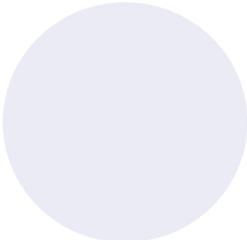
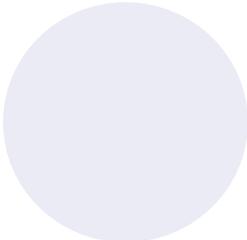


Northwest News



Spring Edition

April 2011

The most common cancers in Arkansas are:

- Lung
- Prostate
- Breast
- Colorectal
- Skin

Arkansas Cancer Coalition Recognizes Local Groups

Two organizations were honored at the 12th Annual Arkansas Cancer Summit conducted by the Arkansas Cancer Coalition (ACC) on March 7-8, 2011 in Little Rock.

The ACC is a network of cancer control partner organizations working together to reduce, and ultimately eliminate, the burden of cancer for every person in the state. The Coalition works to:

- Provide an overview of cancer control in Arkansas
- Strengthen & sustain the cancer control partnership & support network
- Provide and maintain a plan of goals and strategies

The Merlin Foundation, located in Alpena in Carroll County, received the Josetta Wilkins "Organization of the Year" Award for its efforts to provide outreach, education, and screening mammograms to women in Carroll and Madison counties. The award is named in honor of former state representative Dr. Josetta Wilkins of Pine Bluff, whose tireless efforts in the legislature resulted in the establishment of the Arkansas Department of Health's BreastCare program.



Hope Cancer Resources, located in Springdale, presented the Arkansas Cancer Coalition "Member of the Year" Award to the Northwest Arkansas Tobacco-Free Coalition (NWATFC). They nominated NWATFC for its accomplishments in preventing tobacco use among youth and adults and in promoting cessation services which has helped Washington County to have the lowest smoking rate in the state.

Congratulations to both for a job well done!!!

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Searcy County Gets Ready to Garden

The Searcy County School District was notified that they were selected as an intervention school by the Delta Garden Study in February. The grant is approx. \$75,000, which will include development of a one acre garden, a greenhouse, equipment and tools necessary to support the initiative, lesson plans, a full-time Garden Program

Specialist for 12 months, a Food Corp volunteer, and support from the research team. The grant is funded by the USDA and Arkansas Community Foundation. The Delta Garden Study was formed by a partnership with the Arkansas Children's Hospital Research Institute and the Arkansas Urban Garden

Educational Resources to address childhood obesity and social risk behaviors in middle school children. The goals are to reduce childhood obesity, decrease social risk behaviors of middle school youth, improve academic achievement of middle school youth, and to support the farm to school movement.

Arkansas is Growing Healthy Communities

Two cities from the NW Region were funded in this year's round of Growing Healthy Communities Grants by the Arkansas Coalition for Obesity Prevention (ArCop), Clinton and Springdale. This initiative is designed to help communities enact policy and other changes to make healthy lifestyle choices more accessible.

Leaders from both cities were invited to participate in a three-day immersion training session held at the Winthrop Rockefeller Institute located on Petit Jean Mountain. During

the training, participants were led through a series of activities and information sessions, including "Integrating Land Use and Transportation to Create Sustainable Urban and Rural Areas" presented by Dan Burden, Executive Director of the Walkable and Livable Communities Institute; "Policy and Environment" by Leon Andrews with the National League of Cities; and sessions covering access to healthy foods, early childhood and schools, communications, and work plan development.



Two additional organizations in the region, Siloam Springs Regional Health Cooperative and Scott County Health & Education Coalition, were chosen as an unfunded sites. They were also invited to the immersion training and encouraged to start activities in their community, without the grant funds.

For more information on Growing Healthy Communities, please visit www.arkansasobesity.org

Clearing the Air in Fayetteville

The University of Arkansas studied data from six cities that have some form of a smoke-free policy. Data was obtained [when available] from 2000 through 2009. This provided numbers that included at least three years of being a smoking establishment as well as three years of being a nonsmoking establishment.

The results of the analysis

when controlling for differences between cities that enacted smoke-free policies and those that did not: The impact of an overall city smoke-free policy on taxable sales was positive and significant. Cities in the Southeastern Conference (SEC) that implemented comprehensive smoke-free policies in restaurants had an average 18 percent increase in

sales tax revenues, relative to those that did not. Cities in the SEC that implemented comprehensive smoke-free policies in bars had an average 25 percent increase in sales tax revenues, relative to those that did not.

It is our hope that Fayetteville (the greatest city in the SEC) will soon follow these examples of smoke-free workplaces for all.

Sebastian County Celebrates Public Health Week

The Sebastian County Health Unit celebrated Public Health Week with a series of activities.

Monday

Sebastian County Law Enforcement Officers met at Farmers Bank in Greenwood for a Law Enforcement Appreciation Luncheon.

Tuesday

Communications between County Sheriff's Department

and Health Department continue regarding a memorandum of agreement for a Closed Pod.

Wednesday

Contact was made with Juvenile Detention Center and presentations scheduled on STD, HIV, Infant Mortality, and Family Planning Services.

Thursday

Miranda Curbow, CHNS did presentations in the Sebastian County Health Unit waiting room which reached approxi-

mately 150-200 clients during the day. Presentations included tobacco use, Infant mortality, chronic disease and cancer.

Friday

Visits were made to various facilities to present/distribute education materials. Each pregnant client received a bag containing educational materials for injury prevention, infant mortality, SOS, WIC, Breast-feeding, Family Planning, and Immunizations.

Boone County Goes On A Diet

The City of Harrison has approved a "Road Diet" for the city's downtown area. This will make the downtown area more friendly to pedestrians and bikers. Below are pictures of how the street looks now, how it will look in one year, and how it will look in ten years.



Lavaca School District Leads the State

Congratulations to Lavaca Elementary School! This school is the first in Arkansas to receive a Bronze Award for the Healthier US Challenge by the United States Department of Agriculture (USDA)!!! Lavaca Elementary School joins the 958 schools out of the 93,000 nationwide that have received either the Bronze, Silver or Gold Awards.

Quote: "The USDA commends these schools for the exemplary steps, leadership, and team work employed to make changes to their schools' nutrition environment; improve the quality of the foods served; provide students with more nutritious, healthy choices; and, enhance their physical activity program."

USDA's Healthier US School

Challenge (HUSCC) is a voluntary national certification program that recognizes excellence in nutrition and physical activity. The Challenge is designed to bring schools closer to compliance with the Dietary Guidelines for Americans and the Institute of Medicine's (IOM's) recommendations for school meals and foods in schools.

A road diet is a technique in transportation planning whereby a road is reduced in number of travel lanes and/or effective width in order to achieve systemic improvements.

Welcome Aboard

Cheria Lindsey is the new Community Health Nurse Specialist at the OUR Education Cooperative in Valley Springs. She has recently started her 19th year as a nurse! Cheria graduated from Calico Rock High School and then the University of Central Arkansas with Bachelors Degree in Nursing. Cheria worked the last 6 years as a school nurse in Springdale, Harrison, and Valley Springs



Cheria Lindsey, Community Health Nurse Specialist

(all of which are in the NW Region). This experience gives her a much needed insight into dealing with the challenges of interacting with school administration on a daily basis. She is married to her high school sweetheart, Russ, and they have two children, Ben and Meredith.

**NW Region HHI
Support Staff**

Linda Thompson, NWR HHI Manager

Kathleen Holloway, HHI Regional Coordinator

Meshell Ward, HHI Regional Coordinator

Jennifer Dean, Public Health Specialist

Sara Daniel, Public Health Educator

Scotty Manning, Public Health Specialist

Nancy Marsh, RN, Community Health Nurse Specialist

Mary Glasscock, RN, Community Health Nurse Specialist

Miranda Curbow, RN, Community Health Nurse Specialist

Cheria Lindsey, RN, Community Health Nurse Specialist

Sarah Brisco, Community Health Promotion Specialist

Christine Reifeiss, Community Health Promotion Specialist

Patricia Brown, Tobacco Grants Administrator

Nancy Green, BSN, RN, CHNS & CHPS Supervisor



County Health Rankings
Mobilizing Action Toward Community Health

2011 County Health Rankings for NW Arkansas

Health Outcomes

- 1) Benton
- 2) Washington
- 4) Pope
- 5) Newton
- 6) Franklin
- 7) Madison
- 11) Carroll
- 12) Johnson
- 15) Boone
- 17) Sebastian
- 18) Marion
- 19) Scott
- 20) Baxter
- 22) Crawford
- 23) Conway
- 41) Yell
- 49) Logan
- 54) Van Buren
- 59) Searcy

Health Factors

- 2) Benton
- 3) Washington
- 5) Sebastian
- 9) Boone
- 10) Baxter
- 13) Pope
- 17) Carroll
- 18) Crawford
- 22) Conway
- 27) Franklin
- 31) Johnson
- 32) Searcy
- 40) Logan
- 41) Van Buren
- 43) Marion
- 45) Madison
- 61) Scott
- 64) Newton
- 68) Yell

For more information visit www.countyhealthrankings.org.

Around The Region in Photos



New billboard in Yell County



Logan County Fitness Challenge 2011



Benton County EHS participate in



Richard Murphree prepares to "Get His Grub On" at a regional EHS meeting

Community Supper in Searcy County

Bulletin Board at Van Buren County Health

