



July 2011

Arkansas Department of Health

Summer Edition

Special points of interest:

- Act 811 takes effect on July 27, 2011.
- This law protects children under the age of 14 from second-hand smoke while in vehicles.
- Violating this law is a primary offense.
- On their first offense, violators can avoid the \$25 fine by providing enrollment in a program to quit smoking.

Inside this issue:

Nicotine Addiction 2

Searcy County 2

Prevention Board 2

Nancy Marsh 3

Kingston Schools 3

Welcome 3

Boone County 4

Franklin County 4

Change in Arkansas Law Protects More Kids from Secondhand Smoke

Effective July 27th, an amended Arkansas law will protect 78 percent of Arkansas children from secondhand smoke in vehicles – a significant increase from the law's previous 34 percent protected. Act 811 of 2011 makes it a primary offense to smoke in a vehicle with children under 14, and violators can be pulled over and ticketed.

The Arkansas Protection from Secondhand Smoke for Children Act of 2006, also known as Act 13, previously protected children under 6 and weighing less than 60 pounds. During the 88th General Assembly, Sen. Percy Malone filed a bill to increase the age of protection, and after passing the Arkansas Senate and House of Representatives, Governor Mike Beebe signed the bill into law on March 30th.

The concentration of secondhand smoke in vehicles can exceed that in homes and bars

by 10 to 100 times due to their confined space. Children's developing respiratory, immune, and nervous systems are especially vulnerable to the dangerous health effects of secondhand smoke, and we are thrilled this law will protect more of them.

Children exposed to secondhand smoke are at an increased risk for Sudden Infant Death Syndrome, lower respiratory infections, middle ear disease, more severe asthma, and slowed lung growth. Cigarette smoke contains hundreds of toxic chemicals – at least 69 of which cause cancer, and each year, 470 Arkansans die from secondhand smoke.

Even with open windows, smoke can stay trapped in a car, exposing children to high levels of particulate pollution. In a short time, pollution levels from a single burning cigarette can build to a hazard level equivalent to the vicinity of an

outdoor forest fire. According to the 2008 Adult Tobacco Survey, 73 percent of Arkansas adults would support a stronger law that protects all children under 18 from exposure to secondhand smoke in vehicles.

For more information, call the Arkansas Tobacco Prevention and Cessation Program at (501) 661-2953, or to quit smoking call the Arkansas Tobacco Quitline at 1-800-QUIT-NOW.



Just Say YES

Extreme Youth Leadership of Midland, TX, and Ruby Moore from the San Marcos, TX, School Safety Center conducted the 9th Annual SAY YES Youth Leadership Initiative (YLI) designed to promote leadership among 7th through 12th grade Arkansas youth. It was held at the Arkansas 4-H Center in Ferndale in June.

Reducing access and consumption of tobacco among Arkansas' youth is the focus of YLI. Twenty-one new Tobacco Control Youth Board Members were trained and will lead the way in the 2012 Fiscal year. Thirteen youth sponsors attended the Mini-Coordinator's Camp that was held in conjunction with the conference.

There were three YES YA (Youth Advisors), the collegiate arm of the Arkansas YLI, that assisted, along with four YLI Staff members: Genine Perez-Porch, Program Coordinator, Edwina Williams, Program Assistant, Sheena Eggerson, Program Intern, and Sandra Mitchell, Volunteer Parent. Among the participants was our very own Scotty Manning!



For more information, please visit :

<http://www.cdc.gov/tobacco/calendar/jul/>

To find out if you are eligible for free BreastCare services, please call (877) 670-CARE.



Meshell Ward, Miss Arkansas Alyse Eady, and Scotty Manning

Declare Your Independence: Freedom from Nicotine Addiction

The Centers for Disease Control (CDC) encouraged everyone to commemorate this 4th of July by declaring freedom from nicotine addiction, or encourage the smokers in your life to declare their freedom from cigarettes.

The design and contents of tobacco products make them addictive. They deliver more nicotine and deliver it quicker than ever before. Filtered and low-tar cigarettes are every bit as addictive and are no safer than other cigarettes. Nicotine is the highly addictive drug in cigarettes that keeps people smoking even when they want to quit. Like heroin or cocaine, nicotine changes the way the brain works and causes smok-

ers to crave more and more nicotine. Many teens who try cigarettes don't know how easy it is to become addicted. In fact, most smokers became addicted as teenagers.

Breaking nicotine addiction is harder for some people than others. Despite this challenge, more than half of all adults who ever smoked have succeeded in quitting. If you are trying to quit or considering it, keep with it! It may take several attempts before you successfully beat the addiction. Don't give up!

Breaking free from nicotine dependence is not the only reason to quit smoking. Smoking cessation can improve your

health by lowering your heart rate; reducing carbon monoxide levels in the blood; lowering the risk for lung and other types of cancer; reducing the risk for coronary heart disease, stroke, and peripheral vascular disease; reducing respiratory symptoms, such as coughing, wheezing, and shortness of breath; and lowering the risk of developing Chronic Obstructive Pulmonary Disease (COPD). Different treatments work for different people. The most important thing is to try, try, and try again until you succeed! You can find an effective way to quit. Smokers can receive free resources and assistance by calling 1-800-QUIT-NOW or by visiting smokefree.gov.

Saving Lives in Searcy County

A Health and Safety Fair hosted by the Searcy County Health Department, Searcy County Prevention Coalition, 5 Star Committee, and the Department of Human Services was held in May. Among the booths and displays that were stationed inside and outside the center, one showed children how to escape a burning building with actual smoke detail in the Fire Safety House. This is

a training and learning device where children are monitored as to how they would stay low to the floor and find an escape route during a fire episode.

The Fire House was just one of the many opportunities that attendees at the event were able to take part in. Approximately 200 people attended the day's activities. The UAMS mobile mammogram unit ad-

ministered 29 mammograms and 8 men were screened for prostate cancer with 3 individuals signing up for future colonoscopies.

There were over 30 local, state, and federal organizations present providing information on health and safety. In our opinion, the event was a huge success.

Prevention is Serious Business

Alyse Eady, Miss Arkansas 2011, was the guest speaker for the AR Prevention Certification Board's annual banquet held in Little Rock on June 7th. Ms. Eady entertained banquet goers with her ventriloquism/puppet act and yodeling, which helped her earn her title.

The Arkansas Prevention Certification Board (APCB) oversees

and evaluates the certification process for the state. APCB believes all individuals working in the field of prevention have a responsibility to the general public, their clientele, their employers, and themselves to be positive role models. As the only prevention certification board in Arkansas, they are committed to providing support,

networking opportunities, advanced training, and certification of professional competency for those working in the prevention field.

Currently there are 54 Certified Prevention Specialists (CPS) and 39 Certified Prevention Consultants (CPC) in the State of Arkansas, including our very own Meshell Ward.

Nancy Does it Again

At a recent statewide conference, Nancy Marsh was named recipient of the Jim Smith Lifetime Achievement Award by the Arkansas Prevention Network. This award is in honor of Jim Smith, who made a significant impact on the field of prevention throughout his career. The annual award is given to one individual in the state of Arkansas that had dedicated his/her life to the field of prevention.

Nancy has worked for the Arkansas Department of Health for the past 26 years. Her dedication to prevention is not only seen in her day-to-day job but in her numerous volunteer roles

as well. Eleven years ago, Nancy, along with another concerned medical professional, started the Madison County Health Coalition (MCHC), a 501c3 organization. She currently serves on the Executive Board as the Vice President and has served in this position since its inception. Due much in part to Nancy's dedication and hard work, the coalition has grown exponentially. They now receive close to half a million dollars yearly in grant funding and are the leading health education resource in the county.

Nancy has not only contributed to the health of the community

through the MCHC, but also through the Madison County Medical Group Clinic. She helped the Medical Group board apply for its non-profit status in 2007 and the clinic opened that same year. Before clinic opened its doors, there was only one clinic in the entire county. That clinic was overwhelmed by the number of patients needing to be seen, with some patients having to wait sometimes months to see a doctor. Nancy serves on the clinic board as the Treasurer.

Congratulation Nancy!!!!



Nancy Marsh receiving Jim Smith Lifetime Achievement Award at Mid South Summer School.

County to County Collaboration at it's Best

Kingston Schools in collaboration with the Madison County Community Health Coalition, has been awarded \$25,800 in Joint Use Agreement Grants through the Arkansas Department of Education. The town of Kingston, which is officially in Madison County, is part of the Jasper School District in Newton County. This crossing over between the counties has created some unique problems

and success (like this one) for the school.

Two grants, one for the high school and one for the elementary school, were applied for and approved. The high school grant will be used to allow the weight room to be open for community use and the elementary grant will be used to erect new playground equipment on the school grounds

that will also be made available for public use.

These grants were made possible by the Governor's Office and the Arkansas Tobacco Excise Tax. The funds are to be used to aid schools in adoption and implementation of joint use policy and to form collaborative partnerships with local community resources with the intent of increased physical activity.

The Jasper School District has also taken the necessary steps to become an unfunded Coordinated School Health Program.

Welcome Aboard

We would like to take this opportunity to welcome our newest Public Health Specialist, Leigh Ann Owensby, who is taking Sara Daniel's place. Leigh Ann is not a stranger to some of you. She is a Registered Dietitian and has been working with the agency in Harrison as a WIC Nutritionist since December 2009.

Leigh Ann is originally from Valley Springs and graduated from the University of Arkansas with a degree in Human Environmental Sciences with an emphasis in Nutrition. She then moved to St. Louis, where she completed her dietetic internship at St. Louis University.

Leigh Ann and her finance, who lives in Russellville, are getting

married in October. This enabled us "steal" her from the WIC program, as it is hard to live so far away from each other once married. Along with her dog Marley, her new family of three will soon reside in Pottsville. Although the WIC program was very sad to see her go, we are very glad to have her as part of our HHI team and look forward to working with her!



Leigh Ann Owensby, Public Health Specialist

Annual Youth Summit is a Huge Success

The 3rd Annual Youth Summit was held May 17th, in Fairfield Bay. South Side, Clinton, Shirley, and Marshall schools were all represented with a total of 74 teens in attendance. Presentations were given to the students throughout the day on various issues. The summit was kicked off with Scott Bradley giving a sobering presentation on Texting and Driving. Cody Hiland, the 20th Judicial District Prosecuting Attorney, gave a stern presentation about sexual assault and the consequences that follow the crime. Jason

Report followed with a tear jerking presentation and shared his personal testimony of losing his best friend due to choices that led to his death at the age of 23. The teens also listened intently to Bryce Humbrecht of Batesville, share his personal story of an alcohol related car accident that left him paralyzed from his neck down. Nancy Green ended with an informative presentation on "What the Tobacco Companies Won't Tell You."

While there were some very serious topics discussed

throughout the day, Tim Smith, the principal of South Side High School, was also there to provide some humorous games, fun, and entertainment. The kids enjoyed breakout sessions and group activities after lunch where they were educated on prescription drug abuse, tobacco prevention, peer pressure, and bullying.

Ozark Health Foundation \$500 scholarships were also given by Foundation Coordinator, Tawny Laymon, to one student from each school.



Attendees at 3rd Annual Youth Summit

Boone County Receives More Grant Funding

Hometown Health in Boone County has some very exciting new projects in store for this year. They were recently awarded a 5 year grant totaling \$75,000 per year from the Arkansas Children's Trust Fund to provide case management for pregnant and parenting teens in Boone County! Hopefully the Boone County Health Unit will be able to work very

closely in this grant with WIC, family planning, immunizations and the maternal infant program. It will fund 1.5 FTE's to run the program which will be called "*The Circle of Life.*"

The coalition was also awarded the Arkansas Cancer Coalition Grant for \$66,010! This is very exciting because it will allow them to continue the fight

against tobacco issues as well as other Cancer related issues.

Both of these programs will be wonderful in moving closer to making the community a healthy place to live, work and raise children.

Teen pregnancy and unplanned pregnancy among young adults is at the root of a number of important public health and social challenges.

Franklin County Plays

The Franklin County Right C.H.O.I.C.E.S. Coalition had 250+ attendees at their annual Town Hall meeting on April 21st. The Coalition addressed the prevention of underage drinking and the abuse of prescription drugs and smokeless tobacco through a local version of "Minute to Win It." The games were tied to local statis-

tics which allowed for a fun, memorable way to get Franklin County data out to the general public. One example would be the game "Bottoms Up." In this game, three contestants had alcohol free key chains dangling from a belt loop. Contestants had one minute to knock down four 12oz. cans. After the game was over, the crowd was edu-

cated on the fact that Binge Drinking consists of four (number of cans in the game) or more drinks in one sitting and that, due to the efforts of the Coalition, binge drinking has been reduced by 10.9% in just three short years. Several games were played throughout the night, all of which were tied to local APNA data.



Hometown Health Improvement



Linda Thompson, NWR HHI Manager

Kathleen Holloway, HHI Regional Coordinator

Meshell Ward, HHI Regional Coordinator

Jennifer Dean, Public Health Specialist

Leigh Ann Owensby, Public Health Specialist

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

Congratulations to the following FY 2012 Tobacco Grantees in the Northwest Region:

Coordinated School Health

- Yellville—Summit School District—Marion County
- Conway County Comm Svc—Pope County
- Harrison School District—Boone County
- Springdale School District—Washington County
- Fayetteville School District—Washington County
-

Community

- St Francis House NWA Inc—Washington County
- Rogers Development Foundation—Benton County
- Conway County Comm Svc—Pope County



STAMP OUT SMOKING
ARKANSAS DEPARTMENT OF HEALTH
1-800-QUIT-NOW



HOT as an OVEN! NEVER Leave a Child Alone in a Car

49 children died from heat exposure last year in the U.S.

- Dial 911 immediately if you see an unattended child in a car. EMS professionals are trained to determine if a child is in trouble.
- Never leave a child unattended in a vehicle, even with the windows slightly open.

Routines and distractions have caused people to mistakenly leave children behind in cars.

- Place an item that is to be carried from the car, such as a cell phone,

purse, briefcase, or gym bag, in the floor in front of the child in the backseat. This triggers adults to see children when they open the rear door and reach for their belongings.

- Be especially careful if you change your routine for dropping little kids at daycare. Have a plan with your daycare if your child is late that you will be called within a few minutes.
- Set your cell phone to remind you to drop your child off at daycare.

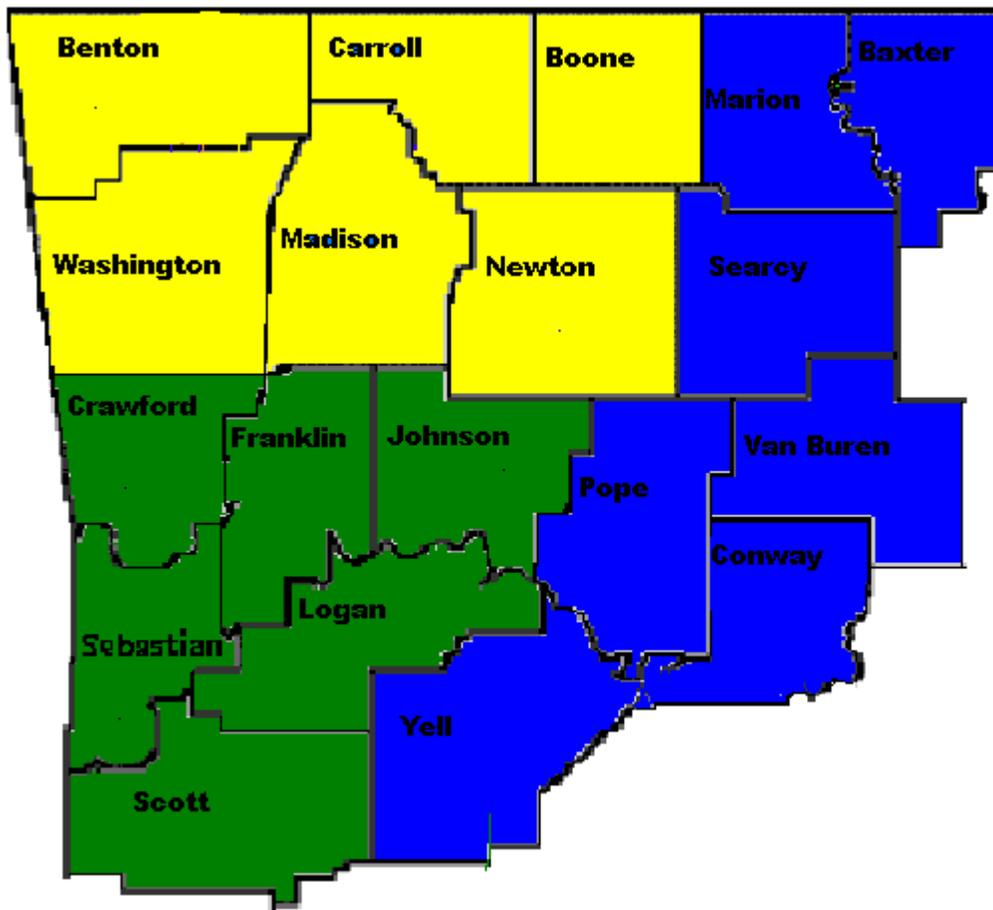
- Set your computer calendar program, such as Outlook, to ask, "Did you drop off your child at daycare today?"

Prevent trunk entrapment.

- Teach children not to play in any vehicle.
- Lock all vehicle doors and trunk after everyone has exited the vehicle.
- Keep keys out of children's reach. Cars are not playgrounds or baby-sitters.
- Check vehicles and trunks first if a child goes missing.



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- Leigh Ann
- Scotty
- Jennifer