

Northwest Region  
Hometown Health Improvement  
March 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.

Mountain Home Police dept checked car seats at Wal-Mart on 03/05/11.

03/23/11 "Spotlight on Diabetes" Reppell Diabetes Learning Center. From 8-3 at Baxter Co. fairgrounds. 10th annual educational program. Information related to healthy and successful diabetes management. 03/22/11 Diabetes Wellness group Baxter Regional Medical center cafeteria dining room.

Norfolk, Mt. Home, and Cotter Head start nutrition education for parents by Health unit clerk and nurse. Parents of head start children. Encouraged about children's nutrition through WIC program. Gave WIC program guidelines. Answered questions about nutrition and Immunizations.

**Benton County**

**LHU Administrator: Loy Bailey**

Bridges to Wellness/Siloam Springs helped sponsor Mental Health First Aid" training course for community leaders/providers. Attended ARCOP sustainability meeting; discussed local coalitions/groups with goals to address community health and wellness. Met with new County Extension Home Economist and discussed ways to leverage resources to better educate public on good nutritional habits/lifestyle.

**Boone County**

**LHU Administrator: Debbie Johnson**

Be Medwise program on March 11, 2011. Making our own Outreach pictures for teen drug and alcohol use. County plans to participate in the NLE exercise. Started our first Community Garden, the Willard Dunn Memorial Garden. Held our first 100K Challenge! Had 59 participants. Looking forward to next year.

Attended the City Council meeting to change main street to a Road Diet to increase the availability of a more walking and biking lanes. This has been VERY controversial in



students are continuing to work on new advertising ideas for the DFC, UDLE and SPF grants.

The Community Perception Survey was distributed and results were tallied. An abbreviated evaluation can be found at the end of this report. The LifeSkills pretests were also tallied and evaluated; findings were shared with school counselors and Camp Harvest to help guide the spring sessions.

Project Coordinator was able to meet with PRC Laurie Reh; where they discussed the sustainability of grant efforts, the coalition's latest prevention efforts and the involvement of the PRC.

Project Coordinator attended the Youth Resource Network meeting. This is a group of youth oriented non-profits throughout NWA that meet quarterly to share ideas, activities and resources. The group is headed by the Jones Center but includes organizations from Benton, Washington and Madison counties. Having an informational fair that coincided with the Jones Center Back to School event was suggested and will be discussed further at the next meeting.

The Media Arts class is finishing their work on the PSA's and will be ready to air the winning PSA on the April 7<sup>th</sup> American Idol episode. This will coincide with the Prom and Graduation advertising campaign. There will be ads in the local newspaper and an increase in the number of radio and television spots. We will also continue the florist insert campaign and work on getting posters in the local hair salons and at the High School.

#### Drug Prevention

- Submitted DFC Continuation Application
- Presented at a DFC Application Workshop in Clinton, AR
- Project Coordinator attended the Arkansas Prevention Network Mid-Year Conference in Little Rock
- Project Coordinator met with HHS Students to discuss ideas for the marijuana prevention radio ads

#### Komen Grant

Madison County Health Coalition has been awarded a grant in the amount of \$75,610 from the Ozark Affiliate of Susan G. Komen for the Cure. With these grant funds we will be able to reach more women and men who need screening for breast cancer or assistance while going through breast cancer treatment.

The present grant cycle will end on March 31, 2011. In this grant cycle we have assisted 91 women.

MCHC breast cancer support group will have a team for the Race for the Cure.

Shana Villines and 2 coalition members attended the Arkansas Cancer Summit in Little Rock.

Met with Susan Short and Cassie Cochran and submitted my update on my mass dispensing plan. County Judge was trained on MDP by Cassie Cochran.

#### Tobacco Prevention/Cessation

Project Coordinator completed the following the month of March

- Conducted training at BMRHC on fax back referral and local cessation programs
- Partnered with health unit and SNE classes to offer secondhand smoking education to pregnant and parenting WIC participants.
- Conducted trainings at area daycares on dangers of secondhand smoke. Educational info was also sent home with kids for parents.
- Trained 4, 5, and 6 grade students at St Paul school on new tobacco products and advertising techniques.
- Training at Project FOCUS (teen parenting class) on the dangers of smoking and pregnancy
- Training with local Sheriff's department on Act 13
- Tobacco prevention puppet shows at area daycares

Project Coordinator of Blue and You grant spoke at HHI sustainability conference in LR.

### **Marion County**

#### **LHU Administrator: Judy Martin**

Partnering with Prostate Cancer Foundation to plan a screening event on 8/30/2011. A free education class sponsored by 5 Star Diabetes Network was held at the Senior Center in Flippin on 03/29/11. Free pre-diabetic screening February at Fred's; Twenty-nine people screened.

CERT classes at Yellville-Summit High School. They are planning May multi-state earthquake exercise. MRC meeting 3/4/2011. Earthquake drill with Hospital Association 3/31/2011.

Family Planning and Immunization educational info given at TFMC meeting. Hand sanitizer given to clients at each Women's Health clinic.

Partnering with Tobacco Free Marion County to provide dangers of tobacco use during pregnancy and second hand tobacco dangers to infants to all pregnant women and new Moms in clinic, daily. Each Mom receives backpack with goodies and educational material from TFMC. Back to Sleep education, early prenatal care education.

Planning "Right Bite" cooking classes in Spring. Walk- Run Clinic began Feb 27. Toothbrushes given to needy children visiting clinic during March.

TFMC sponsored Teen Summit, YES Team in Yellville-Summit school March 17, 2011. Six youth on the YES team and attending school board meetings and providing input.

**Newton County****LHU Administrator: Kathy Taylor**

Nutrition, physical activity, and tobacco prevention/cessation information given to teens at Transition Fair held at North Arkansas College on 03/31/11.

**Pope County****LHU Administrator: Pam Sellers**

Janice Lusk Coalition SPF/SIG coordinator working on grants and doing outreach for alcohol education and underage drinking prevention. Provided Breast Care outreach material at local hospital. Updated county MDP with LEPC sub-committee. Provided family planning, immunization, STD, and teen pregnancy outreach material to local school system. Attended the Sustainability Conference March 29-31 in Little Rock.

**Scott County****LHU Administrator: Darla Mortimore**

The County Adult Health Survey began on 3/7/11. The SCHEC monthly meeting was held on 3/2/11 at Rich Mountain Community College. Community Health Center Grant Committee Meeting was held on 3/10/11 at the Waldron City Hall

**Searcy County****LHU Administrator: Elizabeth Seftar**

Twelve participants in the Medication Assistant Program. Outreach done at Searcy County DHS, Marshall Family Practice, and Searcy County Lunch and Learn. UAMS presentation on Dangers of Teen Prescription Drug Use to all 8<sup>th</sup> 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 County 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 newspaper.

Educational materials on infant mortality presented at a DHS staff meeting. 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. 15 parents participating. Food provided by Marshall Assembly of God. SOS materials given at DHS staff meeting. Prevention coalition shared community assessment of risky behaviors in Searcy Co. youth at Lunch and Learn meetings. Sponsored by VBC TEA coalition.

**Sebastian County****LHU Administrator: Jo Wester**

The DFC has recently partnered with our local Fort Smith Law Enforcement in a new program "Underage- Under Arrest!" The Law enforcement will be at our next meeting explain new program and how the DFC and You can do to help! Please pass along and help us back up and support our local law enforcement as we take our first huge step in changing our youth drinking local conditions.

Jo Wester presented during DFC/RVTDFC meeting regarding recent partnerships with Law Enforcement and education luncheon, outcomes and ideas to help educate community on ACT 13.

Presentation during DFC/RVTFC meeting by Jo Wester regarding Mass Dispensing Plan and Closed Pod opportunity for community.

Jo Wester met with Sheriff Hollenbeck to discuss memorandum of agreement for a Closed Pod to be established with Sebastian County Sheriff's Department and Fort Smith Police Department.

EHS in Sebastian County presented to Greenwood Police, local vets and animal control regarding positive rabies in Sebastian County. Vets are holding clinics at a reduced rate and other efforts to control possible exposure.

Late clinic held at the Sebastian County Health Unit on Thursday, March 17<sup>th</sup>, to make Family Planning Services and immunizations more accessible to the community and focus on teen prevention.

Sebastian County Law enforcement officers met Monday, April 4<sup>th</sup>, 2011 at Farmers Bank in Greenwood, AR for a Law Enforcement Appreciation Luncheon in honor of National Public Health Week. The luncheon was provided by Peachtree Hospice and was hosted by "Your Cares, Our Concerns" Hometown Health Coalition in collaboration with Arkansas Department of Health. Attendees were updated on the recent passing of Act 811 that prohibits smoking in vehicles with children up to fourteen years of age effective June 27, 2011, previously children age six or younger.

Officers were also educated on Sebastian County Preparedness efforts, the Arkansas Social Host Law, underage drinking prevention, injury prevention, and infant mortality prevention. Officers from Greenwood, Bonanza, and the Sebastian County Sheriff's Department were in attendance. This meeting resulted in collaboration to educate the public on Act 811 and other public health issues between local law enforcement, River Valley Tobacco and Drug Free Coalition (RVTDFC) and "Your Cares, Our Concerns" Hometown Health Improvement Coalition.

Planning Meeting with Sheriff Hollenbeck regarding a smoke free work place and incentives for physical activity. Planning to coordinate presentation for staff using the county health rankings and tool kit for smoke free work place given to Sheriff for review.

A small business card is hand to all clients every day promoting the client to call the 1-800 number and express type of service received while visiting the health unit. On the back of the card is printed quotes, which change monthly taken from the book titled "Customer Love" by Mac Anderson.

An idea presented by Sherry Plumlee, Adm. Carroll County Health Unit, implemented in Sebastian County. A box full of items to choose from titled "Move Forward" will be brought to each staff meeting. If a positive customer service report is received by the administrator from state office with your name attached as giving out great customer

service to our clients, you will move forward to the table at the front and pick an item. Also, we will have a star board in the break room where all these reports and names will be posted for all to see.

From January 3, 2011, to March 28, the Lavaca Wellness Center Clinic has seen over 300 students (Pre-K through 12<sup>th</sup> grade). Community patrons are also utilizing clinic services. Dental services are provided one day a week. Beginning in the fall of 2011, the center will offer audiology and optometric services.

**Van Buren County**                      **LHU Administrator: Donna Branscum**  
VBC TEA Coalition working on alcohol and drug prevention PSA's with Channel 11 and local media. Teresa Gates presented breastfeeding information to local MD. Lobby bulletin board for public health week for car seat safety. AHA with ADEM emergency preparedness tabletop in Batesville (EH attended in my place). Working on farmers market with Growing Health Communities grant. Promoting Healthy Smiles/Healthy Families program with maternity patients.

YMHF starting new THRIVE program next week for HIV/STD prevention. YMHF program currently has 71 active participants with 69 babies. Tobacco program continues with PSA's through OMHN. Medication assistance program currently has 111 clients with \$372,050.46 meds received to date this year.

**Washington County**                      **LHU Administrator: Glenda Parker**  
Project Right Choice in Fayetteville working with Clear Channel media to develop public service announcements that address the social host law.  
Grand Openings held on March 15<sup>th</sup> at Jones Elementary in Springdale and Lincoln for their Wellness Centers.

Nutrition staff provided in-service on Toddler Nutrition at the Baby Shower March 26<sup>th</sup>.

03/18/2011, Tyler Clark was a featured speaker on the *Clean Indoor Air Educational Webinar* hosted by the Arkansas Cancer Coalition. He updated those listening throughout the state on our status here in Fayetteville and the impact the NWATFC is making in our community!

Provided Flu immunizations in West Fork at Growing God's Kingdom Daycare and at the Community Baby Shower (also Tdap).

**Yell County**                                      **LHU Administrator: JM Graves**  
No report.