



Northwest Regional Hometown Health Newsletter

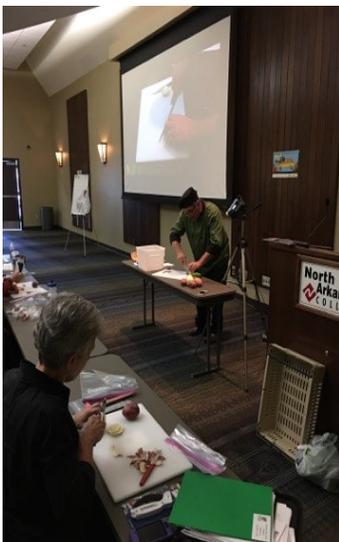
October-December 2015

October Arkansas Farm to School Month



Governor Asa Hutchinson proclaims October Arkansas Farm to School Month, joining a nationwide movement led by the National Farm to School Network. The Arkansas Farm to School Month Proclamation is supported by a group of Farm to School state and private partners, including Arkansas Children's Hospital Research Institute, Childhood Obesity Prevention Research Program; Access to Healthy Foods Workgroup of the Arkansas Coalition for Obesity Prevention; the Arkansas Department of Education, Child Nutrition Unit, Arkansas MarketMaker; and the Arkansas Agriculture Department.

Farm to School Training held in Harrison



Farmers, schools, and community partners were invited to attend Farm to School Workshops held in Harrison on November 12th. The Farm to School program connects schools to farmers by purchasing and serving local produce in school cafeterias and providing agriculture, health and nutrition education opportunities. The workshops included education on how to incorporate local foods into school menus, how to prepare local foods for schools, food safety for farmers and schools, hands on culinary skills training for school cafeteria staff, and business and production planning for farmers.





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Northwest Regional Flu Clinic



Benton County Flu Clinic

We practice what we preach!
Environmental Health Specialist, Kathy Spencer
receiving her flu shot from nurse Justina Arriaza.

Conway County Flu Clinic

What a great way to model healthy physical activity!

Jaynie Jones takes a quick walking break at the
Conway County Mass Flu clinic .





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Northwest Regional Flu Clinic

Van Buren County Flu Clinic



Van Buren County staff and volunteers braved the wind and cold weather to provide Flu Shot at the Van Buren County Mass Flu Clinic.



The TE.A. Coalition provided treasures to all students that received a Flu shot in Van Buren County School Flu Clinics.

Searcy County Flu Clinic



Third grader Brianna Brewer was surprised when she got the call that her name had been drawn to receive a giant size teddy bear just because she got a flu shot this year at school. The teddy bear was an incentive that the Searcy County Health Unit and the school nurses from St. Joe and Searcy County School District came up with to encourage students to get the flu shot this year.

All students who received their flu immunization were eligible to win the teddy bear. According to Libby Seftar, Health Administrator, “the bear was a great incentive. We had kids who said the only reason they got a flu shot this year was because they had a chance to win the bear.” Seftar went on to say that 424 students received a flu immunization during the two day school clinic and she reminded everyone the best way to prevent the flu is to get a flu shot.



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Benton County Health Unit employees fight against Breast Cancer



Benton County Health Unit employees Piper Satterfield, Kathy Spencer, Jaqueline Rodriguez & daughter, San Juana Guzman and Vickie Jones joined 1,000 other walkers in the fight against breast cancer on Saturday, October 17. Sponsored by the American Cancer Society, the Making Strides Against Breast Cancer charity walk raised over \$122,000 for research.

Marion County Hometown Health Coalition host Safety Baby Shower.



Marion County Hometown Health Coalition hosted a Safety Baby Shower for ten expectant mothers. The mothers were showered with gifts donated by the North Central Trauma Regional Advisory Council. Each mother received a car seat, diaper bag, fire alarms, and other home safety items. Boston Mountain Rural Health Center provided baby thermometers for the mothers. The attendees were provided education on The Period of Purple Crying, home fire safety, fall prevention, and injury prevention for the safety of their new babies. Pictured above are community volunteers that provided education during the shower: Renee Myers, Marion County Family and Consumer Science Agent; Mary Eakin, ADH; Donette Boyett, Boston Mountain Rural Health Center; Cheria Lindsey, ADH; Renee Kyle, Ozark Mountain Health Network; not pictured Valerie Davenport, Yellville School District.



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Yoga for Kids in Springdale



Community Health Promotion Specialist, Ashley LeFevre led classes in sequence of Yoga for Kids poses to help with flexibility, strength, and focus at Robert E. Lee Elementary School in Springdale for grades K-5 totaling about 300 kids.

Distractive Driving Education in Washington and Benton County



Ashley LeFevre, Community Health Promotional Specialist provided a texting and driving simulator at Helen Tyson Middle School to educated students on safe driving, statistics about teen vehicle crashes as well as phone use laws. Each student had the opportunity to use the driving and texting simulator provided by the Arkansas Valley Trauma Regional Advisory Council to experience how difficult it is to multi task and shows why driving and texting is not a smart decision and leads to motor vehicle crashes. The same education was provided to students in Prairie Grove Middle School and Lifeway Christian School totaling 248 students.



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Carroll County Teen Summit



On October 28th, all Carroll County schools participated in the Carroll County Teen Summit. Students were divided into small groups and moved between interactive booths where they participated in different activities designed to support and encourage healthy lifestyle choices. Outreach activities included tobacco prevention, online/internet safety, dating violence prevention, nutrition education, fitness demonstrations, skin cancer awareness, and suicide prevention. The event was hosted by Carroll County Hometown Health.



Sarah Brisco and Ashely LeFevre presented “Re-think Your Drink” at Carroll County Teen Summit where students learned how sugar is absorbed in the body and how it can lead to diabetes, obesity and heart disease. Students saw the actual amount of sugar found in popular drinks so they can understand that they might be drinking more sugar than they thought. We had group discussions on alternative drinks and how to drink more water.



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Celebration of School Based Health Centers



Lavaca Wellness Center



Magazine Wellness Center

Lavaca Wellness Center was awarded the Whole Child Award and Magazine Wellness Center was awarded the Partnerships Award at the Five Year Celebration of School Based Health Centers (SBHC) in Arkansas at Winthrop Rockefeller Institute.

Lavaca Wellness Center and Magazine Wellness Center each received a \$2,000.00 grant from Innovative Solutions for Educational Partnerships. Lavaca Elementary will use the grant to expand the Physical Education program for kindergarten through 4th grade. The Magazine Wellness Center will use the grant money to continue their tooth brushing program for pre-k through 6th grade students. Every student in those grades brush their teeth daily with a pre-pasted tooth brush after lunch to encourage a daily habit of brushing and encourage them to take part in their own oral health care early on. The Magazine Wellness Center also received a \$5,000.00 grant from the Arkansas Department of Health to put sealants on the teeth of all 2nd and 5th grade students.

Arkansas Drive Smart Challenge and Battle of the Belt in Van Buren County



At the end of the six week Arkansas Drive Smart Challenge and the Battle of the Belt, the Clinton Yellow Jackets showed an improvement in all categories observed. The school saw reduced cell phone use from 2.74% to .91% and a 38% increase in seat belt use. Through their hard work, the school won Best Overall Seat Belt Use, Most Improved Seat Belt Use, Lowest Driver Cell Phone Use and Most Decreased Driver Cell Phone Use awards for their region. The students, faculty and community are more “buckled” than ever before. They were also awarded a check for their efforts.

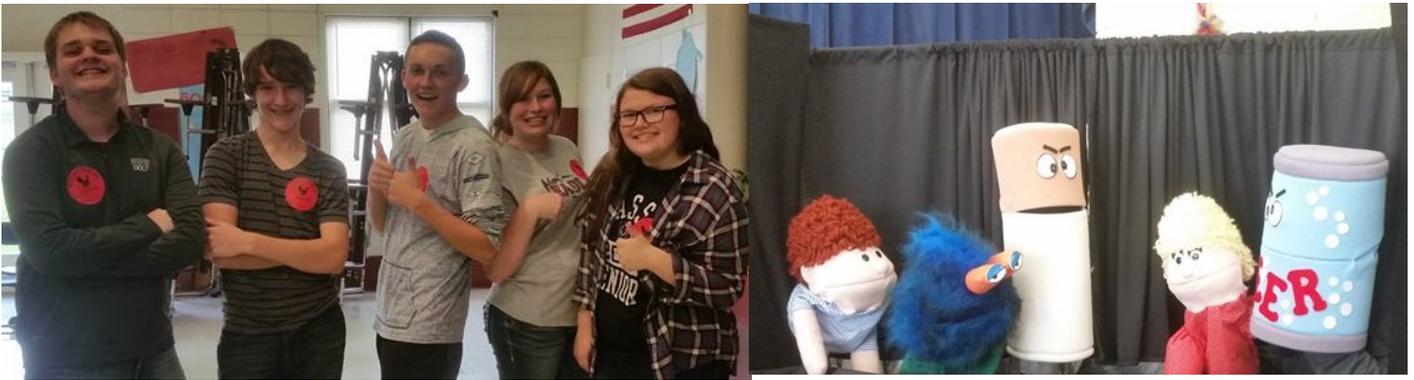


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Red Ribbon Week

Madison County Health Coalition educate students during Red Ribbon Week



Madison County Health Coalition put on a puppet show for Watson Primary Elementary for Red Ribbon Week. The show included “Nic and Friends”, in other words nicotine, cigarettes, and alcohol. The story told about how easy it is to make the choice to start these drugs and how harmful they can be to your body.

Jasper Elementary Celebrates Red Ribbon Week



The Red Ribbon Rally Week is a time for students to learn about the dangers of tobacco, alcohol and other drugs. During the week of events, Jasper Schools had a daily theme and during the wearing red day the elementary students were wrapped in a red ribbon to celebrate being tobacco free. The Madison County Health Coalition and

Tobacco Prevention & Cessation Program gave the students with red arm bands that have “Tobacco Free in my Community” embossed on them.



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Van Buren County Red Ribbon Week



All Van Buren County Schools gathered at Southside School to celebrate Red Ribbon Week and had a big rally for Drug Free Week. Over a 1,000 students attended the event. The T.E.A Coalition sponsored the event with the assistance of the T.H.U.G.S. (Teen Having United Goals). The Honor Guard and National Guard participated in the event. Many speakers were on hand to provide education and information for the students.

Northwest Arkansas Tobacco and Drug Free Coalition Red Ribbon Rally



The Northwest Arkansas Tobacco and Drug Free Coalition supported a Red Ribbon Rally at the University of Arkansas Randall Tyson Track Center on October 29. Approximately 1,200 fifth graders from Washington and Benton County schools participated in the Rally. Local media personalities and University of Arkansas athletes spoke with the kids about living drug free. The students toured fire, EMS, and police vehicles and attended demonstrations by community safety personnel, including the K-9 unit. They also participated in University of Arkansas campus tours that emphasized the importance of making healthy choices and achieving goals.



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Drug Free Benton County hosts Substance Abuse Awareness Luncheon



Drug Free Benton County hosted a Substance Abuse Awareness Luncheon at the John Q. Hammons Center in Rogers on October 30th. A panel of local law enforcement, education, criminal justice, and church leaders discussed ongoing substance abuse challenges and emerging trends in the area. The event was the culmination of a month-long effort including outreach in local schools in observance of the substance abuse prevention month.

Searcy County



Searcy County Health Unit staff had a pumpkin decorating contest to celebrate Halloween. Patients and clients voted on their favorite pumpkin. The black cat received top honors.



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Baxter County Teen Summit



Baxter County Hometown Health Coalition hosted a Teen Summit for all Baxter County School District. Over 400 seventh graders from Pinkston Middle School, Cotter School District and Northfork School District were educated on ATV safety, internet safety and other prevention topics.

Van Buren T.E.A. Coalition ... T.H.U.G.S. (Teens Having United Goals)

2015 THUGS KATV Channel 7 Prescription Drug Abuse Commercial



Clinton High School and South Side High School THUGS appeared on Good Morning Arkansas to talk about prescription drug abuse. The THUGS also created a drug prevention commercial on the dangers of prescription drugs.



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Arkansas Coalition for Obesity Prevention

ArCop has been helping Arkansas communities build capacity to reduce obesity through its Growing Healthy Communities program. The program aims to increase access to physical activity and healthy foods, as well as implement environmental and policy changes that support healthy living. The number of Arkansas communities striving towards better health has been increasing exponentially each year. ArCop celebrated this momentum with a luncheon on December 4th. Thirty-six communities have been recognized for the steps they have taken to decrease obesity in 2015.

2015
Blossoming
Status



2015
Emerging
Status

2015
Thriving
Status





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Boone County Teen Summit



All Boone County schools participated in the Boone County Teen Summit on November 18th at the Durand Center. Students attended presentations on tobacco prevention and drug and alcohol abuse prevention by Drug and Substance Prevention Specialist and youth speaker, Ray Lazano. The Arkansas Attorney General's Office presented a seminar on Online/Internet Safety. Each school presented a skit on the theme of Tobacco and Drug Prevention. The event was hosted by Boone County Hometown Health.

River Valley Prevention Coalition host Teen Leadership Summit



Seventy-one students representing nine high schools in Pope and Yell Counties attended the Annual Teen Leadership Summit at Camp Caudle outside of Dover, which was hosted by the River Valley Prevention Coalition. This year's program was "Teens in the Driver's Seat: Three Ds of Driving-Drugged, Drunk, and Distracted Driving". Topics included prescription drug abuse, marijuana/cocaine/methamphetamines, underage drinking, texting and driving and social media use while driving.



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Benton and Washington Counties are Bronze Bicycle Friendly Community



Local Mayors as well as representatives from the NWA Regional Planning Commission and Bicycle Coalition of Ozarks attended the announcement that Benton and Washington Counties were awarded the Bronze Bicycle Friendly Community award from the League of American Bicyclists. The region is now one of 371 Bicycle Communities in the country. The news conference was held at the Shiloh Square Trail head of the Razorback Greenway Trail, a thirty-seven mile trail serving Northwest Arkansas.

Van Buren County Milk Bank



Since the grand opening in June of the Van Buren County Mother's Milk Bank of North Texas Milk Depot (MMBNT), approximately 3000 ounces of breast milk from four donors have been shipped to the MMBNT through the Van Buren County Milk Depot. One in eight babies in the US is born prematurely, and 80 percent of the milk from the MMBNT goes to

premature babies. One ounce of donated breast milk is three feedings for a premature baby. That means that the 3000 ounces shipped through the Van Buren County Milk Depot supplied 9000 premature infant feedings. Mothers donate breast milk for various reasons. One mother made her original contribution of over 700 ounces at the grand opening to help others. Another mother donated over 800 ounces after the loss of her baby during delivery. As an RN, she felt strongly that she "wanted something good to come from a bad situation." The Van Buren County Health Department was the second MMBNT Milk Depot in Arkansas, and the first one located in a Local Health Unit.



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Buffalo National River receives Active Trails Grant



Buffalo National River received a \$23,000 Active Trails Grant to create a program called Explore for Health. The program provides the platform to motivate community members to get outside and get active in the parks, to inspire the next generation of park visitors and supporters through healthy, nature-based activities, and raise awareness of parks as places for improving health and wellness. The Explore for Health program will provide educational programming for visitors to connect exercise and recreation in the parks with health and wellness.

The Explore for Health program will have scheduled hikes and floats, promote the “Iron Ranger” program and will distribute the prescriptions for health. The Buffalo National River also hopes to reach out to underserved populations that may not be utilizing the park.

Caven Clark, Chief for Interpretation and Resources Management for Buffalo National River reached out to health coalitions in Newton, Boone, Searcy, Marion and Baxter Counties for input and support of the new program.





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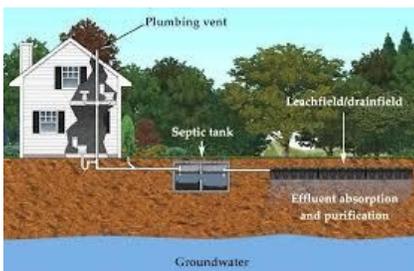
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South Conway County School District Comprehensive Tobacco Policy



South Conway School District is one of nine districts statewide that have a true comprehensive tobacco policy. Shannon Cook, Community Service Inc. tobacco grantee and Cindy Jones, ADH presented twenty comprehensive tobacco policy signs from Tobacco Prevention and Cessation Program to Shawn Holbrook, Superintendent of South Conway County School District.

Septic System Education



Environmental Health Specialist., Caroline Eastman of Benton County was interviewed by “The Ozarks at Large” program providing information on septic systems. The program addressed citizens concerns with the number of septic systems and the lack of proper education on how to care for these systems when a home is purchased.

From 2000 - 2010, Benton County grew by 44%, this growth led to houses and buildings in an area that was largely rural and absent of the infrastructure to support sewer systems. Each year the Benton County Health Unit issues the largest number of septic systems permits in the state.

Caroline stated that a permit (also known as the septic system design) is required to install septic systems. In Benton County the electric company and the water company will not connect new service without having a septic system plan in place. There is also a homeowner guide that is given with each new septic system permit teaching new homeowners how to use the system.

You can listen to the interview at <http://kuaf.com/post/best-not-flush-it-and-forget-about-it>



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Growing a Healthy Searcy County Committee Celebrates Accomplishments



Growing a Healthy Searcy County Committee celebrates accomplishment at the December meeting. The committee is proud to be a new 2015 Blossoming Community with the Growing a Healthy Community program of the Arkansas Coalition for Obesity Prevention. The committee reviewed the progress of the Summer Lunch Program, which in 2014 served 1,329 meals and in 2015 served 1,454 meals. Searcy County school districts have already agreed to participate in the summer of 2016 and planning has begun. The committee also reviewed the Annual Health and Safety Expo, which started in 2009 with 150 participants and in 2015 had over 500 participants, planning is underway for 2016.

Growing a Healthy Searcy County Committee was excited to see that in three years it had help raise \$91,941.72 in grant funds for Searcy County.

2016 Annual Arkansas Public Health Association Conference



The 68th Annual Arkansas Public Health Association Conference will be held May 11-13, 2016 at the Hot Springs Convention Center. The Arkansas Department of Health will provide reimbursement amounts for the conference the same as previous year. If you wish to attend the conference work with your supervisor to ensure adequate staffing is available and that funding is available.