

SOUTHEAST REGION NEWSLETTER

SEPTEMBER 2014

DESHA HOMETOWN HEALTH IMPROVEMENT PROJECT

CELEBRATES 12 YEARS

Last Tuesday, Desha Hometown Health Improvement Project (D-HHIP) celebrated 12 years of community services with its members, stakeholders, and a few guest speakers. D-HHIP has served the community with a multitude of educational opportunities, grant funds, and service projects to improve the life of the community members. Tuesday, while celebrating their hard work, they were able to hear from presenters on areas that are still affecting the community based on the Robert Wood Johnson Foundation's "County Health Rankings & Roadmaps". Those in attendance learned that although there have been some improvements in some health disparities, teen pregnancy, sexually transmitted infections, and strokes are still major concerns for the county. All three of the areas have shown to increase in occurrences over the last four years. Ms. Carolyn Blissett, the Local Health Unit Administrator, worked with her HHI group to provide three speakers to address these topics and how to increase the knowledge and prevent additional community members from becoming a statistic.



Dena Poteat, RN, Arkansas Department of Health's Southeast Regional Director, spoke to the group about the importance of honest conversations with our youth regarding sexual behavior, appropriate birth control methods and how new technology has made Intrauterine Devices (IUDs) a better option than in the past.



Ms. Vickie Scott, Arkansas Department of Health's Disease Intervention Specialist Supervisor, spoke to the group regarding the importance of better educating Desha County residences about sexual transmitted infections, their spread, and their treatment.



Ms. Yvette Burton, AR Saves Program, spoke with the group regarding their two stroke hospitals, their services, and the importance of identifying and preventing strokes.

ARKANSAS COUNTY

Arkansas County HHI partnered with Community Outreach Programs for Youth (COPY) and other local partners to provide another success "Back-to-School Extravaganza". Arkansas Department of Health was on site and provided needed school vaccine with incentives to all 60 youth that received immunizations.

Liz Mercer, RN Community Health Nurse Specialist provided an interactive dart game with tobacco facts on it. In the game, students had to give an answer and were educated on the harmful effects of tobacco use and secondhand smoke-pencils and armbands were handed out as prizes. There was great participation with both students and adults. There were 100 Tobacco Free Pledge cards signed by students and 25 adults were given cards referring them to the Quitline with educational information on cessation also provided. In addition, 100 educational activities books "Friends Don't Let Friends Bully" provided by C.O.D.E. were handed out and discussed with students.

Rosemary Withers, Community Health Promotion Specialist provided nutrition education, specifically portion control, and tobacco education using tools like "jar or tar" "Mr. Gross Mouth", and tobacco brochures that explained the dangers of smoking while pregnant. Rosemary also provided a game promoting physical activity to families and their children for the Back to School event in Stuttgart. She talked to approximately 125 people. Pencils, coloring books and crayons were provided as incentives.



August 25th and 26th Arkansas County Partners in Health (HHI), THRIVE, Children's Hospital, and SIPP partnered to provide safety baby showers to Arkansas County women.

Between the two events, nearly 20 women were served and all showed an increase in infant safety knowledge. The event also provided two car seat technicians for car seat checks & installs.



ST. FRANCIS COUNTY

On August 19, 2014 Nurse Family Partnership hosted Olivia Wilson and Lessa Payne from Children's Hospital and Statewide Injury Prevention Program (SIPP). Wilson and Payne reviewed the *Safety Baby Shower* training materials and provided insight on how to best educate new and expecting mothers. The training lasted a full day with a short segment on car seats and upcoming car seat technician training. Those in attendance were: Shannon Borchert, Lisa England, Liz Mercer, Veronica Sellers, Krystal Casey, August Rose, Tiffany Tidwell, and Scarlet Lenair.



CLEVELAND COUNTY

Cleveland County LHU Administrator, Gwen Paul, was able to coordinate ADH and UAMS-EAST speakers for the Rison and Woodlawn school districts' cafeteria worker two day in-service in August. Liz Mercer, Jeremy Courtney, Rosemary Withers, Angela Turner, Lisa England, Gwen Paul, Shannon Borchert, and Sarah Sturgis all presented on relevant topics.



MONROE COUNTY

Valeria Turner, Family and Consumer Science Agent with U of A Cooperative Extension Service, presented at Monroe County's HHI meeting. Turner presented information regarding the *Med-Wise* Program. *Med-Wise* aims to educate individuals about medicines and medicine safety.

DESHA CO

Desha HHI supported the Diabetes Community Event "Know Your A1C" and reached out to youth by using the educational books provided by PBS.



ST. FRANCIS COUNTY

St. Francis Co HHI and several partners collaborated to bring an Independence Day Community event to the Bryant Multipurpose Center as a safe alternative to individual firework use. There were games to encourage physical activity and patriotic singing to celebrate the historic date in history.



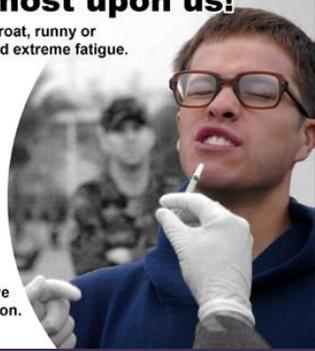
Flu season is almost upon us!

Symptoms include fever, cough, sore throat, runny or stuffy nose, headache, muscle aches and extreme fatigue.

There are several ways to reduce your risk of getting the flu:

- 1) Get your vaccination!
- 2) Cover your mouth and nose when you cough or sneeze!
- 3) Practice good hygiene & hand washing!
- 4) If you feel sick, STAY AT HOME, if possible!

For more information, go to <http://www.cdc.gov/flu> or call Preventive Medicine at 7-2990 for further information.



JEFFERSON COUNTY

Rosemary Withers, Community Health Promotion Specialist (CHPS), facilitated Cooking Matters at the Store tours for the Jefferson County Growing Healthy Communities (GHC) initiative. The guided tours teach low-income families skills on how to eat healthy and shop on a budget. After the tour, the 37 participants were asked to take the \$10 challenge, which is to choose one item from the MyPlate food group for \$10 or less. In addition to the shopping challenge, participants received a curriculum from Share Our Strength's No Kid Hungry (campaign to end childhood hunger in America) which provided shopping tips and recipes. The goal is to decrease obesity rates and hunger by increasing families' food and grocery store knowledge. Grant funding for this activity was sponsored by the Arkansas Coalition for Obesity Prevention (ArCOP), which supports GHC in increasing access to physical activity and healthy foods.



HALLOWEEN SAFETY

Halloween is one of the most anticipated nights of the year for kids, but Safe Kids' research* shows some scary statistics on Halloween safety.

Only **1/3 OF PARENTS** talk to their kids annually about Halloween, although 3/4 report having Halloween safety fears.



On average, **TWICE AS MANY CHILD PEDESTRIANS** are killed while walking on Halloween compared to other days of the year.



Only **18%** of parents use reflective tape on their children's Halloween costumes.

12%

of children five years of age or younger are permitted to trick-or-treat alone.



Talk with your goblins about Halloween safety, and how simple precautions can make it a fun and safe night for kids of all ages. For additional safety tips, please visit SafeKids.org/Halloween

Children under 12 should trick-or-treat and **CROSS STREETS WITH AN ADULT**



ALWAYS WALK ON SIDEWALKS OR PATHS

if there are no sidewalks, walk facing traffic as far to the side as possible.

Cross the street at corners, **USING TRAFFIC SIGNALS** and crosswalks. Parents should remind children to watch for cars that are turning or backing up.



DRIVERS SHOULD SLOW DOWN and be especially alert in residential neighborhoods. Children are excited on Halloween and may move in unpredictable ways.

BE SAFE!

CHICOT COUNTY

Kimber Knight worked with Chicot County HHI to provide CO (carbon monoxide) testing. CO is the byproduct of combustion that occurs when smoking a cigarette (or running an engine). CO is particularly dangerous because it bonds to red blood cells and prevents O₂ (oxygen) from being able to bond to the red blood at the appropriate ratio. This causes the heart to work incredibly hard to just oxygenate your blood.

If you or someone you know uses tobacco or nicotine products and is interested in quitting please call 1-800-QUIT-NOW (TTY: 1-877-777-6534) or visit <http://www.stampoutsmoking.com/> or see the local Arkansas Department of Health and fill out a fax back referral.



DESHA COUNTY

D-HHIP was a SIDS grantee and Ms. Carolyn Blissett recently spent her weekend presenting their activities and successes. Blissett presented the report and entertaining stories made possible with the funds to Arkansas SIDS Outreach as a wrap-up to their grant cycle.

ACTIVITIES

- Safe Sitter Class: March 13, 2014: 7 teen participants
- C.B. King School: Infant Center Staff: 2 Classes
April 24, 2014: 31 participants
- C.B. King School Foster Grandparents; Infant Center:
May 27, 2014: 45 Foster Grandparents present
- C.B. King School Other Staff: June 13, 2014: 18 Present
 - Quarterly Safe Baby Showers: 17 participants
 - Grand Total Participants: **111**

AETN/PBS

A big "thank you" goes to AETN for attending the LHU administrator meeting in August and bringing workbooks for the young people we serve and for also bringing information about their updated scheduling. The representatives spoke about their grant funding and willingness to partner across the state to aid in closing the education gap that we see across southeast Arkansas.

To learn more about the educational show scheduling provided by AETN please visit:

<http://www.aetn.org/>
<http://www.aetn.org/kids>



PRAIRIE COUNTY

Rose Marie Knupp was able to arrange a Back-to-School information booth regarding the Arkansas Department of Health Local Health Unit services and information. Des Arc and Hazen High Schools were very happy to participate in helping to educate the parents and students about immunization, women's health, and other program services, but also about the services of Hometown Health Improvement and their partnerships with the community.



TOBACCO POLICY TRAINING

September 4, 2014, many CHPS, CHNS, CHES, and other specialist attended training in Little Rock, AR to learn more about comprehensive tobacco policies in schools and workplaces. Those in attendance were provided materials on how to address schools, particularly those without comprehensive tobacco policies (more than 75% of schools do not). Attendees also received sample policies and contact information for assistance in tobacco related areas.

During the presentation regarding policy, an updated version of *Tobacco Trends* was reviewed. While reviewing the presentation updates, attendees were also shown firsthand the multitude of products developed to target youth, women, minority groups, and those looking to hide their addiction.

Guest speak was Victor DeNoble, Ph. D. DeNoble is a former Phillip Morris Research Center scientist that testified to Congress in 1994 that the tobacco companies knew their products were harmful and had intentionally engineered their products to be highly addictive. DeNoble discussed the products developed by tobacco companies, including e-cigarettes and addressed the danger of using such products. To learn more about DeNoble visit: <http://www.victordenoble.com/>



DEBBIE RILEY

Ms. Debbie Riley retired in August this year. Riley has served the Arkansas Department of Health for 31 years and will be missed by her staff and the southeast region staff. Riley was honored at the Local Health Unit Administrator meeting in August with a plaque for her service and a gift for her dedication. In true Debbie Riley fashion she said she was looking forward to spending more time with her family and cheering on LSU. Thank you Ms. Debbie.



CLEVELAND COUNTY

Cleveland County HHI had a display booth at the County Fair during the week of September 17-21. Pamphlets, flyers, and informational displays were available. Specific areas of interest were the No Texting while driving, SOS Quitline applications, suicide prevention information, and dangers of smoking display.



ROSEMARY WITHERS, CHPS, participated in SEARK's Resource Fair on September 17th. Withers spoke with 50 students regarding healthy eating, the importance of physical activity, Act 8-11, the effects of smoking on your lungs using the jar of tar visual aid, and provided brochures.

LIZ MERCER, RN, CHNS, also participated in the SEARK resource fair. Mercer administered 45 CO tests to smokers and non-smokers with the ranges being from 2ppm to 36ppm.

*ppm: parts per million



SOUTHEAST ARKANSAS COLLEGE
Changing Lives... One Student at a Time

BACK TO SCHOOL IN ST. FRANCIS CO

**BACK TO SCHOOL?
BACK TO WORK?**



CHALLENGE ACCEPTED!

St. Francis HHI partnered with North Arkansas Baptist District Association to gather and distribute school supplies to 400 youth. The event was held at Stuart Springs Park on August 16, 2014 and encouraged family participation by providing snacks and games to those that attended. There were eight vendors providing health education stations. The stations covered topics such as tobacco prevention, proper nutrition, physical activity, hand washing, and good oral health.

84 DAYS UNTIL CHRISTMAS 2014

Yippy!



Stuttgart Local Health Unit exceeds productivity in July and August!

CHPS/CHNS

CHPS and CHNS have been busy with a three day, statewide conference for school nurses at Camp Aldersgate. The conference covered school screenings, continuity of care/individual health care plans in school, pediatric skills update, pediatric physical assessment, school immunization updates, and legal issues related to school nurses.

Our CHPS and CHNS have also put together wellness trainings at the Co-ops. These trainings focused various topics but specifically touched on the four mandated screenings given by schools: vision, hearing, scoliosis, and BMI. Various other trainings have been held and have covered topics such as shaken baby syndrome and autism.

Our CHPS and CHNS have also already coordinated with their local health units to aid in flu clinics that begin in October.



OCTOBER/NOVEMBER/DECEMBER

Do you have something you'd like in the next newsletter covering October-December? Send an email with all the info to:

Shannon Borchert: shannon.borchert@arkansas.gov

Make sure to put "Newsletter" as the subject.

Please feel free to send in "brags" about staff, meeting productivity, community events that partnered with HHI, retirements, etc.

Thank you to all that contributed to this quarter's newsletter!