

Northwest Region
Hometown Health Improvement
April 2011 Report

Baxter County

LHU Administrator: Judy Martin

Community support groups available: Parkinson's Education and Support Group, Area Agency on Aging, Growing Through Grief, Chronic Pain Survivors Group, Early-stage dementia or Alzheimer's disease, Stroke education and support group, Advocates for the elderly, Asthma, Better Breathers Support Group, Dementia support and education group, Koinonia Recovery group, Teen substance awareness program, Narcotic Anonymous, Alateen Twin Lakes Fellowship, New Light 12-step study for alcohol and substance abuse, Breast Cancer survivors, "Celebrating Life" cancer support group, "Chatting Needles" Peitz cancer support house for cancer survivors and friends, Caregivers Support Group" Peitz Cancer Support House, Men's cancer support, Parenting support group, Overeaters Anonymous.

Presentation by Elaine Fulton Jones PRC to Baxter County Hometown Health. County Health Rankings presented. Cancer Focus Group planning ACC. Free Diabetic Education Class sponsored by 5 Star Committee. Met with Baxter OEM and Baxter County Safety Officer.

Provided immunizations at Noah's Ark preschool and Open Arms Learning Center.

Benton County

LHU Administrator: Loy Bailey

Breast Care outreach at Siloam Springs Health Fair. Provided immunization, WIC, maternity and reproductive health information at Rogers Public Schools "HIPPIY FAIR" & Benton County Sunshine School & Pea Ridge Middle School & Northside Elementary School Siloam Springs.

Boone County

LHU Administrator: Debbie Johnson

Planning for upcoming Senior Games. Also planning a "Dancing with Seniors and Senior Idol event. Senior Tai Chi class and a Senior hiking class started. Held an Alzheimer's workshop for seniors and caregivers.

Our Substance Abuse sub-committee held a week long media campaign where one member of the Coalition wrote a newspaper article on some type of substance abuse. I wrote one on "Underage Drinking". The week culminated with a free showing of the movie "My Name is Bill W." (a movie about the man who started AA) at the historic Lyric Theater. We passed out brochures to all attendees on substance abuse and how to get help.

We partnered with the Boone County Sheriff's office to hold our 2nd annual drug take back called Operation Pill Bottle. We received approximately 25,000 pills. Our Harrison

Police Dept. also accepted medications at the same time. I don't know what they received.

I spoke with the County Judge regarding the need to reactivate our LEPC. Supported the new proposed "Road Diet" (that will include walking and biking lanes) at City Council meeting as well as at a Town Hall meeting where 250 people attended. Very controversial but it passed.

The Boone County Health Unit took it upon us to make teen pregnancy posters that give a graphic message to teens on the dangers of unintended pregnancy. We plan to use them in health fairs, schools, Teen Summit and the Health Unit.

We wrote a grant through the Child Abuse Task Force that would assist teen mothers with pregnancy and thereafter in making good choices.

Provided a Smoking presentation at the Head Start conference that serves a 5 county area.

Held our quarterly HHI meeting. The program had a garden theme. We discussed the Community Garden, The controversial Road Diet, and where we are with the Trails committee.

Met with Kiwanis, Rotary and Lions club on Prescription Drug abuse and the Drug take back.

Carroll County

LHU Administrator: Sherri Plumlee

No report.

Conway County

LHU Administrator: Jaynie Jones

The Conway County Hometown Health Coalition continues to meet and is planning a county Safety Baby Fair. Allison Rose from Arkansas Children's Hospital spoke at the last coalition meeting and described how the baby shower works, the money involved, and the number of volunteers needed.

Crawford County

LHU Administrator: Michelle Hammer

CCHEC Meeting on 04/07/11 @ Van Buren Adult Education Center. Sebastian/Crawford Co. Head Start Health Advisory Meeting on 04/13/11. Meeting with OEM & Hosp. Assoc. at St. Edward's Hospital on 04/08/11.

Crawford Co. & Ft. Chaffee-law enforcement-rabies education on 04/21/11 and 04/28/11. Rabies vaccine given at reduced cost at various clinics.

Franklin County

LHU Administrator: Rebecca Wright

Town hall meeting at County Line 04/21/11 Minute to win it was the theme interactive discussed prevalence of spit tobacco. Over 250 in attendance. Media local radio station was emcee at the town hall meeting covered and promoted by radio and paper.

Meeting was held on 04/18/11 for sub-committee to plan couch to 5k kick off will be Sept 20 for the coalition will be conjunction with health fair to be sponsored by Mercy Hospital Turner memorial.

Planning health fair at Mercy Hospital Turner Memorial Sept Coalition will be supporting Couch to 5K.

Johnson County

LHU Administrator: Judy Bradley

We had an emergency planning meeting on 04/26/11 with the City Mayor to discuss partnership with Marvin Vinson Building. Provided "straight talk" pamphlet to Clarksville High School nurse and discussed teen pregnancy rates at the school. Public Health Week 4-8 thru 4-11 provided general information to the public. Daily, we provide toothbrushes to the general public at the time of WIC certification. Provided WIC pamphlets to Cox Berry farm to share with customers. Starting the diaper depot project.

Logan County

LHU Administrator: Judy Houston

Fitness challenge on-going. Living Longer in Logan County.

Madison County

LHU Administrator: Shana Villines

Underage Drinking Prevention

The Media Arts class completed 7 PSA's for the coalition. Three were technically ready enough to be sent to the television station for minor tweaking and all three were aired on American Idol. One was aired on the 7th as publicized and then because of a promotional deal that the station offered we were able to put the two remaining commercials on the following week's episode (the 13th). All have received tremendous praise and the youth were very pleased. Not only has the coalition been able to use the spots but one was used in the FBLA competition and the students will be going to Nationals this June with it and one of the students was able to use a spot he produced for a scholarship application.

Local florists participated again this year in the Prom Prevention campaign. Cards were placed with the corsages and boutonnieres that were ordered and signs were put up at the florist locations. The school also put up posters. St. Paul locations were included this year with a number of the local businesses agreeing to put up posters this week for their prom which will be held the 23rd.

At the Butterball Health Fair we were able to hand out numerous pieces of information and signed up a few people for our Safe Home Pledge. We were able to visit with a few hundred Butterball employees. It was one of the best attended and most successful in the history of the event.

Drug Prevention

- Planned and promoted prescription drop off event for April 30th
- Ordered permanent Rx drop off box to be placed at the Sheriff's office.

- Project Coordinator attended the JUA webinar
Had manned educational booth at Butterball Health fair on drug prevention.

Komen Grant

The current grant cycle started April 1, 2011. We were refunded in the amount of \$75,610.

We received a grant from the Arkansas Cancer Coalition in the amount of \$4,946.60. The funding was requested to purchase educational and promotional items.

Since April 1, 2010 breast health navigation services have been provided for nine women. The Butterball Health Fair was held April 13th. This year mammograms were provided by the mobile mammography unit from UAMS in Little Rock. Over 50 mammograms were provided. This is a group of women that would not have been screened if the mobile unit had not been able to go to the plant.

We had a team at the Race for Cure on April 30th. We also had a manned educational booth at the event.

I attended the NW AR Emergency Preparedness Conf in Springdale.

Our WIC nutritionist attended our Butterball Health Fair and had an educational booth on nutrition and physical activity. Employees engaged in physical activity on their breaks. We provided soccer balls, hula hoops, and hacky sacks to encourage participation. Also provided education on tobacco prevention and cessation, WIC, Breast Care, immunizations, and family planning.

We submitted a grant to the Children's Trust Fund for continued funding of our teen parenting program. We are currently serving 31 families.

Project Coordinator of Blue and You grant spoke at HHI sustainability conference in Little Rock and provided worksite wellness information.

The coalition sponsored a community training on diversity with Val Gonzalez. All the local health department staff as well as other community members was able to attend this training.

Met with county judge to discuss making Withrow Springs Park tobacco free. This park is state owned but the county uses the property. We will make a sign that says Madison County Health Coalition and Judge Weaver cordially asks you to not use tobacco for the safety of our families.

Marion County

LHU Administrator: Judy Martin

Sent out reminder letters to overdue Breast Care clients. Went to Cancer Coalition Meeting 4/14 for outreach ideas. LEPC meeting held on 04/18/11. Run/Walk Clinic continues two times per week.

Newton County**LHU Administrator: Kathy Taylor**

Incorporated Act 811 and Quitline Referral Training with the BMI/Scoliosis with 5 school nurses on 04/22/11. All month general resources were sent to school nurses such as Rabies Awareness, ACH Resource, Mini Grants, and Arkansas School Nurses and Calibrations of their Hearing and Vision Equipment.

Pope County**LHU Administrator: Pam Sellers**

Janice Lusk Coalition SPF/SIG coordinator working on grants and doing drug and alcohol prevention outreach in local school districts. Provided family planning outreach materials to local Work Force Department and DHS. Provided immunization outreach material to local school system and daycares. Promoted "Safety is No Accident" during April in Health unit.

Coalition Bi-Annual General Meeting was held this month. 2nd Annual Youth Celebration was held April 1st at Hughes Center.

Scott County**LHU Administrator: Darla Mortimore**

SCHEC Town Hall Meeting on 4/26/11 @ 6:00 p.m. Scott County Advisory Committee Meeting on 4/27/11. Worked with the County Judge and local reporter to get article of facts and warning signs of rabies article in paper.

Searcy County**LHU Administrator: Elizabeth Seftar**

Twelve participants in the Medication Assistant Program. Outreach done at SC DHS, Marshall family Practice and SC lunch and Learn. UAMS presentation on Dangers of Teen Prescription Drug Use to all 8th graders. 5 Star Diabetic education class. Reach out and connect and diabetic screenings done at Marshall High School. 49 students and teachers were screened.

LEPC meeting. Updated local plan. New MOA's signed. Had 15 present at meeting. New members: Red Cross and Searcy co. search and rescue team. Media education on earthquake readiness and preparedness including preparing emergency supply kits and developing a family plan.

Family Planning outreach at DHS/Community Center/Harps/Friendship Community Center. Immunization article in paper with picture of child who won "it will bearly hurt" giant teddy bear. DHS staff meeting with infant mortality educational materials presented.

Silver sneakers program and Zumba classes offered at Sr. Center. DHS staff meeting-STD/HIV pamphlets given. Dare to be you classes start in Marshall through OMHN. Fifteen parents participating. Food provided by Marshall Assembly of God.

SOS materials given at DHS staff meeting. Safe sitter program at NARMC.

Planning meeting for Health and Safety Fair on 3/16 and 3/30 with partners from DHS/Boston Mtn. Rural Health Center/County Extension office/In Home Service/OES.

Sebastian County

LHU Administrator: Jo Wester

The Drug Free Coalition has partnered with Cox Media, local law enforcement and local radio that focuses on Drinking and Driving Prevention for this year's prom season see ads on Cox cable stations (no outreach form)

The Drug Free Coalition is working with Lavaca School on drug prevention education (no outreach form).

River Valley Tobacco and Drug Free presented ACT 13 education at the Head Start Social Services Meeting (no outreach form)

Your Cares Our Concerns Cancer sub-committee to get materials for resource officers to distribute at parent drop off in local schools.

Contact with OEM regarding upcoming Mass Flu Clinic. Outreach Projects for April: Presentation by Keith Mason to Gateway House and Harbor House 35 in attendance.

Thursday, April 28, Katherine Fry, Scotty Manning and Meshell Ward presented an abridged version of County Health Rankings Info and the YCOC information to 20 members of the Sebastian Co Chamber Wellness Committee. It was amazing to hear so many businesses that recognize and try to implement health initiatives, employee wellness incentives, and moral support to their employees.

The presentation went very well. We were asked to share the PowerPoint and other materials electronically so that they could add this information to the Chamber website. YEA!! We were asked to participate in future planning's for this group.... Jo, will follow up with Bob Moody on future planning events (outreach form completed) Distributed materials such as County Health Rankings Book, ADH Sebastian County Health FACTS., ADH Pocket Guide and Fast Facts, ADH Guide to Services Book and Your Cares Our Concerns HHI Coalition Brochure!

Barling Rabies Clinic held volunteer from Sebastian County Health Unit Sharon Shaver, HSS II and Michael Cartwright, EHS participated and educated community on regulations for vaccinating pets.

Matthew Hicks contacted and sent the press release and schedule to all my media outlets (4 TV stations, 16 radio stations, 2 newspapers, and 2 magazines). Dr. Sue is printing me about 200 copies of the schedule that I can distribute among the local business, etc.

Keith Mason presented on STD, HIV, Infant Mortality "Sex Has a Price

Van Buren County

LHU Administrator: Donna Branscum

Town Hall Meeting on 04/19/11 regarding Drug/Alcohol use in VBC. New Diabetes classes to start with OHMN. Earthquake workshop with ADEM/OEM was held on

04/19/11. Multiple meetings/phone calls last week of April due to water outage/restaurants with EHS.

Obesity committee/TEA Coalition working on multiple areas with Growing Healthy Communities program. Working on Farmers Market, Tennis Courts and walking trails. Young Moms/Health Families program continues with approximately 74 moms. THUGS (Teens Having United Goals) working on PSA's from all 3 schools in preparation for prom.

Multiple PSA's and media coverage regarding tobacco, alcohol, and drug use.

Washington County

LHU Administrator: Glenda Parker

The Springdale police have conducted several compliance checks with a few selling alcohol to minors. The police have also worked with the Springdale High School and Harber High School to develop PSAs on underage drinking.

Washington County's Environmental Health participated in Arkansas Public Health Week. Environmental Health Specialists put together a poster display entitled "Pool Safety is *NO* Accident: Swim Injury-Free" for the event. The display had tips to prevent drowning and other pool-related injuries. It was on display in the lobby of the health unit to serve as a great reminder with weather warming up towards the summer outdoor pool season.

TDAP clinic at Lincoln School April 19. "Operation Storefront" story ran on Channel 5 news April 17. "The more advertisements they are around the more accepting they are and the more likely they are to try those products," said Page Daniel of the Northwest Arkansas Tobacco Free Coalition.

A statewide prescription drug drop-off is scheduled for Saturday April 30. The site in Springdale will be the Police Department on Spring Street. The site in Fayetteville will be the Fayetteville Square. The Springdale Police Department has installed a permanent and secure drop off box for prescription drugs in their lobby.

Yell County

LHU Administrator: JM Graves

Yell Co. Child Development Board: Discussion on proposed changes in milk, fresh fruit and whole grain products to meals served in centers for 2012. Presentation given with dates of school and mass flu clinics in Yell Co. to Yell Co. Child Development Inc. Tri County Regional District.