



Northwest Regional Hometown Health Newsletter

April -May 2015

Mayors Mentoring Mayors in Springdale

On April 9, 2015 Mayors from the Northwest Region gathered in Springdale as part of the Arkansas Coalition for Obesity Prevention's (ArCop) Mayors Mentoring Mayors program. Andrea Ridgway, ArCop Chair, welcomed the hosting Mayors; Springdale Mayor Doug Sprouse and Yellville Mayor Shawn Lane to speak to a room full of Mayors and city officials.



Mr. Sprouse spoke about the City of Springdale developing projects to improve the health of its citizens and their economy. He spoke of their newest project "The Razorback Greenway Trail" that beautified the city and will provide 36 miles of walking and biking trails. Along with the Razorback Greenway Trail, the city has many parks and green spaces for citizens to use and a large one acre community garden for the citizens to grow fresh vegetables. Mr. Sprouse was proud that the city parks were now tobacco free, which was a difficult challenge for the city. Mr. Sprouse talked about the important partnerships that made this all possible, such as ArCop, civic groups and school districts. Mr. Sprouse shared with the other Mayors that Springdale, as a large city, had many resources but without the partnerships and grants they would not have been able to make this kind of progress.



Mr. Lane, Mayor of the City of Yellville, stated like Springdale, they were working to improve the health of their community. He stated that Yellville is a community of just over a thousand people. Mr. Lane told the group that the city worked very closely with the Yellville-Summit School system along with other organizations. Yellville became a Growing Healthy Community and built a school/community garden. They developed a Farmer's Market that is held during Music on the Square, which has an average attendance of 500 people. The Yellville-Summit School District worked with the city to receive a Joint Use Agreement to build a new ball park that is used by the school, the citizens of Yellville and the citizens of Summit. They also have created a walking school bus program, walking and biking paths, handicap accessibility parks and tobacco free city parks. Mr. Lane stated as a small city with fewer resources than a bigger cities like Springdale, grants and other resources like ArCop were very important. He also stated that they had a "Community Champion" in Valerie Davenport that helped the city find resources.

The Mayors in attendance had many questions for the hosting Mayors. They also shared many success stories of their own. It was powerful to see how a city, small or large, can make such great progress in improving the health of its citizens.

ArCop created the Mayors Mentoring Mayors program to assist mayors who make the decision to create healthier, more attractive, walkable, successful, appealing, proactive, vigorous, positive, enjoyable, and memorable cities. These changes are great for the health and well-being of both Arkansans and our economy. A full toolkit is available on ArCop website for Mayors to use.

Public Health Week April 6-12

Public Health Week is observed during the first full week of April each year. During the week, health professionals connect with individuals and communities to show them how public health helps Arkansans improve their own health, protects them from epidemics and provides preventive health services in their communities. This year's theme, "Healthiest Nation in One Generation – by 2030," focuses on the steps it will take to ensure that our youngest generation will be the healthiest American generation yet.

Boone County Celebrates Public Health



Boone County Health Unit celebrated Public Health Week with bottled water and healthy snacks for patients and children. They set up an educational booth in the waiting area on a wide range of health topics, including breast care, nutrition, and physical activities. The Boone County Health Unit had a drawing for two emergency kits during the week. The event was very successful and the patients loved the activities.

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Public Health Week in the Northwest Region

Sebastian County Health Unit

Sebastian County Health Unit celebrated with a week of educational presentation.

On Wednesday, April 8: Ruby Brown, Outreach Coordinator Supervisor with Connect Care, presented in the patient waiting rooms about the benefits and services for families with Medicaid and ARKids First

On Thursday, April 9: Matthew Hicks, EHS, Northwest Region, presented injury prevention in regards to venomous bugs and snakes

Van Buren County Health & Wellness Fair



**Van Buren County
Health & Wellness Fair**
sponsored by Ozark Health

Ozark Health
T.E.A. COALITION
VAN BUREN COUNTY

**Friday, April 10
8:00 am - 1:00 pm
VBC Fairgrounds**

FREE LUNCH
beginning at 10:30 am

LIVE LOCAL ENTERTAINMENT
from 8:30 am-1:00 pm

FREE HEALTH SCREENINGS
from 8:00 am-11:00 am

Easter Egg Hunt 11:30 am
*Sponsored by
Clanton Fire Department*

**Bingo, Door Prizes &
Activities for All Ages!**

**Consult with a wide variety of area
Health Care Professionals!**

Sign up for a FREE Prescription Lock Box!

For more information contact Caria Roberts, RN at (501) 745-9569.

Van Buren County Health and Wellness Fair was held at the Van Buren County Fairgrounds on April 10, 2015. The event was sponsored by Ozark Health and the T.E.A. Coalition. The Health and Wellness Fair had live local entertainment, health screenings, educational booths and much more. Free prescription lock boxes and blood glucose monitoring systems were given away, along with free food for the community. The Van Buren Health Unit had an interactive educational booth that provided information on a services available at the unit, along with information on injury prevention, WIC and the Breast Milk Clinic.

Community Health Fair in Yell County

Community Health Fair **Free for the whole family!**

When: Saturday, April 18, 2015

Time: 10am - 1pm

Where: Dardanelle High School Athletic
Building (BOB) at the Dardanelle High
School Campus

Come join us as we learn how to live a healthy life. Providing free blood pressure checks, glucose monitoring, germ table, drug and tobacco information, emergency response information, pulse & oxygen checks.

**It is Free
And Prizes Too!**

Participating practitioners in the area:

First Presbyterian Church	River Valley Medical Center
Community Service, Inc.	Yell County Co-Op Extension
Dardanelle Police	Lake Dardanelle Park
Dardanelle EMT	Dardanelle Fire Department
Nuclear Planning Response	Yell County Health Department
	... And more

Sponsored by EAST @ Dardanelle High School & Dardanelle Public School Nurses

Dardanelle School District School Nurses and EAST Lab students hosted the Community Health Fair on Saturday, April 18th. The Yell County Health Unit had an educational booth. John Graves, Yell County Administrator provided BMI testing, nutrition information and information on services offered at the Yell County Unit.

Local law enforcement provide drunk goggles and information on driving under the influence.

The event offered many health resources from agencies across Yell County.

ASU Mountain Home Host AR CARE Van

ASU Mountain Home hosted the AR CARE van to provide HIV testing on April 22nd from 10:00-2:00 on campus. Community agencies were invited to set up educational booths on services provide in the community. Baxter County Health Unit provided a booth on services offered at the unit. Lou Anne McLendon provided education on STDs as well. Jerrell Hardnett from the Arkansas AIDS Foundation spoke to 27 attendees during the lunch hour.

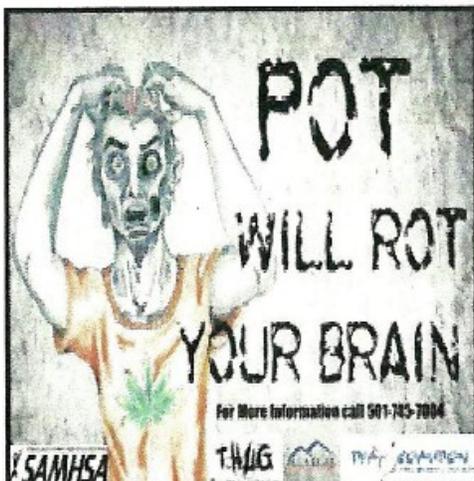


Conway County Community Expo

On April 18th, the Conway County Hometown Health Coalition along with other community partners hosted Conway County Community Expo. All local agencies and organizations were invited to set up a booth to show the community what services were available in Conway County. Over 250 people attended the event. Conway County Health Unit staff provided a booth of information on services available at the health unit, as well as information on tobacco cessation and injury prevention. Jaynie Jones, Conway County Administrator did blood pressure screenings also.



Van Buren T.E.A. Coalition Anti-Drug Billboard



Van Buren T.E.A. Coalition working with their Drug Free Communities Grant has a new billboard to prevent marijuana use. Teens Having United Goals, aka the THUGS created the ad and a local artist did the artwork. The THUGS also did radio PSAs on the dangers and consequences of underage drinking for April on both local radio stations. The T.E.A. Coalition also worked with all three schools in Van Buren County on after party prom activities and supplied the students with t-shirts.

Searcy County Health and Safety Expo



The 5th Annual Health and Safety Expo was held at the Searcy County Community Center. The Health and Safety Expo is a collaborative event with partners that include the Growing a Healthy Searcy County Committee, DHS, OEM and LHU. There were over 500 documented participants and 46 vendors. Participants listed residences from Searcy, Marion, Van Buren, Newton, Boone, Baxter, Crawford, Stone and Carroll counties. There were several new events this year that included Cooking Matters nutrition classes provided by the North Central Arkansas Food Bank. Participants completed 6 nutrition education kiosk style booths and received a \$10 Harps Gift Card. Seventy-seven individuals completed the course.

Fifty-five life jackets were given out by the Army Corp of Engineers. Participants received education on water safety and drowning prevention with a post test before receiving life jacket. Life Jackets were provided by the North Central TRAC. State police did drunk driving simulation and education. Also this year, the North Arkansas student LPN class provided nutrition and chronic disease prevention education utilizing health education models purchased through a Blue and You mini grant. A hundred and thirty-five participants completed all education models. Health screenings were conducted that included blood pressure, BMI, fasting glucose, and lipid panels. Approximately \$1,900.00 in donations from the community were received to implement the expo.

Madison County Butterball Health Screening Fair



The Madison County Health Coalition sponsored its annual Butterball Health Screening Fair – 360 employees visited the manned educational and/or screening booths. Of the 360 employees over 2/3 are Hispanic or Marshall Islanders.

Employees were educated on tobacco, alcohol, and drug prevention as well as breast health. They were also informed of health services available in the county at the local health unit and other medical clinics. Many screening tests were offered including: Hgb A1c, glucose testing, rapid HIV testing, blood pressure, CO2 monitor, and more.

Two hundred and thirty-four employees participated in the health screenings; Fifty-three abnormal results were detected and referrals made.

Madison County S.T.R.U.T.

Madison County S.T.R.U.T. (Students Trying to Reduce the Use of Tobacco) went to Fayetteville to record tobacco prevention radio ads. The PSAs will be airing on the clear channels soon. The S.T.R.U.T team members wanted to do this selfie to let big tobacco know they are not a tobacco replacement. They are extraordinary, smart, athletes, dreamers, baseball players, investments, and the future.



Jasper Farm to You Event

The Newton County Extension office hosted the Arkansas Farm to You Exhibit at the Jasper School. The Exhibit is designed to involve students in learning the skills and choice for a healthy lifestyle. Students learn about the link between agriculture, nutrition, good hygiene, physical activity and health. The message utilizes research-based information to address major health concerns of youth in Arkansas, such as low consumption of milk, fruits and vegetables, limited physical activity, high rates of overweight and obesity and dental decay.

All Newton County Schools attended the event, 198 students attended, along with 28 adults. The program was great success thanks to the 20 adult volunteers that helped put the event on.



Benton County Annual Rabies Clinic



Every year the Benton County Health Unit partners with local veterinarians to provide low-cost rabies vaccinations for dogs and cats. This year there were 19 participating veterinary offices. The cost was as low as \$5. The veterinarians set up 14 off-site walk-up clinics in places like city parks and fire departments. The Benton County Annual Rabies Clinic is a long-standing tradition for Benton County. The Benton County Health Unit has newspaper clippings going back to the 60's advertising the Annual Rabies Clinic Week.

Rabies Clinics like this one, go on around the state during April and May. They are a great asset to public health. Rabies is a 100% fatal disease to both humans and animals. Vaccinating our pets serves as a sort of barrier between us and the wildlife that routinely carries and transmits rabies. Other countries may have a problem with rabid dogs and people dying from the disease, but it is rare in the United States. That is due solely to the vaccination laws and quarantine programs that we have in place.

Earth Day

Benton County Environmental Health Specialist, Caroline Eastman participated in Earth Day at Cooper Elementary in Bella Vista. Caroline spoke to the third graders about what soil is, why it is important and how soils work with septic systems to prevent water pollution and to protect public health.



“Are You Septic Smart” at Hobbs State Park



Environmental Health Specialist Caroline Eastman, was invited to speak at Hobbs State Park. The title of her presentation was “Are You Septic Smart?” and focused on why the “out of sight, out of mind” approach to maintaining your septic system is not a good idea. It was well attended and there were many questions.

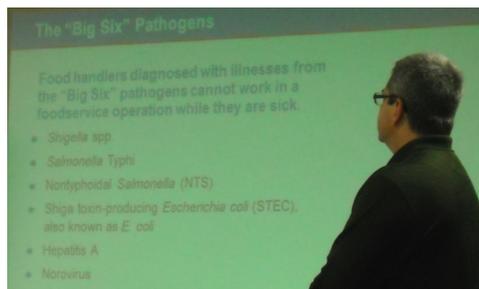
ServSafe

Benton County Environmental Health Specialists partnered with the Benton County Extension Service to teach ServSafe. ServSafe is a training program that teaches basic food safety practices for handling and preparing foods. The program covers five key areas:

- Basic food safety
- Personal hygiene
- Cross-contamination & allergens
- Time & temperature
- Cleaning & sanitation

The class is usually attended by those that work in the food service industry (i.e. restaurants, schools, delis, etc.)

Jeffrey Majors, Marijo Root, Kathy Spencer and Freddie Young each taught a portion of the class. They work in the Food Safety section of Environmental Health (aka “The Restaurant Inspectors”). Environmental Health educators/inspectors work with all restaurants and food vendors across our state to make sure that our food is safe.





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The Razorback Regional Greenway Grand Opening on May 2, 2015



The Razorback Regional Greenway is 37 miles of multi-use paved trail, beginning on Frisco Trail at Walker Park in south Fayetteville near the Springdale city limits. From there, it passes through downtown Springdale, north through Lowell and Rogers before heading through downtown Bentonville, past Crystal Bridges, and into Bella Vista.

The \$38 million dollar project was paid for through a federal transportation grant, a matching grant and gift from the Walton Family Foundation, and through resources provided by The Northwest Arkansas Regional Planning Commission and the cities of Fayetteville, Johnson, Springdale, Rogers, Bentonville, and Lowell.

Karen Minkel, director of the Walton Family Foundation Home Region stated, “The Razorback Regional Greenway serves as a shining example of what can be achieved when communities pull together for a common good, and serves as a catalyst for similar projects elsewhere around the County.”



The Big Pitch



The Big Pitch is one of Stamp Out Smoking's youth and community activities. Designed to engage Arkansas students in tobacco prevention and cessation efforts and reduce the state's youth smoking rates, the activity is open to public and private schools in all 75 counties. Participants in grades 9–12 may submit video entries and storyboards that are judged and awarded prizes at the Big Pitch Film Festival.

The Northwest Region had multiple school that won awards for tobacco prevention videos. Take a look: <http://www.sosprojectprevent.com/big-pitch/>

Boone County Art and Addiction Opening



North Arkansas Partnership for Health Education hosted an Art and Addiction Art Opening May 1-8th at the Durand Center Lobby. Recent scientific findings have proven addiction to be a disease of the brain, affecting both brain and behavior. Addiction Art has the potential to take this message to the masses, most of who still consider addiction to be a “weakness” or “moral failing” worthy of punishment. It can convey the human experience of addiction in a way that can help the general public understand addiction as a preventable and treatable chronic disease.

“The works submitted this year are very much in line with work described by the Addiction and Art Program, recovery is a difficult and emotional experience,” said Karen Hill, Tobacco Education Coordinator, NAPHE.



Newton County 8th Grade Teen Summit

All Newton County School Districts participated in the Newton County 8th Grade Teen Summit. The Attorney Generals Office provided a presentation on Social Media-Sexting/Texting and the Arkansas Department of Health provided education on tobacco prevention. Education on bullying prevention, suicide prevention, and drug prevention were provided to students during the interactive teen summit.



Baxter County Courthouse Open House



Baxter County Government hosted an Open House on Friday, May 8, 2015 from 11:00 a.m. until 2:00 p.m. The community was encouraged to come and support county government. The Courthouse and the County Jail was open for guided tours and elected officials were available for a meet and greet. Baxter County Health Unit Administrator, Lou Anne McLendon, set up a booth with health educational materials for the public.

Picture to the left: Lou Anne McLendon, RN, Baxter County Judge Mickey Pendergrass, and Richard Pyeatt, Environmental Health Specialist.

Conway County Law Enforcement Appreciation Luncheon

Conway County Home Town Health Coalition hosted a Law Enforcement Appreciation Luncheon on May, 8th, 2015. City, state and county law enforcement were invited to the T.C. Vaughan Senior Adult Center for a Chicken dinner and were entertained by the Mighty Pup Choir. An award was given to the officer that enforced Act 811 to protect children from second hand smoke. The Conway County Home Town Health Coalition wanted the local law enforcement to know how much they supported and appreciated them.



Childhood Hunger Summit in Baxter County

The Food Bank of North Central Arkansas hosted a Childhood Hunger Summit on May 7th in Mountain Home. Susan Gregory spoke to the group about the new initiative, Move Up 2 Independence. SiKia Brown presented information on the Summer and afterschool feeding programs. Vivian Nicholson and Patty Barke spoke about the breakfast in the classroom programs and free and reduced lunch programs.



Madison County Health Coalition 15th Birthday Celebration



Pictured Dr. David Grimes, ADH

The Madison County Health Coalition celebrated its 15th birthday in May. There were over 85 community partners and volunteers in attendance. MCHC highlighted tobacco prevention activities that have occurred over the past year. They also promoted tobacco cessation and prevention.

Dr. Grimes was the keynote speaker at the celebration and gave a power point presentation on diabetes.

Sandy Prince and Casey Shelor with Hope Cancer Resources were given the MCHC volunteer of the year award. Although they are housed in Washington County, they continually support Madison County and our residents. This year they started offering Madison County's first tobacco cessation classes. These classes offer counseling as well as medications free of charge to anyone in the county that wants to quit tobacco!

Nancy Marsh presenting Casey Shelor
from the Hope Cancer Resource
Center the volunteer of the year award.



Arkansas Public Health Association Conference



Loy Bailey, President of the Arkansas Public Health Association presents Dr. Dirk Haselow, State Epidemiologist with the DR. TOM T. ROSS Award for outstanding achievement in public health. This award is given to a member who has made an outstanding contribution to public health in Arkansas.



Terry Paul, Director of Environmental Health presents Senior Environmental Health Specialist, Sam Dunn with the 2015 Outstanding Achievement Award.

Sam has been an Environmental Health Specialist with the Arkansas Department of Health for nearly 3 decades. In that time, he has served as Regional Onsite Program Specialist, Member of the Designated Representative Committee which licenses the system installers, ADH liaison to the Individual Sewage Disposal System Advisory Committee which is comprised of the regulatory agencies and stakeholders that work with wastewater effluent, and he helped develop and continues to maintain the ADH training facility for onsite training in Lonoke. Sam designed and developed the ongoing “Bethel Heights Research Project” which began collecting data.

Arkansas Public Health Association Conference



Loy Bailey, President of the Arkansas Public Health Association presents Lisa Holt, Medical Billing Specialist, the Scrapbook Award for submitting the best scrapbook as judged by the APHA Awards Committee

The Growing a Healthy Searcy County Committee was recognized May 14th at the Arkansas Public Health Association state conference by being given the Outstanding Community Service Award. The award honors a group for a community-based program that positively affected a population.

The Growing a Healthy Searcy County Committee was recognized for their exemplary lunch program which started last summer. For 8 weeks throughout the busy summer months of June and July, weekly lunches were provided for children less than 18 years of age. Six sites across the community opened their doors for children to come and receive a sack lunch as well as supplemental food for the week. The Searcy County School District prepared the lunches, under the direction of Dinah Graham, Child Food Nutrition Director, which were then transported by community volunteers to the lunch sites. Marie Morgan, program coordinator with the help of 6 site supervisors, organized an army of 81 volunteers from across the county who came together to make the program a success. These volunteers transported and served lunches, provided fun activities and showered the children with lots of hugs and love.



Van Buren County-Dirty Farmer Community Market



Dirty Farmers Community Market owners **Sean and Jackie Sikes** have lived in the area for almost 20 years and always wanted to assist their community. During Jackie's bid for a local office, she heard a lot from farmers about their needs. Local residents, farmers and crafters wanted to sell their fresh produce, baked goods, and other wares more than twice a month at the city park, so she and Sean honed in on creating a community resource in a more permanent form.

Their idea of a permanent market to help area farmers has mushroomed into much more. Now, the organization houses a year-round store, cafe and community center. The DFCM provides fresh locally grown (and often organic) produce and meats in season. Shoppers can also pick up home-canned items and fresh baked goods, along with hand-crafted jewelry, quilts, crocheted items, furniture and other locally crafted pieces.

Another big draw for local customers is the café, named The Greater Good Café, in the back part of the market. "We saw a lot of need in Clinton, but we wanted to provide a hand up, not a hand out," Jackie says. In order to address the need but maintain individual dignity, the cafe is based on a popular gifting concept: Patrons pay what they can, and people who can afford it offer extra funds for those who might not have enough cash to eat a meal. "Our slogan is 'Eat what you need, pay what you can,'" Jackie says.

Sean and Jackie have done a lot of research on ways to help revitalize the town of Clinton, too. "If you can find a way to get folks to stay in town, they will eat at local restaurants, and that will result in an increase to local business owners," Jackie says.

It's this grass-roots approach to grow their local economy that has made the DFCM more than just a place to pick up fresh produce and a bite to eat—it's created a resource that people from all walks of life can use whenever they need. And the connections formed are ones that last beyond a tasty meal at the Greater Good Café—they last a lifetime.

Source: Arkansas Food and Farm

Madison County Dine and Shine Event



The Madison County Health Coalition had its annual "Dine and Shine" fundraiser in May. Area businesses and civic groups host tables at this fun filled evening of food, silent auction, and entertainment. This year the event raised over \$2,400.

Pictured are Brenda Patterson, MCHC and Laurie Reh, Region 1 RPP.

Madison County Health Coalition Provides Tobacco Prevention



Madison County Health Coalition's Tobacco Prevention Coordinator educated local daycares on tobacco prevention. They made posters and their pictures were posted on MCHC's Facebook page encouraging others to take their lead and be tobacco free.



Madison County Health Coalition students learned a lot about the hazards of cigarette butt litter. They picked up cigarette butts and presented the hazards of cigarette butt litter, smokeless tobacco and dangers of the e-cigarettes to the Madison County Library. They care about their world so please don't litter.





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June 2015

CHNS And CHPS Educate at the 2015 Biennial School Health Conference

The 2015 Biennial Arkansas School Health Conference was held in Little Rock at the Crowne Plaza on June 24-26. It is the premier state event for school health professionals, education leaders, child health advocates, and all those who work to ensure Arkansas youth are healthy and ready to learn! Through three focused tracks, policy, practice, and partnerships, this conference provides the most up to date best practice programming and resources, policy development tools, state and national trends, and funding opportunities for school health.



Sarah Brisco – Eating Disorders

Sarah Brisco, CHPS presented "Understanding the signs and symptoms of Eating Disorders." There were approximately 35 participants in the breakout session. The presentation included ways to recognize, prevent and treat eating disorders.



Cindy Jones & Marilyn Cone- Role of the CHNS/CHPS

Cindy Jones, CHNS and Marilyn Cone displayed an information board about the CHNS and CHPS and where they are located. They also provided brochures to interested parties on the role and function of the CHNS/CHPS and discussed possible programs that could be presented in the schools at no charge. In addition there were numerous brochures on injury prevention, tobacco, vaping, spit tobacco, suicide, and a tobacco spin board for all to learn about

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Mercy Family YMCA Diabetes Prevention Program Kickoff Event



The Mercy Family YMCA in Rogers hosted a Diabetes Prevention Kick off event on June 18, 2015. Guest speakers including Dr. Steve Gross, Ms. Peggy Starling, and Mayor Greg Hines, who delivered staggering statistics on Type 2 Diabetes. The event provided inflatables, games, community business booths, refreshments, and educational opportunities.

The Mercy Family YMCA Diabetes Prevention Program is the first CDC led National Diabetes Prevention Program in Arkansas. Information about the CDC program can be found at <http://www.cdc.gov/diabetes/prevention/>.

Madison County Health Coalition attends Arkansas Prevention Summit



Two Madison County Health Coalition employees along with two high school students attended the AR Prevention Summit at the C.A. Vines 4-H Center in Little Rock. The youth gained a lot of prevention knowledge that will assist them with implementing alcohol and drug prevention activities during the upcoming school year with their peers.