



Northwest Region Hometown Health Newsletter

January—March 2014



Wear Red Day— February 7, 2014

In 2003, the American Heart Association and the National Heart, Lung and Blood Institute took action against a disease that was claiming the lives of nearly 500,000 American women each year – a disease that women weren't paying attention to. A disease they truly believed, and many still believe to this day, affects more men than women.

Stemming from that action, National Wear Red Day was born. It's held on the first Friday in February every year to raise awareness about heart disease being the No. 1 killer of women.

This coming National Wear Red Day, Feb. 7, 2014, marks our 11-year anniversary. And looking back on all we've accomplished, we've really made tremendous strides. They include:

- 21 percent fewer women dying from heart disease
- 23 percent more women aware that it's their No. 1 health threat
- Publishing of gender-specific results, established differences in symptoms and responses to medications, and women-specific guidelines for prevention and treatment
- Legislation to help end gender disparities

But despite our progress, women are still dying. They're still unaware of their risks and the facts. And now's not the time for complacency. It's time to stand stronger, speak louder and join us in the fight this [National Wear Red Day](#).

Why Red? Because red stands out. Eyes are immediately drawn to it. Some even say that the color red is a confidence booster and makes you feel powerful. Maybe that's why they chose the color red to signify our fight against the No. 1 killer in women. Maybe it's just a coincidence that it's also the color of our hearts.



February 17th, 2014
"National Wear Red Day"



Boone County Health Unit
"2014 National Wear Red Day"
in support of Women's Heart Health



Action Steps

- Install smoke alarm and put battery maintenance on calendar
- Complete your home safety checklist
- Complete your fire escape plan
- Write your crying plan
- Make an appointment with a Child Passenger Safety Technician
- Share what you learned with others
- Enjoy your new life!

Madison County Safety Baby Shower

Sometimes the
Littlest things
take up the most
room in your heart.
-Winnie the Pooh

A Safety Baby Shower was held in January through the collaborative efforts of Madison County Health Coalition, Madison County Health Unit, and Project FOCUS. At the Safety Baby Shower the pregnant women and their partners of support were educated on poison prevention, correct temperature, the Period of Purple Crying, safe sleep, fall prevention, car seat safety, tobacco prevention, Act 811, drowning, and burns/scald prevention. Each pregnant participant left the shower with numerous injury prevention items including a car seat, outlet covers, and the “Period of Purple Crying” DVD. Booths were also set up at the Safety Baby Shower where participants could receive the flu shot, learn about breast care and breast exams, or sign a fax referral to quit smoking.



Natural Life Health Clinic Adopts Policy in Madison County

The Natural Life Health Clinic in Huntsville adopted a 'No Smoking within 25 Feet of Entrance Policy' on December 18th. Owner of Natural Life Health Clinic, Dr. Max Norris, adopted the policy to protect his customers from secondhand smoke as they enter his clinic. When asked about his decision, Norris said, "I'm in the business of being concerned about people's health. Eliminating secondhand smoke exposure in front of my office is one simple step that I can take to protect the health of my patients."

Encouraging businesses to adopt 'No Smoking within 25 Feet' policies is one objective of the Madison County Health Coalition's grant from the UAPB, Minority Initiative Sub-Recipient Grant Office.



Deven Daehn, Grants Coordinator for the Madison County Health Coalition, awards owner of Natural Life Health Clinic, Dr. Max Norris, with a certificate of appreciation.



Dental Day at Baxter County LHU

Outreach booth set up at the Baxter County Health Unit for Dental Health Month during the month of February.

The booth included information on fluoride, toothbrush dispensing and good oral hygiene.

Booth was staffed by Stacey Ferretti RN.

Free tooth brushes were given to WIC clients as well as information on dental care. The toothbrushes were supplied by local dentist.



School-health center makes Jasper smile

Newton County residents again have the option of seeing a dentist close to home.

Robert Hubbard, whose main office is in Harrison, opened a satellite office in the new Jasper School Based Health Center. He sees patients there every Wednesday for cleanings, fillings, root canals and extractions.

Hubbard said he encourages his patients, who include students, to protect their teeth by brushing, flossing and reducing the amount of soft drinks they consume. He doesn't want to see the students returning to him in their mid-20s with pain because of broken teeth and tooth decay like some of his older patients have.

"We want to get their teeth in better shape, so they can have a better life," Hubbard said. "We're going to try to prevent the toothaches. Some of the students have come on the days we're here to get something looked at. We're glad to see that. We have walk-ins from the community. They can come here instead of driving 20 miles to Harrison."

The satellite office gives Newton County residents access to dental services in their own county for the first time in about 10 years. The Jasper School District received a five-year grant for \$550,000 to establish the community health center on the Jasper campus, said Nicole Fairchild, coordinator of the school-based health center. The district renovated 2,200 square feet of space near the school auditorium to house the health center.



Article & Photo From Northwest Arkansas Democrat Gazette. Front Page February 3, 2014.

Conway County ACT 811 Public Service Announcement

Conway County Coalition's Act 811 radio ad ran on KVOM February 3rd—14th. The ad featured children from The Kids Depot Daycare of Morrilton. The Kids Depot is one of the daycares that Melinda Neeley, Conway County Academic Tobacco Grant Coordinator, has been working with to help them enhance their tobacco policy, and they recently adopted a policy that is Comprehensive (meaning NO tobacco products or e-cigarettes allowed on campus, or in transport vehicles.)

The radio ad was sponsored by Community Service, Inc. (as an initiative of the Conway County Academic Tobacco Prevention Grant), The Kids Depot, and Arkansas Department of Health's Stamp Out Smoking Program.



Sebastian County

Carnall School Health Day

Angela Ross, Lead Clerk at Sebastian County Health Unit staffed an informational booth at the Carnall School's Health Day.



Sebastian County Administrator, Jo Wester, participated on the "Here to Help" panel for Leadership Fort Smith sponsored by the University of Arkansas Fort Smith. Leadership Fort Smith's goals are: To examine some of the challenges facing our region's healthcare system and its ability to deliver needed services. To become more aware of the problems of people in need, the root sources of these problems, and the consequences of these problems. To identify solutions that work and to illustrate the differences individuals can make. To challenge leaders to actively seek solutions for individuals in need.

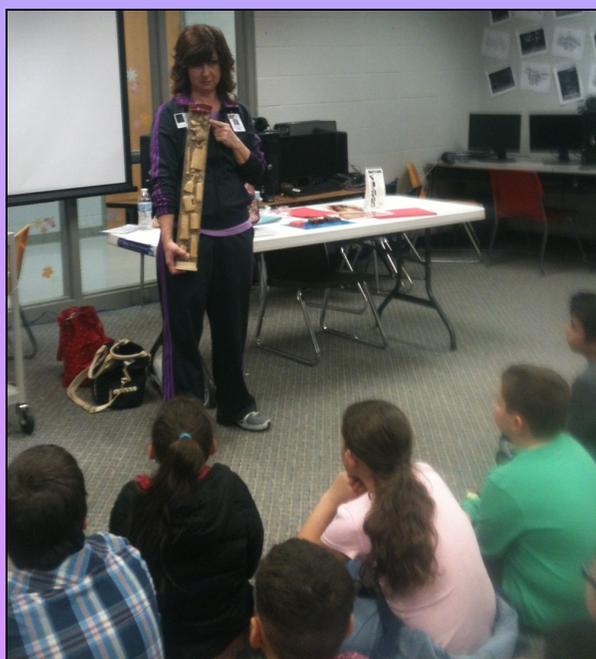


Lavaca School Health Awareness Day

Miranda Curbow, Community Health Nurse Specialist, demonstrates the various harmful toxins in a cigarette during a classroom presentation and a health awareness event at Lavaca schools.

The class of 4th graders learned about the circulatory and respiratory system and the dangers and effects of tobacco and nicotine on those systems. The children participated in hands-on learning during the classroom time.

The health awareness event was held in conjunction with parent-teacher night and included education on healthy eating, physical fitness, car seat safety, accidental poisoning and general home safety. Students and parents participated in physical fitness challenges using fitness dice.



Van Buren County Hometown Hero

The Van Buren County TEA Coalition recently started nominating community members for the Hometown Hero award. The purpose of the Hometown Hero award is to recognize individuals within our community that work to improve Van Buren County through awareness of substance abuse or in some other way. The recipient of this award is nominated by and voted on by members of the TEA Coalition. In January, Jane Evans was selected by TEA Coalition members as the first ever recipient of this award.

This month's Hometown Hero, David Cook is a member of the TEA Coalition. From David's nomination form:

"David has such a servant's heart and he has been involved in many civic/charitable events. After becoming aware of our homeless situation in the county, David helped with the purchase and remodeling of an abandoned place in the community that will serve short term and long term housing needs. His hope is to start accepting residents in May 2014. David has a strong desire and passion to help serve his community any way he can."



Van Buren County Kick Butts Day



On March 24, the Clinton High School T.H.U.G.S. (Teens Having United Goals) teamed up with Van Buren County Tobacco Prevention Coordinator Tracie Stobaugh for Kick Butts Day.

The group picked up cigarette butts at the Main Street Park in downtown Clinton. Their collection filled 3 quart jars in only fifteen minutes. This was surprising as most of the cigarette butts were found in the playground area where children play. After the collection, the T.H.U.G. group was treated to a lunch with the Van Buren County T.E.A. Coalition and their efforts were discussed with the group.

Growing Healthy Communities NW Arkansas Conference



Emerson Goodwin, Executive Director of Bridges to Wellness in Siloam Springs, engaging “Digging Deeper” Immersion Training participants in Northwest Arkansas. Photo by Amanda Potter Cole

The Arkansas Coalition for Obesity Prevention (ArCOP) offered two regional Growing Healthy Communities training series this spring, thanks to grant funding from two of the Coalition’s most supportive Partners: the Blue & You Foundation for a Healthier Arkansas and the Arkansas Department of Health.

REGIONAL SUMMITS provide Arkansans with skills to make their communities healthier—and project grants will be funded to immediately put that training into action! Participants left with specific visions of realistic projects that will help their community fight obesity, the skills to implement these projects, and the potential for funding to get started. Summit curriculum included: Worksite Wellness, Joint Use Agreements, Early Childhood & Schools Nutrition & Physical Activity Toolkit, Farm To School, Community & School Gardens, Farmers’ Markets, and Share Our Strength’s Cooking Matters program.

Grant opportunities were available for all those in attendance. Bonus JUA grant opportunity for those with school faculty/staff in attendance.

Dana Smith from the Fayetteville Public School’s Sustainability Office gives the audience a run-down of their stellar seed to student program during the Community & School Gardens session at ArCOP’s Northwest Summit. Photo by Rachel Spencer



Johnson County Resource Alliance



The Clarksville, Lamar, Oark, Scranton, and Westside School Districts, in partnership with the Johnson County Judge's office, Johnson County Sheriff's Office and Clarksville and Lamar Police Departments are working together to host a local installment of a nationwide campaign intended to promote less screen time and more family time.

The nationwide campaign "Take The Challenge" encourages families to budget screen time and renew family activities.

These groups are working to educate students and families and to encourage families to discuss the critical issue and re-discover family time. Research indicates that less screen times promotes positive behaviors, less screen time promotes academic success, and less screen time promotes an overall healthier life style. Nationwide the number of hours that youngsters spend on violent video games and like features is alarming.

During the week of March 31-April 4, a series of events will be hosted across the River Valley. The evening family events will include snacks, games, giveaway, and a much more. The events hope to showcase the array of positive alternatives to too much screen time.

Technology is not bad ... we are just working to encourage folks to be safe and healthy.

Searcy County Getting Ahead Training

"GETTING AHEAD in a Just Getting' by World" training held at Marshall Methodist Church on February 27th.

The Facilitator Training was sponsored by Growing a Healthy Searcy County Committee, Food Bank of North Central Arkansas, and the Access Group. The training was presented by Sara Brozynski from Arkansas State University at Mountain Home. The training for the 25 community members from 5 area counties begins the groundwork to implement the program in the area. Facilitators learned how to help people who are under resourced in many areas of their lives. Participants learned to teach others to explore the impact of economic class on themselves and their community; how to understand the hidden rules of middle class and wealth; how to build financial, emotional, social, and other resources; and how to become empowered to take a seat at the table where community issues are discussed.



Boone County Kick Butts Day



**BLOWING THE WHISTLE
ON BUTTS IN
THE PARK!
THIS IS A
Youth Extinguishing Tobacco Items
Y.E.T.I. EVENT
MARCH 15
NOON TO 5**

KICK BUTTS DAY
STAND OUT · SPEAK UP · SEIZE CONTROL

CAMPAIGN
for
TOBACCO-FREE
Kids

Arkansas Cancer Coalition
SAPHE
Arkansas State University
American Indian Tobacco
A
Coordinated School Health
In Arkansas

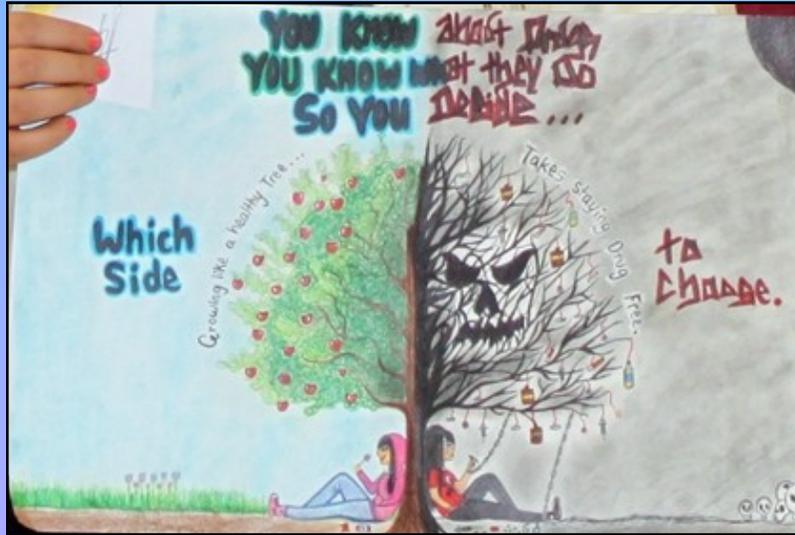
The logo for Kick Butts Day features a stylized hand holding a lit cigarette. A thick plume of white smoke rises from the cigarette. A yellow megaphone is positioned above the hand, as if blowing the whistle. The text 'KICK BUTTS DAY' is written in a bold, black, sans-serif font across the middle of the hand. Below this, the slogan 'STAND OUT · SPEAK UP · SEIZE CONTROL' is written in a smaller, black, sans-serif font. To the right of the hand, there is a red circular logo with the text 'CAMPAIGN for TOBACCO-FREE Kids'.

Kick Butts Day was held on March 19th. It is “a national day of activism that empowers youth to speak up and take action against tobacco use at more than 1,000 events from coast to coast. On Kick Butts Day, teachers, youth leaders, and health advocates organize events to: raise awareness of the problem of tobacco use in their state or community, encourage youth to reject the tobacco industry’s deceptive marking and stay tobacco-free, and urge elected officials to take action to protect kids from tobacco.” (Campaign for Tobacco-Free Kids)

Above is a picture from the Kick Butts Day event at Harrison, Blowing the Whistle on Butts in the Park. The event was organized by Grace Brandt, the youth leader of Youth Extinguishing Tobacco Items (Y.E.T.I). Karen Hill, the Tobacco Education Coordinator for the Northwest Tobacco Education Network, and Tawana Manning, the Academic Coordinator for the Harrison School District Tobacco Prevention and Cessation Program Grant, helped organize the event.

Yell County Red Ribbon Poster Contest

The annual Yell County Red Ribbon Poster Contest awards were recently held on March 6, 2014 at the Danville Baptist Church. The event is sponsored each year by the 15th Judicial District Drug Coalition and Service Plus, Inc. Every year students from each school district in the county participate to create a poster advocating a substance free lifestyle. Coalition members vote on the artwork and message to select the winners. Students receive cash prizes and the overall winner receives a laptop computer. The students, parents and school sponsors were treated to a barbeque dinner hosted by Prosecutor Tom Tatum.



Overall Winner: Paola Luque

Danville High School;

Second Place Overall Winner: Courtney Miller

Western Yell County High School



Third Place Overall Winner: Caleb Konkel

Western Yell County High School



Yell County Red Ribbon Poster Contest continued...



Middle School 1st Place – Hailey Minnie, Two Rivers (Top)

Middle School 2nd Place – Garrett Graves, Danville (Bottom Left)

Middle School 3rd Place – Courtney Garner, Two Rivers (Bottom Right)



Yell County Red Ribbon Poster Contest continued...



Elementary School 1st Place (TIE)– Above

Conner Via, Two Rivers

Abby Vernon – Dardanelle

Elementary 2nd Place – Angel Morales, Danville
(Bottom Left)

Elementary 3rd Place – Caleb Puckett, Dardanelle
(Bottom Right)



Sebastian County Boys & Girls Club Health Day

Children who spent a part of their spring break vacation with the Fort Smith Boys and Girls Club were wowed by demonstrations March 27th at a health and safety fair put on by the YCOG (Your Cares, Our Concerns) health coalition of Sebastian County.

YCOG is dedicated to making Sebastian County a healthier community, explained Joslin Muck, YCOG coalition chair and tobacco prevention coordinator with Lavaca Public Schools.

“We’re trying to get the kids involved, to learn about all these different ways of staying healthy and active,” Muck said. “And they don’t realize how much they’re learning when they’re having fun.”

Children saw demonstrations from the Sebastian County Sheriff’s Department K9 unit and the Fort Smith Fire Department’s fire house, Poisonous Bugs, Nutrition & Exercise from the Arkansas Department of Health, Drunk Goggles from WACGC, signed Tobacco Free Pledges and ATV Safety from the County Extension office.

Article taken from: <http://swtimes.com/news/video-spring-breakers-take-part-health-safety-fair#>

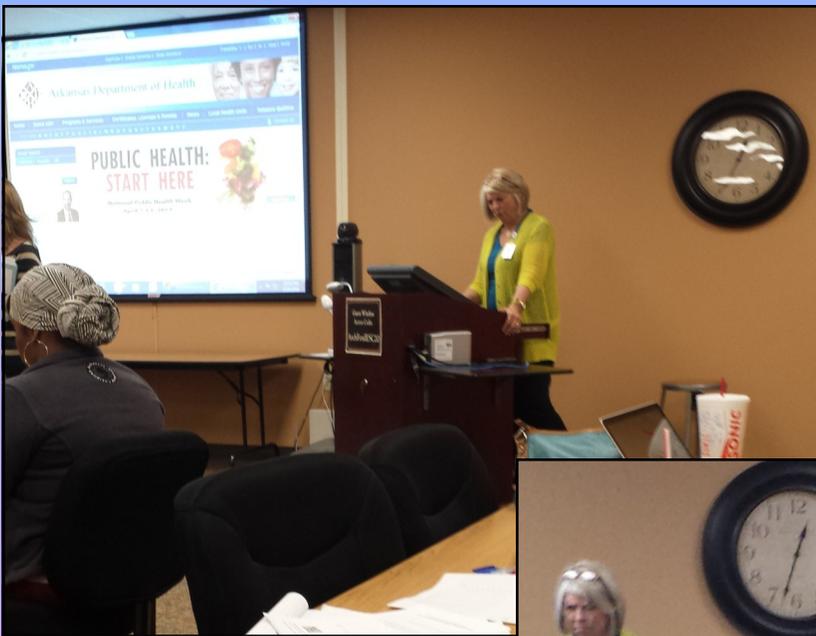


Sebastian County Boys & Girls Club Health Day



NW CHNS Immunization Workshops

The NW CHNS conducted Immunization Workshops at the Educational Cooperatives in the NW Region for the school nurses. The revised rules and regulations pertaining to immunization are required for the upcoming 2014-2015 school year. The nurses were educated on the Meningococcal Disease and how to educate parents, the changes to the immunizations and to be proactive with notifying parents and encourage them to start taking their children to be immunized, and school nursing updates and legislative changes that effect the health and education of their students. Paula Smith, State Nurse Consultant, helped with all four workshops presenting several topics. Several health unit administrators attended along with CDNS helping to bond that school and Department of Health relationship. Joshua Diesselhorst, Regional Market Access Manager with Novartis, provided education on Meningococcal Disease and ways to educate parents. This partnership provided an understanding to help implement changes and to reduce the overwhelming concerns and questions with the school nurses.



CHNS Present at EMS Conference

Community Health Nurse Specialist Nancy Marsh and Cheria Lindsey presented Suicide Awareness 101 for EMS at the statewide EMS Conference in Eureka Springs.

The Suicide Awareness 101 for EMS workshop leaves participants with knowledge of crisis theory, taking care of yourself in a suicide situation, an increased awareness of the “warning signs” of emotional stress of an emergency response worker, a brief introduction of intervention with a person with thoughts of suicide, and discussion of resources available to help a person medical technician working around suicide.



Community Health Promotion Specialist (CHPS)

The Community Health Promotion Specialists (CHPS) support nutrition and physical activity standards in schools. They provide resources and technical assistance to schools and communities to prevent childhood obesity.



Community Health Nurse Specialist (CHNS)

The Community Health Nurse Specialist (CHNS) support school nurses with resources and technical assistance. They link schools, community coalitions, health care providers and the Hometown Health Improvement team to improve the health of Arkansans.

