



Southeast Region Hometown Health Improvement Newsletter

Arkansas Department of Health

April 2012

Phillips County Breaks For Spring

The Phillips County Hometown Health Improvement Coalition along with the Helena-West Helena School district hosted an event on March, 23rd called “Breaking for Spring”. This was a community event held at the West Helena Housing Authority. This event promoted health education and provided citizens with local resources for health and education. Rayne Gordon, Southeast Coordinator for Syphilis Elimination, had a booth on STD education, counseling and testing. Lee County Cooperative Clinic provided a van for STD and HIV education, counseling and testing. The local health unit provided information on: immunizations, nutrition, education, physical activity and tobacco. Delta AHEC provided toothbrushes and toothpaste for children and provided a clean mouth presentation. The local fire and police department was there to host activities and games with the kids. The “Book Bus” was there to provide free books and other educational materials to children. Many participants received items such as portion control containers, prostate magnets, HHI pencils, and Public Health week flyers. 240 people signed in, but more came directly from the nearby neighborhood that didn’t pass through the “entry” point. Music was provided by Bishop Michael Thomas, and ZUMBA was led by Verna Boyd.



Inside this issue:

<i>Stress Management</i>	2
<i>Youth Celebration</i>	2
<i>Farm Bureau Family Day</i>	2
<i>Know Your Numbers Safety Fair</i>	3
<i>UPS “Know Your Numbers”</i>	3
<i>Health in Drew Co.</i>	3
<i>Alcohol Awareness Month</i>	4
<i>Southeast Tidbits</i>	4

UAM Wellness Fair



The annual University of Arkansas at Monticello UAM Wellness Fair was held on March 14th. This year’s theme was “Enjoy a Slice of Weevil Paradise”. Drew H.E.A.L.T.H set up a booth and provided information on: the Drew H.E.A.L.T.H coalition, tobacco, Rx Assistance, Vial of Life and general health department services. There was a drawing for a car seat given by Betty, Rx Assistance Advocate, and a Drew H.E.A.L.T.H bag filled with health information and other items. Record indicates there were over 426 students, faculty and staff attended this event. There were approximately 39 vendors who participated in the event.



Stress Management in Drew County



Pictured: Marie Rodela presenting to group

To increase coalition participation and in an effort to recruit new community members, Drew H.E.A.L.T.H. Coalition sponsors two workshops each year through their Health Leadership Academy. Coalition members participate in an annual assessment to determine what the group's interests are as well as their training needs. Once topics are determined members share the training opportunity with others from their agencies or offices and Health Leadership Academy trainings are publicized to all Drew County residents.

Marie Rodela, BSW, a trainer with MidSOUTH Training Academy, provided a class on "Defining, Describing and Deleting Stress and Stressors" as the first training this year. Over 20 coalition members and community residents participated in the workshop. Attendants learned about the effects stress has on their bodies, how to prioritize their day-to-day activities to minimize their stress levels, and exercises and meditation techniques to help them relax during their work days. Pre and post tests, as well as an evaluation were utilized to measure the group's increase of knowledge and to determine what (if anything) should be changed or altered for upcoming trainings. Funds from the Community Tobacco Prevention Education and Cessation grant through UAM provided lunch for participants.

Youth Committee Celebration

The Jefferson County HHI Youth Committee celebrated its successes of this year on March 14th. Rosemary Withers, Community Health Promotion Specialist, coordinated and facilitated the meeting. Dr. Idonia Trotter, Executive Director of Arkansas Minority Health Commission, spoke on Racial and Ethnic Health Disparities. She talked about the social determinants that affect the health of a community such as education, poverty, transportation, and access to care. She encouraged everyone to get involved in making a difference in addressing health disparities. Dr. Therthenia Lewis, Assistant Professor for Masters in Addiction Studies Program at UAPB, engaged four groups in an interactive session on selecting healthy food choices based on each group's specific dietary guidelines. For example, one of the activities was making food choices with low-salt and sodium. There were approximately 19 participants.

Farm Bureau Family Day

Arkansas County Farm Bureau Family Day Celebration was held on March 10th. Families had an opportunity to view wildlife videos and view the latest ATVs and other vehicles as well as take advantage of a cardiovascular doppler screenings. 4-H volunteers provided opportunities for family art projects and community entrepreneurs tempted families with outdoor and indoor decorations to purchase. The Arkansas County Health Unit added to the day by providing a variety of safety information: personal, driving/car, car seat, home, sleep, recreational, travel and internet safety with topics pertaining to all ages.



Know Your Numbers and Safety Fair

On March 9th, Desha County Hometown Health Improvement Project (D-HHIP), held its annual health fair in Dumas. This years fair was held at the community center. There were more than 100 participants. The focus of this years health fair was to educate on the importance of knowing what your blood pressure numbers mean. The fair offered a lunch and learn where “Know Your Numbers” and Self Management of Chronic Disease was taught. The presentation was given by Theresa Horton, Director of Education for the South Central Center on Aging. Free health screenings for: cholesterol, glucose, blood pressure, BMI, HIV were offered as well as prostate and breast exams. These were done by Dr. Lisa Holaday. Many D-HHIP partners helped make this a very educational event for the Desha County citizens. The Dumas Clarion, the local newspaper, dedicated a whole page in the paper on the event. There was also an opportunity for people to become registered voters, and bone marrow donors. Overall there were approximately 15 vendors presents



Pictured: Lunch & Learn speaker Theresa Horton

United Parcel Service “Know Your Numbers”



The United Parcel Service center in Lake Village is now a proud participant of “Know Your Numbers.” This efforts is to focus on worksite wellness. The Chicot County Hometown Health Improvement Coalition provided UPS with a table along with educational information on the importance of knowing what your blood pressure numbers mean. A small space was designated in the break room for a table with a blood pressure machine for employees to self check and monitor their blood pressure; along with the machine there is a display board which shows the signs of

a heart attack and information on how to prevent high blood pressure. There is also a decorative box for participants to place surveys. These surveys will be used for the managers to meet the health needs in months to come. Next month the focus will be on nutrition.

Improving Health in Drew County

Drew H.E.A.L.T.H. Coalition members have been working hard to find ways to help community members become more aware of their health. One way that Drew H.E.A.L.T.H. has found is by placing self check blood pressure monitors around Drew County. Many businesses have agreed to place the blood pressure monitor at their business for their employees, staff members and also customers to use. Pictured to the right is an employee at Kingwood Forestry of Monticello who says “the blood pressure monitor is a great way to help people monitor and improve their health.”





April is Alcohol Awareness Month

April marks Alcohol Awareness Month, a nationwide campaign intended to raise awareness of the health and social problems that excessive alcohol consumption can cause for individuals, their families, and their communities. Excessive drinking is a dangerous behavior for both men and women. Binge drinking is defined as consuming 4 or more drinks per occasion for women and 5 or more drinks per occasion for men. It is a common and dangerous behavior that contributes to more than 11,500 deaths among women in the U.S. each year, that equates to approximately 32 deaths per day. Binge drinking and the harms that result from it can be prevented. Prevention strategies require action at individual and population levels. One way citizens have made a difference is by continuing to reduce excessive alcohol use, including binge and underage drinking, among residents.



Southeast Tidbits

Arkansas– Arkansas County Partners in Health hosted “You are What you Eat” heart dinner in Dewitt with Dr. Riberio from the DeWitt City Hospital as the guest speaker.

Ashley– Ashley County Coalition held a Senior health fair on March 2nd. Educational materials on: slips, trips, falls, fire escape plans, emergency preparedness were provided.

Chicot– Bonnie Bradley, Arkansas Department of Health, presented “Diabetes Today” a presentation on how diabetes affect society to coalition members.

Cleveland– Kandra Torrence, presented the teen driving to 9-12 graders at Rison High School. This presentation was also done at the Cleveland County Hometown Health Improvement Coalition meeting.

Jefferson– New Faith Missionary Baptist Church held its annual Men’s Day in which the local health unit administrator provided a short talk on Men's Health and provided educational materials.

Southeast Region HHI Monthly Meeting Schedule	
Arkansas County	2nd Tuesday
Ashley County	4th Tuesday
Bradley County	3rd Wednesday
Chicot County	2nd Wednesday
Cleveland County	2nd Wednesday
Desha County	2nd Tuesday
Drew County	1st Wednesday
Jefferson County	1st Wednesday
Lee County	2nd Wednesday
Lincoln County	2nd Wednesday
Monroe County	4th Tuesday
Phillips County	3rd Tuesday
Prairie County	2nd Thursday

Southeast Region HHI Support Staff
Kaye Murry -HHI Regional Manager
Kimber Knight – Grants Administrator
Shealese Washington –Public Health Educator
Kandra Torrence – Public Health Educator