

Southeast Region HHI Report for March, 2011

Arkansas County: The Arkansas County Partners in Health (ACPIH) are sponsoring the Fitness Challenge with Blue and You. There are 13 team members who will track their exercise on-line.

The ACPIH has been awarded a mini-grant from the Arkansas Cancer Coalition to implement a worksite wellness initiative in collaboration with the Stuttgart Chamber of Commerce and Arkansas Department of Health. The grant will allow ACPIH to assist businesses with implementing a worksite wellness program that addresses smoking, obesity and physical inactivity.

The ACPIH and LHU staff teamed up to present bicycle safety to the Century 21st Afterschool Program at Park Avenue Elementary in Stuttgart. The program is *Bicycle Safety-Know the ABC's Air, Brakes and Chain*. This is an important topic for students because every year hundreds of children are injured due to bicycle accidents. A bicycle that was in need of repair was brought so a demonstration of the ABC part of the program could be utilized by showing the students how to fix the problems with the bicycle by utilizing the Bicycle ABC'S?

Ashley County: Fore Kick Butts day articles were placed in local newspaper and ribbons were given out in school along with fliers distributed in schools and work places. Students in Hamburg created a graffiti wall with dangers of tobacco and how it affects their lives. Crossett school did a poster contest and created tobacco PSA's.

The Strong Women/Reshape yourself is being conducted weekly in Crossett and Hamburg: Crossett has 15 participants and Hamburg has 12 participants. The LHU administrator assist monthly by giving nutrition information and this month gave copies of recipes from the Southern aint fried cookbook to participants and urge healthy cooking and inform participants about the healthy cooking classes going on in the community

Chicot County: The first two Baby Safety Showers were held in Lake Village and Dermott on March 30th. A total of 49 women participated. Dr. David Grimes did a presentation on Infant Mortality in Lake Village. The events give information to new moms and maternity patients on BACK TO SLEEP, WIC, second-hand smoke, nutrition and safety tips for new moms. This is a part of the campaign to educate women on infant mortality.

Cleveland County: The PRC Prevention Resource Center representative talked to the Cleveland County Coalition about Fetal Alcohol and its relation to SIDS and infant mortality. 10 community members were present.

Desha County: The Desha Hometown Health Improvement Project (D-HHIP) sponsored the 3rd Annual Desha County Family Health and Safety Fair on Friday, March 11th from 10-3:00 in McGehee. A speaker from Daughters of Charity spoke on Diabetes and at lunch the speaker was Kaye Murry who did a presentation on Hypertension and

the data in Desha County. The Tobacco Trends Tour booth was set up showing how the tobacco companies are marketing to young teens. It was a free lunch and learn with many free health screenings. The event attracted over 101 participants.

Drew: Operation Store Front Assessments are taking place through the Community TPCP grantee. These consist of looking to see what ads are being placed outside retail shops with information regarding tobacco products and demographic ads target.

The UAM Wellness fair was on March 16th. There were over 429 people at the event. Free screenings and tobacco education prevention booth were present.

Drew County LHU staff members presented to about 20 youth ages 12-18 that live at the Presbyterian Home. They discuss making good choice. Showed Mr. Gross mouth, jar of Tar and the tall cigarette that gives statistics about if you quit how much your chance for heart and lung issues change. Also the tall cigarette that has the mouse and other poisons that are in cigarettes. The display in the silver case that shows results from smoking such as bronchitis, lung cancer, heart attack, etc was also set up.

RX Assistance: This program is still in operation with different fundraisers and the Holmes Chapel Presbyterian Church made a one-time donation of \$250.00.

Jefferson County:

The Jefferson County HHI Youth Committee held its annual celebration on March 16, 2011 celebrating 9 years of community Engagement. A community member presented a slide show presentation on the youth committee's past activities. Rosemary Withers, Community Health Promotion Specialist, provided a PowerPoint presentation on Stress Management.

The Jefferson County Retired Teachers Association sponsored a Community Health and Resource Fair at Saracen Landing. The health fair begun with a 1.5 miles, 2G Walk (two generation teams) consisting of a parent and child, grandparent and grandchild or a teacher and student. Rosemary Withers, the Community Health Promotion Specialist, provided pamphlets on cardiovascular health, diabetes, high blood pressure, cholesterol, stress, emergency preparedness and distributed the Act 13 Fact Cards (Arkansas Protection from Secondhand Smoke for Children Act). Thirteen organizations provided a booth with information. Health screenings were available for participants. Non-perishable food items were collected for Salvation Army. Door prizes were given away and the Holcomb Brothers provided entertainment.

The Community Health Nurse Specialist, Kim Hooks, worked with the HOPE Community Coalition of Jefferson County to host "*We Aim to Be Tobacco Free*" workshop in March. This workshop is for youth ages 10-16.

Monroe: Gary Reagan, with Arkansas Children's Hospital, presented information on Injury Prevention to the Monroe County HHI/TEA Coalition and discussed the trauma

system.

Prairie: The Prairie County HHI through a PRC grant they received did a take back Rx drugs day in the fall. In April they did an awareness campaign in 29 churches through out Prairie County by providing educational church bulletin inserts. The grant funding paid for printing and mailing many of these to the churches covering a wide area in Prairie County. Over 1900 church bulletins were distributed in these churches with information regarding: Talk to your teen about Rx medicines, Promptly and properly dispose of any unused RX medicines, Provide a safe 7 open environment for your teen to talk about abuse issues, Take responsibility for learning how to take Rx medicines safely and appropriately.

They started Walk Across Arkansas with 8 teams and a total of 49 participated. This is an 8 week challenge

St. Francis County: The HHI Youth Committee hosted a Kick Butts Day on March 16th with Forrest City schools having poster contest and the winner getting a Pizza Party.

The HHI Senior Committee presented a presentation to the Teachers Retirement Banquet on Heart Health using a speaker from East Ar. Area on Aging.

The 2011 WIN to LOSE which promoted 11 weeks of Healthy Eating ended March 31st. There were 40 teams with 4 team members for a total of 140 people who participated

Infant Mortality: Education and awareness has been shared throughout Southeast Region in the month of March. Infant Mortality presentations were given at the Ashley, Phillips, Lee and Bradley HHI meetings. LHU staff meetings included infant mortality statistics and information in Phillips and Desha. The Infant Mortality Presentation was given at the Lee County Chamber of Commerce with data on Lee County. Baby Safety Showers were held in Chicot County with about 40 attending. Over 100 packets with infant mortality, public health injury prevention safety information were distributed to four Preschool and day cares in Prairie County. 20 packets were given to Quorum Court members with information on infant mortality and Injury prevention in Cleveland County

Star Health Hypertension Awareness: STAR.Health is doing a media campaign on hypertension awareness in the 3 counties of Desha, Lincoln and Chicot. A presentation was developed that has county specific data to these three counties. Power point presentation was presented to the Chicot County HHI Coalition with 17 in attendance. Power Point presentation was given at Desha 3rd annual Health fair and about 50 people were present for this. Book marks and pamphlets have been distributed specific to these 3 counties. 3 churches in Chicot County now are doing BP screening in the church offices every Sunday with information provided to church members on Hypertension.