

News You Can Use

Minority Health Sponsors

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The Arkansas Minority Health Commission in partnership with Arkansas County Partners in Health and Baptist Health Medical Center hosted a public health forum at the Grand Prairie Center in Stuttgart. The focus of this forum was the Affordable Care Act and local health needs. The forum covered topics such as: services needed in Arkansas County, health concerns of community members and gaps in services. This forum was facilitated by Dr. Eduardo Ochoa from University of Arkansas for Medical Sciences. Entrainment was provided by Reverend T.W. Scott and The Singing Rev’s of Pine Bluff along with Jeremy Prine from the Southside Baptist Church located in Pine Bluff.



Arkansas Minority Health Commission flyer

Jefferson County Farmers Market



Pictured: farmers market produce

The Opening Day Ceremony and Festival for the Farmers Market was held at Saracen Landing in June. The Saracen Landing Walking Trail won the 2011 Arkansas Governor’s Leadership in Fitness Award. The festival marked the first official opening day for the Farmers Market this season. To reinforce eating more fresh fruits and vegetables, Rosemary Withers, Community Health Promotion Specialist, presented on how to use fruits and vegetables to manage weight. She also discussed “Rethink Your Drink” and how to avoid portion size pitfalls. Participants asked questions and shared information following the presentation. The Farmers Market as well as the Pine Bluff’s Growing Healthy Communities Coalition

are working to provide access to healthy foods and to increase physical activities for all residents.



Forrest City Jam Fest



Pictured: Zumba class participants

The East Arkansas Area Agency and its community partners teamed up to sponsor a “Jam Fest” in Forrest City. The purpose of Jam Fest 2012 was to encourage individuals of all ages, shapes and sizes to live happy, age gracefully and stay fit, all while having fun. The crowd was excited to participate in a short Zumba workout. The Jam Fest was an exciting day with fun activities including Zumba and health information booths. These booths included information on nutrition, physical activity and tobacco prevention and cessation. Over 300 people attended the days event. Each participant was able to take home information to assist them in leading a healthier life style. Lunch was provided by East Arkansas

Area Agency on Aging and door prizes were provided by the vendors. Community Health Nurse Specialist, Cassie Lewis, provided information on the dangers of tobacco use to those in attendance.

Arkansas Saves

The AR SAVES program presents an innovative solution to a complex, statewide problem of stroke and heart disease. The AR SAVES program links emergency room doctors at participating hospitals to specially trained doctors via live, two-way video, available 24-hours a day. Led by the University of Arkansas for Medical Sciences (UAMS) Center for Distance Health, the program helps ensure treatment of stroke patients. Hospitals that are selected to participate in the AR SAVES Program are equipped with telemedicine technology, training for personnel, support for dedicated tele-stroke coordinator and ongoing education. Lauren Scott, CHES, Health Educator, for UAMS, spoke at the Chamber of Commerce Meeting in Star City. The topic of her presentation was on the dangers of stroke and the importance of reacting quickly. She provided pamphlets and other information on the AR SAVES program.



The stroke death rate in Arkansas is the highest in the U.S.

Food, Fun, and Fitness Camp



The food, fun and fitness camp is an annual summer children's program in Prairie County. This program is a fun way for children to learn about nutrition and physical activity during the summer months. Campers participated in hands-on activities which focused on healthy food preparation, physical activity and disease prevention. Presentations were also given on injury prevention, nutrition and tobacco prevention and cessation education.

Set the Rules, Enforce the Privileges

Community Health Nurse Specialist, Juanita Buckmaster, in partnership with Arkansas Children's Hospital hosted a "Set the Rules. Enforce the Privilege" training. As part of the injury prevention initiative this training is designed for both parents and teens ages 13-17 to attend together. Topics included driving risks for teens, Arkansas laws that help keep teen drivers safe and why its important to set a good driving example as a parent. At the end of the training, parents and teens were able to work together to set up a driving contract for their home. This driving contract between the parent and teen lists consequences outlined for both to sign. The first hour of training was a Set the Rules, Control the Privilege power point presented by Juanita Buckmaster. Following the presentation was a break out session with parents in a separate room led by Rosemary Withers, Community Health Promotion Specialist. Evaluations were completed by participants stated they were very satisfied to satisfied with the education session.

D-HHIP Celebrates 10 Years

The Desha County Hometown Health Improvement Project celebrated 10 years on August 14th. D-HHIP members and stakeholders gathered at the University of Arkansas at Monticello Technology Center in McGehee to celebrate 10 years of success. D-HHIP members engaged in a short ice breaker followed by a picture power point which showed the coalition successes. Joy Rockenbach with the Arkansas Coalition for Obesity Prevention presented the group with a banner and an award for D-HHIP's "Growing Healthy Communities" initiative. Janie Ginocchio from the Arkansas Foundation for Medical Care spoke about the services and programs the foundation has to offer and to offer her congratulations to the group. D-HHIP partners were also given a certificate of appreciation for their hard work. County Judge, Mark McElroy, closed the meeting. A healthy lunch was served and each person was welcomed to visit the "Thank You for Coming" table which provided educational materials and incentive items.



Pictured: Joy Rockenbach banner presentation to group

Senior Citizens Get Healthy

In order to promote physical activity and educate the community on hypertension the St. Francis Hometown Health Network Senior Committee donated physical activity items such as hand weights and stretch bands to the senior citizen's center in Forrest City. A blood pressure machine was also placed at the facility for members to track and monitor their blood pressure. A scale was also donated for clients to measure their weight loss progress.



Pictured: Seniors receiving donations

Southeast Region goes Back to School



Pictured: Lil Jacob back to school fair

In order to prepare parents and students for back to school, counties within the Southeast Region planned and partnered to host several back to school activities. The Chicot Hometown Health Improvement Coalition celebrated back to school with a “Back to School Fair” for students and parents of Lakeside School and Lil Jacob Learning Center. There were approximately 150 participants. Students were given information on injury prevention, home safety and nutrition along with incentive items such as pens and pencils. Parents were given information on “know your numbers”, diabetes and tobacco prevention and cessation.

The Rison Health Unit set up an educational booth at the “Back to School Bash” on August 9th. The booth contained educational

materials. Several students were given packages which contained information on immunizations, injury prevention, tobacco prevention and cessation. Each package also contained rulers, crayons, pens and pencils to help students get ready for school.

Juanita Buckmaster and Rosemary Withers held a “Back to School Extravaganza” at a city park in Pine Bluff. This extravaganza promoted physical activity, nutrition and tobacco prevention and cessation education.



Pictured: Rosemary Withers and children

The St. Francis County Hometown Health Network Youth Committee partnered with several agencies throughout the county to provide school supplies for the back to school fairs that were held. The Northeast Arkansas District Baptist Association along with the Youth Committee hosted a back to school fair at Stuart Springs Park in Forrest City on August 11th. There were over 250 community members present at this event to receive school supplies and other educational items. The St. Francis County Youth Committee also provided back to school supplies to both Palestine/Wheatley and Hughes school district to distribute as needed. On August 18th, there were two back to school events, one at Forrest City Jr. High and another at the Veterans of Foreign Wars (VFW) in Forrest City. There were over 500 participants between the two events.

Lee County HHI along with the Lee County Cooperative Clinic worked together to provide a back to school bash at the clinic on August 18th. The two agencies gave away school supplies and participants had to visit all the booths prior to getting school supplies and refreshments. Lee County HHI provided bike helmets, smoke detectors and back packs for door prizes along with education material to supplement the prizes. There were over 330 community members present during the day.

Increase in cigar smoking by African-American teens

CDC Survey Shows Slow Declines in Youth Cigarette Smoking, but Troubling Increase in Cigar Smoking by African-American Teens
Statement of Matthew L. Myers President, Campaign for Tobacco-Free Kids

WASHINGTON, DC - Like other recent surveys, the 2011 National Youth Tobacco Survey released today by the Centers for Disease Control and Prevention (CDC) shows that the U.S. continues to slowly make progress in reducing youth cigarette smoking, with smoking rates falling to new lows of 15.8 percent among high school students and 4.3 percent among middle school students in 2011. Since peaking in the mid-1990s, youth smoking rates have been cut by more than half.

These youth smoking declines are good news for our nation's health and powerful evidence that we know how to win the fight against tobacco by implementing scientifically proven strategies. These include higher tobacco taxes, well-funded tobacco prevention and cessation programs that include mass media campaigns, strong smoke-free laws, and effective regulation of tobacco products and marketing.

However, the new survey also raises two clear warning flags. First, like other surveys, it shows that smoking declines have slowed in recent years, underscoring that elected officials cannot be complacent and must step up implementation of the strategies we know work.

Second, the survey shows that there was a significant increase in cigar smoking among African-American high school students from 2009 to 2011 (from 7.1 percent to 11.7 percent). The survey also found high rates of cigar smoking and smokeless tobacco use among high school boys, with 15.7 percent smoking cigars and 12.9 percent using smokeless tobacco. Among all high school students, rates of cigar smoking and smokeless tobacco use have stayed steady even as cigarette smoking has declined.

These troubling trends come as tobacco companies have countered declines in cigarette smoking by marketing a variety of new cigar and smokeless tobacco products, many with sweet flavors and colorful packaging that attract kids. In particular, some cigar manufacturers have exploited tax and regulatory loopholes to market cheap, sweet-flavored cigars that look and are smoked just like cigarettes. To evade higher tax rates on small cigars, manufacturers have increased the weight of some small cigars to qualify for the lower tax rate on large cigars, keeping them cheap and affordable for kids. In addition, because cigars are not yet regulated by the Food and Drug Administration, tobacco companies have been able to circumvent a ban on candy and fruit-flavored cigarettes by marketing similarly flavored cheap cigars.



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

Southeast Tidbits

Ashley County: The Ashley County Health Unit has implemented a coupon program to help purchase food for the local food bank. Community members are being asked to donate unused coupons to the local health unit each week. These coupons are then used to purchase food and baby items to support the local food pantry.

The Hamburg Childhood Obesity Working Group has received funding for a walking track that will be placed at the school for community members. Playground equipment is also being purchased.

Arkansas County: Local Health Unit Administrator, Wanda Vester, provided county health facts and a power point presentation at the Minority Health Community Forum held in Stuttgart. Health facts included obesity rates for Arkansas County.

Chicot County: Local Health Unit Administrator, Jill Porter, provided educational materials on heart disease and diabetes at a Prayer Breakfast in Lake Village. This breakfast launched a health initiative for church and community members. There were 55 women and 8 men present. The church members will begin weighing and monitoring blood pressures on Sunday after Church Service.

Jefferson County: Health Educator, Kandra Torrence, Community Health Nurse Specialist, Juanita Buckmaster along with Rosemary Withers, Community Health Promotion Specialist attended the U of A Cooperative Extension Service annual community health fair. Information provided included: local health unit services, tobacco prevention and cessation, physical activity, cholesterol, diabetes, high blood pressure, oral health and injury prevention.

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
St. Francis County 1st Tuesday

Southeast Region HHI Support Staff

Kaye Murry-HHI Regional Manager
Kimber Knight- Grants Administrator
Shealese Washington- HHI Coordinator
Kandra Torrence -Public Health Educator



August is National Immunization Awareness Month

make it a point to encourage children, friends, family, co-workers and members of the community to make sure they are up-to-date on all vaccinations.