



NE Regional News Winter 2011 Issue

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White County—Jan. 13th and 20th Becky Lamb and Marilyn Cone, Community Health Nurse Specialists completed First-Aid, with 24 attendees, and CPR, where 13 attended, Trainings in Searcy at "Sunshine School", a private special education school which serves students of all ages. They also educated on Injury Prevention and ACT 811.



First-Aid and CPR Trainings

Fulton County—Dec. 2nd at the Fulton Co. Healthy Arkansas Coalition meeting, Marilyn Cone, CHNS, and Kelli Dunegan, HHI Coordinator, presented "Emerging Tobacco Product Trends"; and shared information on Act 811; smoke-free cars; illegal tobacco sales to minors; AR Tobacco Quit-line and referral forms. As well as sharing the importance of school personnel and administration implementing a comprehensive tobacco policy was discussed. Injury Prevention information was discussed with the ATV Safety teen driving presentations shared in schools.



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

1-800-784-8669



Jared Pulver, at left, Disease Intervention Specialist



WORLD AIDS DAY 2011



Participants lined up for testing



Above Teresa Scroggins and Joetta Whitaker, ASU Social Work Students assisting with t-shirts

Craighead County—The 4th Annual World AIDS Day Conference, sponsored by the AR State University, Department of Social Work, was held December 1st - & 2nd at ASU's Carl R. Reng's Student Union. The conference was designed to help raise awareness about the impact of HIV in Arkansas. Free confidential HIV testing was provided by the ADH Northeast Region Disease Intervention Specialist. Testing was confidential, with immediate results and prevention counseling being provided in a sensitive, supportive, and professional manner. Over 110 individuals were tested and also received a free t-shirt to help raise awareness in Craighead County.



Kim McCray, NE Region Public Health Educator assist an ASU student in signing up for testing

A Trip Unplanned, An ATV Safety Story

Fulton County—Dec. 2nd, Salem Elementary was the site where Marilyn Cone, CHNS, presented information on ACT 811, the harmful effects of second hand smoke; spit tobacco and smoking with the SOS Quit line number to 4th-6th graders at Salem Elementary. Students were educated on injury prevention, which included seat belt safety, bicycle safety, safety gear, riding tips for ATV's and the viewing of a DVD titled : A Trip Unplanned, An ATV Safety Story". This presentation reached 181 students and staff. Wanda Koelling, Fulton County LHUA, provided technical assistance with through handouts and planning the presentations.



Eating Fruits & Vegetables Is Important



Mississippi County—The Mississippi County Coalition for a Tobacco Free Arkansas is spreading the message why eating fruits and vegetables important.

Elroy Brown, Certified Body & Soul Trainer says when combined with an active lifestyle, eating fruits and vegetables can help you manage your weight. Most are low in calories and fat. Many of the fruits and vegetables have lots of water and fiber to help you feel full. According to the America Cancer Society, people who eat 5 to 9 servings of fruits and vegetables a day have a lower chance of getting cancer of the lung, mouth, pharynx, esophagus, stomach, colon, and rectum. They are also less likely to get breast, pancreas, larynx, and bladder cancer. The Mississippi County Coalition for a Tobacco-Free Arkansas receives funding through a grant from the Arkansas Cancer Coalition

Cross County just completed a “Smoke Free Walking Trail”

Cross County—Several years ago the Cross County HHI Coalition, City of Wynne and many others worked to create a small walking trail and park. Thanks to grant moneys received now a 1/4 mile trail and bridge have been connected to the original site. This new part is on the north side of the CrossRidge Community Hospital's property, behind the emergency room, and is connected to the John Hayden Park and walking trail by the Senior Citizens Center. What a beautiful and peaceful place to walk. See pictures at right.

Martin Smith, who is a local landscape architect designed the project and donated his time. He is employed by the Heifer Project in Little Rock.



Independence County Schools Received Presentations in December

Batesville—283



Photo below: Marilyn Cone, Community Health Nurse Specialist, and Stephanie Schindler, Independence County Extension Agent, above with students



Alisha Slayden, Southside School Nurse pictured above, serving apples

Southside School District—623



Batesville—153



Jennifer Lynch, Community Health Promotion Specialist,

Midland-Floral Schools—336



Independence County Schools— Marilyn Cone, CHNS; Jennifer Lynch, CHPS and Stephanie Schindler, Independence County Extension Agent completed a number of presentations all over the county in December.

Subjects ranged from Nutrition; Physical Activity; "My Plate"; Organ Wise Guys; Tobacco and Injury Prevention. A Tobacco Display was used with Mr. Gross Mouth, Black Lung and Tar in a Jar. Shared information included ACT 811 and SOS Quit-line referral forms.

Students learned about the harmful effects of spit tobacco; smoking and second-hand smoke. Injury Prevention information included ATV and Child Passenger Safety. ACT 811 postcards and nutrition activity sheets were distributed to every student.

Cord-Charlotte—150



Newark Elementary 327 (attendees)



Encouraging AR Tobacco Quit-Line Fax Referrals



Northcentral Educational Cooperative—The importance of utilizing the ATQ Fax Referral Sheets was one of the resources shared at the workshop held Jan. 26th for 31 elementary and high school principals from Baxter, Cleburne, Fulton, Independence, Izard, Sharp and Stone Counties. The “Emerging Tobacco Products” training, ACT 811, second-hand smoke, spit tobacco and the Comprehensive Tobacco Policy were included in the educational information presented by Marilyn Cone, Community Health Nurse Specialist from the NE Region and housed in this educational cooperative.

Senior Citizen Center’s Health Fair

Cross County—Jan. 5th the Senior Citizen Center in Wynne enjoyed a health fair with educational materials regarding senior health issues. The Cross County Local Health Department also provided brochures with their services. Jennifer Lynch, Community Health Promotion Specialist and Linda Robinson, Rural Health Specialist also provided visual aid displays of Mr. Gross Mouth, Teeth in Tobacco Juice and Mr. Dip Lip used as visual aides.



Champions County Training

Craighead County, Jonesboro—On Dec.15th, the Cardiology Associates Foundation (CAF) held Champions County Training at the Craighead Co. Health Unit, through the use of video conference equipment representatives from other counties were able to participate also. The purpose of the training it to raise awareness of The Heart Truth, heart disease is the #1 killer of women. The Champions County program has been established to setup committees similar to CAF throughout the state to spread The Heart Truth message. Representatives from Craighead, Mississippi, Poinsett, Independence, Sharp, Washington, and Arkansas counties participated in the training. These counties will begin their activities by encouraging local business in their county to participate in National Wear Red Day on Friday, February 3rd.



Jackson County Wellness Coalition's "Cooking & More Class"

Carmen Moore below



Jackson County—Jan. 17th at the First United Methodist Church was the first class in a series of classes to assist with preparing healthy meals and school lunches; choosing the best groceries; how to shop on a budget; food labels, risk of high blood pressure and diabetes; basic sewing techniques; preparing the soil and care for a kitchen garden; preserving food you grow; & proper storage of food.



This first meeting included registration for the series; Healthy Snack Preparation, Bean Dip by Jammie Hardin; Taste Testing of Healthy Snacks by Sarah Hunter, Jackson County Cooperative Extension Services; and "The Basics of Couponing" by Carmen Moore.

This program is sponsored by the Jackson County Wellness Coalition, the Jackson County Cooperative Extension Office, the Jackson County Health Department and community volunteers.

Valentine's Day only comes once a year; this year, Stamp Out Smoking encourages Arkansans to give the gift of health, and quit tobacco Feb. 14th.

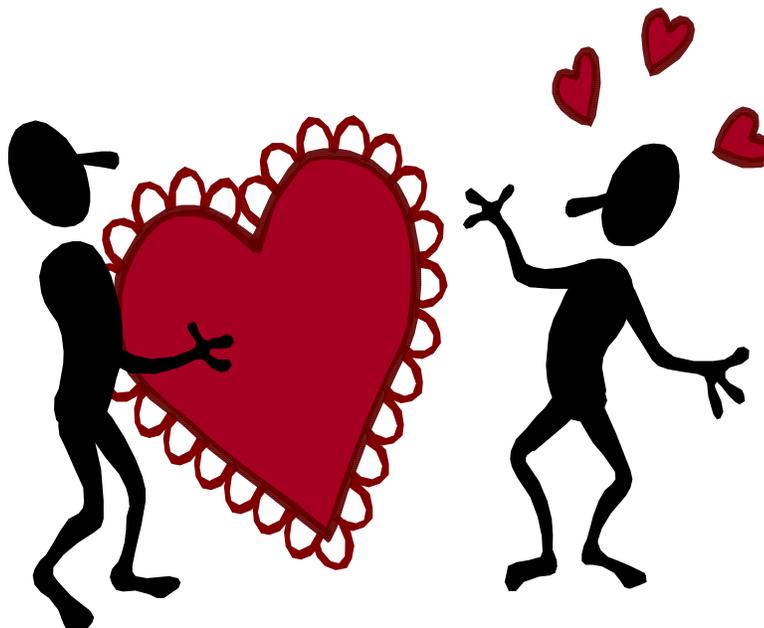
A person who smokes isn't the only person harmed by tobacco; they also put their family and friends' health at risk. The Arkansas Tobacco Quit-Line makes it easier to become a smoke-free valentine by offering **FREE**, confidential, phone-based counseling.

According to the CDC, tobacco is the single most preventable cause of death in the United States with cigarette smoking and exposure to secondhand smoke causing one in five deaths every year.

Secondhand smoke contains more than 50 cancer-causing chemicals, & exposure has immediate harmful effects on the cardiovascular system. This Valentine's Day, quit tobacco for the ones you love.

**Call 1-800-QUIT-NOW
1-800-784-8669**

BE MY "TOBACCO-FREE" VALENTINE



The Arkansas Quit-Line is a statewide program available to all. Your Local Health Unit will fax a referral for you upon request. Don't wait!

Make this a Valentine's Day to remember!!

Injury Prevention Training



Cross County—At November’s Cross County HHI Coalition Meeting Jennifer Lynch, CHPS, updated coalition members with the latest Injury Prevention information available. Trainings on various injury prevention topics are available for coalition meetings, community groups, public schools, private schools, daycare centers, parent groups. Please contact our HHI Support Staff for more details, their information is on page 8.

Trainings for School Nurses

Educational Cooperative—Video Conference Training on “Glucagon Administration by Trained Volunteers in Public Schools” was viewed at the NEA Cooperative by School Nurses. Paula Smith, State School Nurse Consultant, presented.



Paula Smith, pictured right

LIMITED SMOKELESS TOBACCO USE IN THE MLB



The new Collective Bargaining Agreement for Major League Baseball limits smokeless tobacco use, and encourages help for smokeless tobacco cessation. Through efforts led by the Campaign for Tobacco-Free Kids the first step were taken to get tobacco out of the ballgame. Under the new five year contract set to take effect in 2012, coaches, players, and managers will not be able to carry a tobacco tin or package in their uniform at games or anytime fans are in the ball park; smokeless tobacco will be prohibited during televised interviews, at autograph signings and other events where fans are met. By taking this step, the Commissioner and Executive director of the MLBPA have shown their concerns and support to protect players’ health and the well-being of countless kids who look up to them.



- **60%-78% of all smokeless tobacco users have oral lesions**
- **1 dip of spit tobacco is equal to smoking 3 to 4 cigarettes**
- **Adolescents who use smokeless tobacco are more likely to become smokers**

Clopton Clinic Foundation's 6th Annual Mistletoe Madness



Craighead County—Jonesboro—The Sixth Annual Mistletoe Madness held December 2nd and 3rd at the Northeast Arkansas District Fairgrounds. Clopton Clinic sponsors this annual event to offer the ultimate shopping experience with merchandise from local retailers as well as out of state vendors. Proceeds earned from the event will allow the foundation to put on programs in the community such as the Diabetic Awareness and COPD Conferences, allowing attendees to obtain vital screenings they may not be able to get anywhere else.

Blytheville-Gosnell Food Pantry

Mississippi, Blytheville— A food drive for the local "Blytheville-Gosnell Food Pantry" was held by the Blytheville Health Department. Several non perishable items were collected from all Blytheville colleagues and then delivered to the "Food Pantry" December 16th just in time for their food baskets to be assembled and delivered. The Blytheville-Gosnell Food Pantry delivers food and clothing year round to those in need. The Blytheville Health Department asks that you remember those less fortunate throughout the year and donate as you can because you never know when that needy person might be you.



Craighead County In-Home Services Receive a Special Visitor



Craighead County—Representative Rick Crawford visited the Craighead County In-Home Services during November's Home Care Month. Picture includes Debbie Shelton, Annette Bowman, Rep. Crawford, Holli Atkinson, Sherrie Jarrett, and Kathleen Smallmon.

ACC RECOGNIZES CANCER PLAN GRANTEES

Mississippi County—Governor Mike Beebe and the Arkansas General Assembly authorized \$1.8 million from the 56 cent increase in tobacco taxes to implement the Arkansas Cancer Plan, the state's only comprehensive cancer control document. The plan is administered by the Arkansas Cancer Coalition, a network of cancer control organizations. The Mississippi County Coalition for a Tobacco Free Arkansas was recently recognized for implementing the National Cancer Institute's Body and Soul Program. The program educates the African American faith community about behavioral and biological factors in cancer and the value of healthy, responsible diets and exercises. The program takes advantage of one of the community's strongest social infrastructures to facilitate healthier diets and exercise habits by expanding a successful community garden and creates tobacco free environments and increased usage of the Arkansas Department of Health's tobacco Quit-line.



Around the NE Region

- **Clay County**—CPR Classes given to Clay County Road Crew with effects of Tobacco on the Heart discussion and information on cessation resource ATQ; ACT 811.
- **Cleburne County**—lobby and waiting area displays on nutrition, physical education and tobacco cessation
- **Craighead County**—ACT 811 posters are up in Nettleton Schools and Magnolia Head Start
- **Craighead County**—LHU nurses noticed a spike in number of patients visiting for STD treatment, unit decided to increase education and encourage preventative measures by creating display in the waiting room for Jan. It included signs, symptoms and treatments of STDs seen most often in the unit: Chlamydia, Syphilis, Gonorrhea, HIV/AIDS.
- **Craighead County**—Clopton Clinic Foundation held the Annual Diabetes Conference, Jan. 23rd, approximately 150 attendees received free A1C, blood pressure, BMI, fitness, foot, glaucoma & PAD screenings with educational sessions.
- **Crittenden County**—Delta AHEC continues to partner with the LHU to provide baby showers once a quarter for expectant mothers supplying them with educational information on safety at home and in the car.
- **Fulton County**—Salem Bright Future 4-H Club presentation with laminated handwashing flyers given to the local 4-H club at the Salem Elementary School, 35 attending. Presentation was conducted by Jeff Jackson and Wanda Koelling, LHUA. Each child and leader was given a laminated handwashing flyer. Kids participated in the glow germ handwashing techniques.
- **Greene County**—CPR Classes plus the effects of tobacco on the heart was given to Paragould High Health Class.
- **Greene County**—Paragould Parent Center, 250 attendees, A Puppet Show on the Health Effects and Financial Cost Tobacco causes was performed for K-4th students and teachers. Characters in the Puppet Show included the Doctor (Vicky Fulbright); the Patient, Cigarette (Karen Davis, CHNS); Nicotine, Sick Lungs, Hacking Cough (Tess Lancaster). Information on ACT 811 was also taught.
- **Izard County**—“Back to Sleep” Campaign and working on teen family planning continues.
- **Izard County**—ACHI and AR Advocates meeting for the purpose of evaluating the accessibility and quality of health care across AR as recipients of care. These focus groups will be used to develop strategies to improve the access to health care in AR.
- **Lawrence County**—Lawrence Memorial is now a Level 4 Trauma Center
- **Randolph County**—“Teen Files Smoking: Truth or Dare” DVD used to educate students at Pocahontas Jr. High Health Day.
- **Sharp County**—Collaboration underway with Parents as Teachers to host Safety Baby Shower
- **Stone County**—Working with schools in scheduling Annual Senior (12th graders) Health Fair
- **White County**—Every 2nd Thursday safety car seat installations are given by certified instructor in the LHU parking lot.
- **Woodruff County**—McCrory Public Schools, all elementary student through the 6th grade, went through presentations covered nutrition, physical activity, tobacco and injury prevention by CHPS.

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