cardiology Associates Foundation educated minority women of their increased risk for heart disease by providing educational literature, short presentations, and lobby displays.



Bridging the Gap Ministries-Blytheville



First Baptist Church-Jonesboro



New St. John -Jonesboro



Christ Way United Methodist-



Our NE Regional Coordinator for these events was Kim McCray, Public Health Educator



Providing the Most Comprehensive Cardiovascular Health Education for Arkansas AED Placement Program Corporate Cardiovascular Health Women and Heart Disease Children and Cardiovascular Health Community Cardiovascular Health <http://www.arkheartfoundation.org>

THIS IS WHAT A HEART ATTACK FEELS LIKE TO A WOMAN.

(CHEST PAIN, DISCOMFORT, PRESSURE OR SQUEEZING, LIKE THERE'S A TON OF WEIGHT ON YOU)

Make the Call. Don't Miss a Beat.

To learn the other six symptoms visit: WomensHealth.gov/HeartAttack



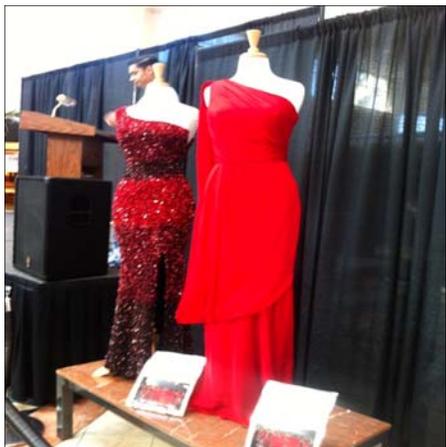
Red Dress Weekend 2012



Craighead County— Cardiology Associates Foundation ended Heart Health Month with Red Dress Weekend at Turtle Creek Mall February 24th-25th. During this time several stores assisted in increasing heart disease awareness by displaying educational literature in their store and participating in retail month, offering a percentage of sales to Cardiology Associates Foundation (CAF).



An exhibit featuring designer red dresses from *The Heart Truth's* Red Dress Collection Fashion Shows was displayed during CAF's 2012 Red Dress Style Show. Attendees could register to win door prizes such as \$1,000 gift certificate to the Turtle Creek Mall, receive free heart disease risk factor screenings—including blood pressure, body mass index, total blood cholesterol, and blood glucose, receive educational literature, and meet Ms. Arkansas while enjoying the Style Show.



Stroke Assistance Through Virtual Emergency Support (AR SAVES)



Greene Co— Stroke is the 4th leading cause of death in the U.S. “In 2006, there were over 9,000 stroke-related hospitalizations in AR. “ Rick Washam of the UAMS Center for Distance Health AR SAVES Community Outreach presented stroke information to the Crowley’s Ridge Rural Health Coalition at the March 13th meeting. AR SAVES connects 33 AR Hospitals with UAMS through the use of telecommunication for medical diagnosis and patient care. Arkansas Methodist Medical Hospital is one of the hospitals involved in the AR SAVES network. Since 2011 AMMC has had 37 AR SAVES consults and given TPA 7 times!

Misuse of Social Networks



Craighead County—Gary Schackelford, Jonesboro Police Department’s High Tech Crime Unit, presented March 1st on

“Internet Safety for Parents of Teens” to the Nettleton Wellness Committee. The High Tech Crime Unit started in 2005 as a preventative tool for Internet Safety. Since it’s start, HTCUC has become a reactive agency due to the increased number of offenders and lack of overseers. Officer Schackelford stressed “Once you put something online you can never get it back, and people can use it in ways you didn’t mean.” He also informed the coalition of the importance on keeping your child safe online through good communication with your child and parent monitoring of cell phones, laptops and game devices so you know your child’s online life. “Sexting” has become an epidemic in public schools, 1 in 6 teens have received a “sext” and many teens are “sexting” without realizing the life changing consequences of their actions such as arrest.



AR LINKS Collaborative Community Meeting



Craighead County—The National Academy for State Health Policy (NASHP), with support from the Commonwealth Fund, selected AR as one of five states to participate in the Assuring Better Child Health and Development Consortium (ABCD III). The goal of ABCD III is to develop and test sustainable models for improving care coordination and linkages between pediatric primary care providers (PCPs) and other providers who support children’s healthy development. AR’s pilot project is called, AR LINKS (Linkages Improve Networks and Knowledge of Services). AR LINKS is held a second round of Community Learning Collaborative Meetings at the Craighead County Health Unit on February 21.



Hand Washing Presentation



Lawrence County—On Feb. 24th Karen Davis, Community Health Nurse Specialist, completed five presentations of “The Importance of Hand Washing on Our Health” to 80, 1st and 2nd grade students at Sloan-Hendrix Public School. The “Glo-Germ” Kit, including Lotion and Powder with the Backlight, were used to show how well the children washed their hands after the demonstration.

A quote from the CDC’s Website (Centers for Disease Control and Prevention) says it all...**“Keeping hands clean is one of the best ways to prevent the spread of infection and illness.”**

HHI-LHUA Meeting Celebration “Taste of the World”

Jonesboro—Northeast Region “Embracing Our Diversity” celebration was held at the HHI-Local Health Unit Administrators’ Meeting, March 15th in Jonesboro. The group was asked to bring a dish from their cultural background with the recipe. Dishes included: Asian; German; Greek; Japanese; Russian; Mediterranean and Scottish. The fun event was staged to encourage participation in the statewide event, **April 13th** in the LHUs. For information call:

(501) 661-2990 or email

Stephanie.Coleman2@arkansas.gov



Injury Prevention Presentations at Cedar Ridge, Midland-Floral, Sulphur Rock & Southside Schools



Independence County—Marilyn Cone, CHNS, presented at Cedar Ridge Elementary School, Feb. 23rd; March 7th at Midland Schools-Floral; March 9th Sulphur Rock School and Southside March 13th on the harmful effects of second hand smoke, Act 811, spit tobacco & smoking and the SOS Quit line to 4th-6th graders. Students were also presented information on injury prevention, which included safety gear and riding tips for ATV’s and viewing the DVD entitled: “A Trip Unplanned, An ATV Safety Story.” Attendees numbered 169 at Cedar Ridge; 119 at Floral; 146 at Sulphur Rock; and 146 at Sulphur Rock. Sonia Nix, the Independence County Local Health Unit Administrator, provided technical assistance with handouts and planning the presentations.

Health Screenings Not For the Typical Seniors



L-to-R: Marilyn Cone, CHNS; Rhonda White, Stone Co. LHUA; Renee Brink, Sharp Co. LHUA & HDM; Kelli Dunegan, HHI Coordinator. Rhonda & Renee are holding two examples of the 53 signed pledges from students

Stone County—On Friday, March 16th approximately 100 seniors – High School seniors, that is – from Stone County Schools attended the 3rd Annual FREE Health Event sponsored by the Stone County Planning Coalition in collaboration with multiple partners. **Out of the nearly 100 students, 53 signed a pledge to be tobacco-free.** Rhonda White, Stone County Health Department Administrator, said “This is a great way for the students to be educated early on problems with diabetes and high blood pressure so they can prevent future diagnoses instead of waiting until they have a full blown problem. Also, having 53 students sign a pledge to be tobacco-free is very exciting.” The “seniors” received several screenings such as: dental; vision; hearing; glucose; blood pressure; BMI; height and weight; and immunizations. They also were educated on tobacco, nutrition, abuse prevention, mental health, drugs and alcohol. Partners were as follows: the Stone County School Districts; Stone County Department of Human Services; Stone County Health Department and NE Region Specialists; North Central AHEC (Area Health Education Center); Stone County Medical Center; Stone County Extension Office; Stone County Abuse Prevention; and Health Resources of Arkansas and Prevention Resource Center.

CHNS Presentation

Laura Cook, CHNS, left



Marilyn Cone, CHNS, above



CHNS (Community Health Nurse Specialists) Presentation—Nancy Green and Marilyn Cone were selected to be presented at Grand Rounds, Feb. 2nd. For those LHUAs that did not have the opportunity to view that day Nancy & Marilyn were asked to come to the HHI-LHUA Meeting, March 15th to present. They were joined by the other NE Region’s CHNSs. All shared some of their current activities with the group to give everyone an update on presentations and training available to them, schools and community groups. NE Region CHNS: Marilyn Cone, Laura Cook, Karen Davis and Becky Lamb. Their contact information is on page 8 of the newsletter.



Nancy Green, Supervisor for all CHNS & CHPS in the Northern part of the state, both NE and NW Regions



Karen Davis, CHNS, right



Becky Lamb, CHNS, left

Marked Tree Students learn about First Aid and CPR



Poinsett County—Feb 8th & 9th, Laura Cook, Community Health Nurse Specialist, presented to the Marked Tree High School Agri and Career Orientation Classes. The topics included first-aid and safety related to cuts, bleeding, burns, hands only CPR and head injury and concussions. Also, included was texting while driving, the dangers of smoking and using smokeless tobacco and poison control. Resources were provided to students and teacher that included poison control magnets and stickers, ADH First Aid Kits without medication, SOS pencils and pamphlets on texting while driving and smokeless tobacco. Students also participated in an online quiz on concussions. There were 40 students going through the classes per day.

Moment of Appreciation for the NE Region Director, Bill Farris



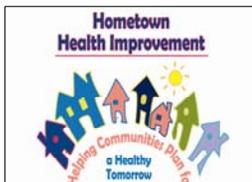
NE Region March Meeting—

The group at the Hometown Health-LHUA Meeting, March 15th took the opportunity to celebrate Bill Farris' birthday and show their appreciation for the Region Director's dedication and service to his colleagues, our region and Public Health. As you can see from Bill's laughter, some of the gifts were not all in a serious tone. Notice his reaction to one present at left.



Around the NE Region

- Clay County: LHU Home Aids were given Diabetic & Tobacco Use Presentation by Karen Davis, CHNS, 15 attendees, March 22nd. The presentation compared the effects of diabetes with tobacco use.
- Fulton County: Receiving the Car Seat Grant for another year will enable them to serve their community with car seat checks.
- Greene County: Heartsaver's CPR & American Heart Assoc. First Aid given to Focus Worker with effects of Tobacco, Karen Davis. Paragould, Feb. 1st, Karen presented tobacco cessation & PP to 12th grade health class, 16 attendees.
- Independence County-Batesville, Marilyn Cone & Becky Lamb, Feb. 22nd, American Heart Association Basic Life Support Training at the Regional Office, 10 participants, ADH & Home Health Nurses. Marilyn Cone, CHNS, presented on ACT 811, harmful effects of second hand smoke, spit tobacco, smoking & SOS Quit line to 4th-6th graders, Midland School. Students also heard presentation on injury prevention, which included seat belt safety, water safety & safety gear/riding tips for ATV's. The DVD titled: "A Trip Unplanned, An ATV Safety Story" was shown to 119. Sonia Nix, Independence LHUA provided TA.
- Izard County: Continuing with "Back to Sleep" Campaigns in LHU and working on teen Family Planning.
- Jackson County: Christian Community Clinic patient care monthly in Newport. March 20, the 3rd Cooking Class, with 25 attendees, lesson on nutrition to help choose and plan healthy meals.
- Lawrence County: Feb. 22nd, Karen Davis, Instructor's Class for Amer. Heart Assoc. given to school nurse & LHU employees, 12 students. Feb. 2nd: Sloan-Hendrix School, 65, attended tobacco cessation and PP presentation to 10th grade health class by Karen. Feb. 1st, Black Rock, 30, tobacco cessation & PP to 10th graders.
- Poinsett County: Laura Cook presented to the Harrisburg Rotary Club, 19 attendees information on Act 13 and changes to protect from second-hand smoke and SOS Quit-line as well as Teen Driver presentation. Feb. 8th & 9th, Laura presented to the Marked Tree High School, 40 in Agri & Career Orientation classes on First Aid & Safety related to cuts, bleeding, burns, hands only CPR and head injury, concussions, dangers of texting while driving and dangers of smoking.
- White County, Feb. 2nd: American Heart Association CPR Class by Becky Lamb for White County LHU Staff. Feb. 10th, Becky Lamb, Personal Hygiene Presentation for Special Education Students at Beebe High School, "Healthy Me" covers the important of personal hygiene, nutrition & physical activity.



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