

NORTHWEST NEWS

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ARKANSAS DEPARTMENT
OF HEALTH

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ACCORDING TO THE 2008 ARKANSAS ADULT TOBACCO SURVEY:

- ◆ Approximately 20.7% of Arkansas adults aged 18 and older are current smokers.
- ◆ Since 2002, there has been an 18% decrease in the prevalence of smoking.
- ◆ On average, current smokers who responded to the 2008 ATS smoked 15.4 cigarettes a day.

It's hard to believe it has been six years since the smoke-free policy took effect in Fayetteville. I've enjoyed being able to go out to my favorite restaurants and their attached bars and not worry about the health effects of second-hand smoke. We waited a long time for this healthy change. Now, it's hard to believe we ever allowed smoking in our workplaces.

Because we are smoke-free in our restaurants and their attached bars, our workers are protected from the dangers of secondhand smoke. I can enjoy going to see a show at George's or Smoke and Barrel, both smoke-free. (May I add that Smoke and Barrel made this choice voluntarily?) Bottom line: Smoke-

free makes good \$ense.



As chair of the Fayetteville Forward Health Action Group, a member of the Northwest Arkansas Tobacco Free Coalition, and a member of Smoke-free Makes Good \$ense, as well as a volunteer for the American Cancer Society's Cancer Action Network, I am happy to live in a community that values our health and well-being, exemplified in numerous ways such as:

pedestrian-friendly streets, trails, and value of the local food movement.

Looking forward to 2011, I can't wait to see all that Fayetteville has to offer. I hope to see protection for all of our hospitality workers. I hope to see a healthy and vibrant Fayetteville. I hope to see an expansion of our smoke-free ordinance, an expansion that is comprehensive, sensible, protects our hospitality workers, includes bars and moves Fayetteville Forward.

Shinn, S. (2011, January 17). Expand Smoke-Free Ordinance. *Northwest Arkansas Times*, p.5A.

Arkansas Celebrates National Health Education Week

The theme of this year's National Health Education Week October 17-23 was "A Tobacco-Free Nation through Health Education." National Health Education Week is celebrated each year during the third week of October in an effort to focus on providing education on a major public health issue and to improve consumer un-

derstanding of health education's role in promoting public health.

In Arkansas, 4,900 adults die each year as a result of their own smoking, and 510 adult nonsmokers die from exposure to second-hand smoke. Annual healthcare costs in Arkansas directly caused by smoking amount to more than \$812 million annually, not

including the cost of lost productivity, hospitalization and long-term disability. The dangers of tobacco aren't limited to cigarettes. The addiction to smokeless tobacco is just as strong. Arkansas has the third highest percentage of adults who use smokeless tobacco, falling only behind Wyoming and West Virginia.



DOCTORS THAT VOLUNTEERED TO DO SCREENINGS IN MARION COUNTY.

Marion County Fights Back

The Marion County Home Town Health Improvement Project, in partnership with the Arkansas Prostate Cancer Foundation, held its annual prostate cancer screening clinic Tuesday, August 18th, at the Marion County Health Unit. Over 100 participants received free prostate cancer blood tests and examinations. Sixteen of these participants are receiving follow-up attention due to the results of their physical or laboratory examinations. This is important because these participants

might have had undiagnosed medical conditions.

Initially serving about seventy participants, this clinic has grown significantly over the past eight years. This success is due mainly to local physicians, other medical professionals and community volunteers who have dedicated time and energy over the years to serve residents in our area. County Judge Pete Giles was on hand to offer support and thank the volunteers and medical staff for making this

event such a success. Harp's Food Market demonstrated their community support through generous donations of refreshments and snacks.

Prostate cancer is an abnormal growth of cells in the prostate gland. Most of the time, prostate cancer grows very slowly. However, some types grow and spread quickly. Although the only way to know for sure is with a biopsy, the first step in detection is screening. ~ Arkansas Prostate Cancer Foundation

NEWTON COUNTY

LOCAL HEALTH

UNIT STAFF IS

MAKING A

DIFFERENCE IN

THEIR HEALTH. A

466 LB DIFFERENCE

TO BE EXACT!

Were You Naughty Or Nice

One in five pregnant women in Arkansas smoke. That's 22% of pregnant women in the state, according to the Centers for Disease Control & Prevention Pregnancy Risk Assessment Monitoring System (PRAMS). In addition, in 2009 78% of mothers on Medicaid smoked during their last three months of pregnancy. In effort to reduce the number of pregnant women who use tobacco, the Boone County

Tobacco Education Network (BCTEN) hosted "Santa's Quit List." BCTEN collaborated with medical providers to recruit pregnant women using tobacco to sign up for tobacco cessation using the Arkansas Department of Health's Stamp Out Smoking fax back referral form. All eligible participants were entered into a drawing to win 1,140 baby diapers, generously donated by the OB Department at North Arkan-

sas Regional Medical Center. The "Santa's Quit List" project ran from December 1st-30th.



Getting Lean & Mean Newton County

Newton County had its own weight loss and exercise program called "The Biggest Loser Jasper Style" that ran from September 13th until December 13th. All 27 participants gave a \$1.00 a week contribution and at the end of the program, the person with the largest percentage of weight loss won the jackpot.

The Newton County Health Unit Staff has spent this year making a difference in their health. A total of 466 pounds have been lost by 12 members thus far in 2010. The unit usually has a potluck holiday lunch but in the spirit of giving, this year the decision was made to bring food items for donation to the Christian Food Room at Jasper in lieu of the lunch.

According to the *Newton County Times*, there are 52 reasons to love Newton County. Number 8 on that list is Hometown Health working to improve quality of life. The program designed to assess and address the health needs of Newton County just entered its eighth year.



Arkansas Takes Back

On Saturday, September 25, 2010, a nationwide DEA-sponsored Prescription Drug Take Back Event was held in many states across the country, including Arkansas.

As per the U.S. Drug Enforcement Administration (DEA) website, <http://www.dea.gov/takeback/>, the nationwide total number of registered sites was 4094. In Arkansas, there were 201 registered sites. Nationwide, DEA listed the total number of law enforcement sponsors as

2992, with Arkansas having 186 registered participating law enforcement agencies. Arkansas had greater than two times the average number of registered sites per state. The average number of registered law enforcement agencies per state was 60; Arkansas had 186. Arkansas had greater than three times the average number of registered law enforcement agencies per state.

The DEA - Little Rock Field Office reported that 5,407 pounds - over 2 ½ tons - of

pills were collected by Arkansas Law Enforcement on September 25. According to the Arkansas State Crime Lab, a reasonable estimate for 5000 pounds of pills would be anywhere between 7 and 9 million pills. All collected pills were destroyed (free of charge as a service to law enforcement) by Clean Harbors in El Dorado on September 30 & October 1.



Your Cares, Our Concerns

On November 11, Sebastian County health professionals came together during an HHI event to tackle a serious community concern. In honor of diabetes awareness month, the Sebastian County "Your Cares Our Concerns" Hometown Health Improvement Coalition (YCOC-HHI) held a diabetes session which brought together 32 local medical professionals and citizens to learn about how

diabetes is impacting Sebastian County. These area professionals and patients participated as leaders in their field of expertise helping to guide the local HHI in accomplishing its mission. The response from local healthcare professionals was so overwhelming that registrations had to be closed within days of announcing the event.

Jim McAllister, Manager of

Snell Prosthetics and Orthotics Lab & member of YCOC-HHI, shared the mission, vision and background of the coalition and asked everyone to get involved. Nearly half of the people attending this packed out event signed up to become members of the coalition including diabetic educators, nutritionists and other professionals representing both hospitals and several local clinics.

The vision of the Sebastian County Hometown Health Improvement Coalition is to "make Sebastian County the healthiest county in Arkansas!" We welcome competition from other counties on this lofty goal in our combined effort to improve health across the state - working towards a healthier Arkansas.

Madison County Parties Hard

The Madison County 8th Grade Teen Summit was held on October 6th at the Jones Center for Families in Springdale. This is the sixth year that the Madison County Health Coalition and other community partners have sponsored a teen summit on tobacco, alcohol, and other drug prevention. Close to 200 8th graders from Huntsville, St. Paul,

and Kingston schools attended this one day event.

The purpose of the teen summit is to encourage healthy behaviors and discourage dangerous behaviors such as tobacco & alcohol use. During the morning session, Rick Bender, a mouth cancer survivor, was the featured speaker. During breakout sessions, the students were able to visit sev-

eral educational booths, participate in physical activity games, and hear speakers from Camp Harvest on dangers of meth use. During the afternoon session, Dr. Alvin Lievsay spoke about how tobacco had impacted him. His father died of smoking complications and his mother, a non-smoker, died of lung cancer due to exposure to secondhand smoke.



SHANA VILLINES AND STUDENTS AT TEEN SUMMIT.

KEEPING YOUR HOMETOWN HEALTHY!



NW REGION HHI SUPPORT STAFF

- Linda Thompson, NWR HHI Manager
- Kathleen Holloway, HHI Regional Coordinator
- Meshell Ward, HHI Regional Coordinator
- Sara Daniel, Public Health Educator
- Jennifer Dean, Public Health Specialist
- Scotty Manning, Public Health Specialist
- Nancy Green, BSN, RN, CHNS & CHPS Supervisor
- Nancy Marsh, RN, Community Health Nurse Specialist
- Mary Glasscock, RN, Community Health Nurse Specialist
- Miranda Curbow, RN, Community Health Nurse Specialist
- Sarah Brisco, Community Health Promotion Specialist
- Christine Reifeiss, Community Health Promotion Specialist
- Patricia Brown, Tobacco Grants Administrator



**"I WONDER IF SHE SAID YES?!?"
BENTON CO—SILOAM SPRINGS**



**"IF THEY COME, I WILL DIRECT THEM!"
BENTON CO—SILOAM SPRINGS**



**"ARE WE SURE THE CLINIC WAS TODAY?"
VAN BUREN CO—SCHOOL FLU**



**"AT THIS POINT, SANITY WAS OPTIONAL!"
MADISON CO—MASS FLU**

A Note From Our Fearless Leader

I just want to take a moment and offer a sincere word of admiration and appreciation to each one.

You have worked so diligently to prepare for and implement your individual mass flu clinics, while preparing for and providing school flu vaccination clinics.

Jim and I visited many of your clinics as well as many other Regional Staff (most of whom worked in the clinics) and each one was well organized and staffed sufficient to serve many more citizens than accessed our flu clinics.

I believe had you had the demand, you had the capacity to set another record for vaccinations in 2010.

This speaks well of each of you and your ability to mobilize your community partners.



A TOTAL OF THE 242,206 PEOPLE WERE VACCINATED IN THE NW REGION DURING THE MASS & SCHOOL FLU CLINICS.

On top of that, there were 11 Health Units that achieved 11 or more visits per nurse per day in Octo-

ber! Very significant.

So again, please let me offer my sincere note of appreciation to you, your staff, our Regional Staff, and your community volunteers for another job well done.

Have a great day!

Don



DON, HARD AT WORK AT THE BOONE COUNTY MASS FLU.



JOHNSON COUNTY WAS PREPARED FOR THE FLU, INSIDE AND OUTSIDE