

Northwest Region  
Hometown Health Improvement  
November 2010 Report

**Baxter County**

**LHU Administrator: Judy Cochran**

The Baxter County Tobacco Control Committee made Tobacco Free Family Kits available to anyone who called 870-425-4400, providing information to safe guard infants and children for November 19th's Great American Smokeout. The Schliemann Center for Women had an article on smoking cessation. The community of Norfolk has raised over \$1,100.00 for a skate park for the Norfolk Youth Center, a local business man has offered to match up to \$3,000.00. The Mruk Family Center on Aging is offering a Fitness Class for Men of all ages, they meet 10-11 am every M-W-F. Through the 5 Star Network the Norfolk Community Center will be the site for monthly diabetes education classes starting in December.

**Benton County**

**LHU Administrator: Loy Bailey**

Bridges to Wellness planning a Health Fest community event in Siloam Springs. Two mass flu vaccination clinics held in county this month, one in Siloam Springs and the other in Rogers. Continued assisting with school flu vaccination clinics throughout the month, will complete these next month.

**Boone County**

**LHU Administrator: Debbie Johnson**

We are planning a program to target pregnant women who smoke. It is called "Santa's Quit List". We will be encouraging all MD's and OB providers to encourage their patients to quit smoking. If they will commit to quitting, they will be entered into a drawing and given a chance to win 1100 diapers. The diapers have been donated by NARMC. We have also worked with a local factory, Wabash, to be smoke free. We are working on a policy change for this factory.

We held the 1st Annual Healthy Living Expo. 121 people attended. We had speakers Chip Johnson, Mayor of Hernando, MS & Ian Thomas, from Columbia, Mo who received a multimillion dollar grant to address access to physical activity, biking trails and walking trails across his city. We also had a diabetic educator speak and a Tai Chi demonstration. Our Harrison Convention and Visitors Center has started a "Hike the Buffalo River" hike every month. It has been really popular with the community.

We conducted Flu clinics in 12 schools in the county this month. We are applying for two new grants.

**Carroll County**

**LHU Administrator: Sherri Plumlee**

No report.

**Conway County**

**LHU Administrator: Tamara Ketchum**

Mass flu clinic. Flu shots to Action Services and all schools in Conway County.



with home workouts. As a follow up and incentive award, on November 5th, all participants received 3lbs of fresh apples and 5 lbs of rolled or steel cut oats to help them and their families with healthy food choices.

Kingston School and Community and Blue & You Foundation Site Visit 2010  
Patrick O'Sullivan, director of the Blue & You Foundation for a Healthier Arkansas, visited Kingston and meet teachers, parents, students and community members during a walk Wednesday, October 20th after school. "The Kingston community, not just the school, has benefited from the grant program this year," commented grant coordinator, Brandi Holt. The community formed a walking group in March and began working toward completing a 5K race. While the race has come and gone the group continues to walk on a regular basis. The Blue & You Foundation grant has helped encourage over 200 Madison County residents to increase their physical activity so far this year. One Madison County business owner, Betty Blackwood, owner of Dogwood Designs in Witter, also visited with Mr. O'Sullivan about the benefits her employees have experienced with Work for Better Health. "It has made such a difference in these women's lives. They are more interested in their health" shared Ms. Blackwood. Huntsville Church of Christ Larry Combs, pastor, and his wife, Rita Combs, have formed a fitness support group to participate in Work for Better Health. The small group will meet on Wednesday evenings and working out together focusing on strength training. The group received copies of the UA Cooperative Extension Service, fitness DVD, Fit in 10! for seniors, as well as resistance bands.

MCCC was a sponsor for the NWA Red Ribbon Rally held on Oct. 28th at Bud Walton Arena. October was Methamphetamine Awareness Month. To bring awareness to this problem, MCCC placed a full page ad in every issue of the Madison County Record for the month of October. Also, MCCC ran TV ads in collaboration with Drug-Free Rogers Lowell as well as radio spots on several local radio stations. In addition, Madison County Judge, Wes Fowler signed a proclamation declaring October as Meth Awareness Month! MCCC also collaborated with Camp Harvest to do Meth Prevention Presentations in the local high schools. St. Paul students did a bookmark design contest for Red Ribbon Week. This is part of the Enforcing Underage Drinking Laws grant that MCCC is partnering with the Sheriff's Office to implement. The winning design will be printed and distributed during April (Alcohol Awareness Month). Huntsville High School students met on November 11th to discuss a peer led social norming campaign to prevent ATOD use among their peers. The students are working to show students that "most of us" DON'T smoke, drink or use other drugs. The students will use the Arkansas Prevention Needs Assessment data for Madison County. MCCC set up an educational booth at Huntsville High School on October 26th for Parent Teacher Conferences. 14 smoke-free home pledges were signed.

## **Marion County**

## **LHU Administrator: Judy Martin**

Tobacco prevention and cessation information provided to pregnant women and new mothers, school kids' education, adult education, faith based Community education, and retailer education. Eight Tobacco Free Marion County newspaper and radio advertisements. Exercise programs offered for adults and school age children. Education

is provided to parents. Back to Sleep for infants. Emergency Planning for individuals. Fire Safety. Walk Run Clinics, Strong Women, Promote walking in the park, Biggest Loser Contest. Promote dental checkups for children. Give toothbrushes away. Dangers of smoking during pregnancy. Dangers of second hand smoke.

**Newton County**

**LHU Administrator: Kathy Taylor**

Living Expo in Harrison. Meeting with area coordinator and personal care specialist.

**Pope County**

**LHU Administrator: Pam Sellers**

Mass Flu clinic, distributed materials. Flu training meetings and flu planning meetings with county officials and volunteers.

**Scott County**

**LHU Administrator: Darla Mortimore**

No report.

**Searcy County**

**LHU Administrator: Elizabeth Seftar**

Completed application request for Searcy County School District to apply for the Delta Garden Study Grant. SOS cards added to Home Health admission packets for review with all new Home Health patients.

**Sebastian County**

**LHU Administrator: Jo Wester**

RVTDF Coalition Meeting. Health fair/health screening.

**Van Buren County**

**LHU Administrator: Donna Branscum**

Grant submission for ADH tobacco grant. Growing Healthy Communities grant awarded to Van Buren County TEA Coalition. Committee meeting discussion 11/18/10. New skate park opened in Clinton Park. MAPP program provided \$26,841 in medications this month for 130 clients enrolled. Total of \$353,756 year-to-date. Two of our THUGs and Two of our Project Northland students worked together on commercials for the holidays to encourage their peers to choose positive alternatives to underage drinking for our Channel 11 commercials. Dare to be You program graduated 16 parents and 17 children this month for our largest class.

**Washington County**

**LHU Administrator: Glenda Parker**

No report.

**Yell County**

**LHU Administrator: JM Graves**

Yell Co Child Development Advisory Board. Tri County Regional Water District.

**Community Health Promotions Specialist**

Sarah Brisco

Sarah provided tobacco free signs to Marshall School District. She provided tobacco prevention and soda drinks facts for a school parent center. She assisted in the planning of school flu clinics by delivering flu forms to schools and participated in a Harrison

School District flu clinic. She provided grant information to schools. She visited the new Omaha School District school nurse and assisted her with resources and health screening information. She assisted in providing resources and updates to school nurses in the absence of the Community Health Nurse Specialist.

### **Christine Reifeiss**

Christine provided information on incorporating tobacco into walkability assessments. She provided technical assistance on the Growing Healthy Communities grant to the Van Buren Co Obesity subcommittee. The city of Clinton was awarded the Growing Healthy Communities grant. She collaborated with the Clinton school and community to obtain the Delta Garden Project grant for the school. She provided technical assistance on nutrition related projects to the Faulkner County Weight Coalition committee; Faulkner County was selected as an unfunded sight for the Growing Healthy Communities grant. Christine participated in the Conway Co mass flu clinic and school flu clinics in Morrilton, Guy, Greenbrier and Quitman school districts in the NW Region. She also assisted with the Perry Co mass flu clinics and Conway school flu clinics in the Central Region. She provided joint use agreement grant information to schools.

## **Community Health Nurse Specialist**

### **Miranda Curbow**

Miranda provided technical assistance to coalitions on available tobacco grants and the tobacco marketing presentation. She collaborated with the Franklin County Tobacco Committee on a local Act 13 Campaign. She provided a tobacco and injury prevention update at the Franklin County Right Choices meeting. She provided Act 13, teen tobacco, sexual health, injury prevention and oral health education at the Logan County HERO training. She provided technical assistance to school nurses on BMI and hypertension, grant opportunities, immunizations, individual health plans and upcoming trainings. She participated in eight flu clinics in her co-op area.

### **Nancy Marsh**

Nancy provided technical assistance to the Madison County Community Grant Coordinator on various tobacco topics including grants, marketing, educational materials, and websites. She participated in nine flu clinics in her co-op area. She provided technical assistance on flu and immunizations. She hosted the Traumatic Brain Injury training at her workshop for school nurses where 6.25 nursing continuing education hours were offered.

### **Mary Glasscock**

Mary provided tobacco prevention and cessation materials to 15 couples at St. Mary's Regional Medical Center in Russellville. She provided information on E Cigarettes at the Faulkner County ATOD. She assisted with preparation for school flu clinics and participated in school flu clinics at Russellville and Dardanelle School Districts and

assisted with Conway County mass flu clinic. She provided technical assistance on immunizations, CSH, A-Train, MA billing and available grants.