

Southeast HHI Report for October 2010

Arkansas County:

The Arkansas County Partners in Health held its Annual Girls Night on October 28th 1010. This event is to promote women's health issues such as breast cancer, lung disease and heart problems. This event is also a celebration of life as local cancer survivors gather and support the bond that has been made and the friendships that have started because they have all experienced the same life altering diagnosis.

Dennis Yelvington, Arkansas County Health Officer and local physician spoke to a group of 68 about lung cancer being the number one killer for women. He discussed the controversy surrounding mammograms and the age women should begin receiving them. He reminded the group those women the importance of taking care of their selves because they are care takers for their families and most of the time they put their own health last.

A local breast cancer survivor spoke about how her experience with cancer changed her life for the better. She talked about the changes her family has gone through and the changes she experienced in her own life. She encouraged the group to reach out to someone who has been diagnosed with cancer instead of avoiding because you didn't know how to act around them.

A local Strong Women Group leader spoke about how this program changer her like after a fall that left her unable to bend down to pick up anything. She demonstrated several exercises that the group performs. She also encouraged the group to find a group, join and build relationships with other women. The evening wrapped with door prizes donated by vendors and local merchants.

The Phillips County Community College campus in Dewitt is having a fitness challenge with the employees here. The LHU supported them by giving them pedometers and pamphlets on "Why we walk" and various other exercise pamphlets. There are approximately 25 enrolled in this Worksite Wellness Program.

The Community Health Promotion Specialist participated in the Red Ribbon Rally in Stuttgart on October 25th. Approximately 400 students attended with parents. Parents were provided additional tobacco and drug-free information. Showed tobacco items such as Jar of Tar and discussed the effects of Tobacco.

Jefferson County:

The Pine Bluff Fire Department and Emergency Management (EMS) sponsored an Open House on October 9, 2010 as an extension of Fire Prevention Week, which included presentations at schools and special events. The Jefferson County HHI Youth Committee partnered with the Pine Bluff Fire Department to address tobacco use prevention among youth. As a guest presenter, the Youth Extinguishing Smoking (Y.E.S. Team) provided a rally to kids that not only educated them but got them to stand up and rally for the cause. Inside the open house were booths with fire and tobacco prevention literature, blood pressure screenings, and CPR and AED demonstrations. The EMS provided a smoke house, which taught participants what to do in a real-life fire situation. Just outside the open house set a large hazardous material tent and several fire trucks

where kids got a chance to explore first hand. Also, a team of firefighters demonstrated the department's jaws of life on a wrecked vehicle. Tyson Foods sponsored lunch.

The Jefferson County Hometown Health Improvement had a booth at the Health and Safety Fair: the event was sponsored by the Sears Store located in the Pines Mall in Pine Bluff. Other participants in the Health and Safety Fair included the Pine Bluff Fire Department, Red Cross, and Police Department. The Hometown Health display table had health and safety information focusing on tobacco prevention and cessation, diabetes, high blood pressure, and breast care. Safety information included information on the poison control hotline, general food safety, West Nile Virus, pool and chemical safety, Rabies, and home safety relating to septic systems and mole in homes.

Lincoln County:

The 4th Annual Walk To Remember was held at the Veteran's Park on October 14th. There were approximately 25 participants at the walk. The Walk to Remember is a national celebration in remembrances of babies lost during pregnancy or 1st year. The High School Students then presented 73 teddy bears to the new Butterfly Angel Program to benefit those mothers who lose their babies so they won't have to leave the hospital without something to carry home.

The LHU Administrator, Debbie Riley, presented a Worksite Wellness event to the C & L Electric Company female staff on how to perform self breast exams and when to have mammograms and the BreastCare program as part of the Breast Cancer Awareness for October.

Phillips County:

Had a guest speaker from Children's Hospital, Allison Rose, come to their HHI coalition. Data has shown that in Phillips County there is a 90% fall rate in older adults, one of the highest areas in the state. The coalition has plans to add "falls of older adults" into their work plan and Allison presented data and ideas of projects for this group to start working on.

There is now a coordinator who has been hired to manage the Farmers Market part time in Helena. It is now open every Friday and they are expanding it to Saturday. This is due in part to the ARCOP grant funding.

Prairie County:

38 people attended a Diabetes Puzzle "Putting the Pieces Together" lunch and learn. A speaker from Roche Diagnostics/Accu-chek spoke on the targeted area of glucose monitoring and what the test results really mean. Attendees were treated to lunch of Vegetarian lasagna and salad. The people that attended really had lots of question. The next piece of the Diabetes Puzzle will be in February. As community members slowly learn all the different "pieces" of Diabetes.

The Des Arc Elementary School cafeteria workers, the Prairie County Cooperative Extension & Prairie County Hometown Health have partnered to bring nutrition &

physical activity education to the Des Arc Elementary Students. On October 29th, the cafeteria staff, school nurse, and school physical activity director presented “The Organ Wise Guys: In Search of My Pyramid” to grades K-4. The “lunchroom ladies” dressed up in fruit & vegetable costumes, courtesy of ADH Fruits, Veggies & More, as a fun way to teach the children about My Pyramid. Each month, a healthy “food of the month” will be incorporated into the meals, visual displays, and classroom learning.

St. Francis County:

The annual Family Fun & Health Fest was held October 18th from 5:30PM to 8:30PM at the Forrest City Civic Center. It was sponsored by St. Francis Co. Hometown Health Youth Committee. It is a community event to try and give families a fun night out. There were approximately 10 vendors there for a mini health fair. There were physical activities and games for the kids. There was also an inflatable bounce house for the children. Health snacks and fruit juices were served. Approximately 150 were in attendance. This was paid for with ADRDN funding through MDCC.

Martha Hiett, with DHS, spoke to the St. Francis Hometown Health Improvement Coalition, regarding a pilot project in each region of ADH. Child health screenings will be the focus with the local Pediatrician in Forrest City agreeing to see all children and do screenings, provide referrals to other resources and track that the children are getting further treatment and being referred back to him. The focus is on preschool children so that appropriate follow up is done. This project will involve community assessments as more resources are located. The program is called ABCD III/AR LINKS. The goal is “Assuring Better child Health Development.”

On October 27th staff from the LHU set up a booth at a worksite wellness event at Boarshead Meat Factory in Forrest City. This is one of the largest employers in the county. Information on services at ADH was shared with employees

STAR.Health

A new year has started with AmeriCorps Volunteers through Mid-South Delta Consortium and STAR. We have 3 positions this year one in each county of Lincoln, Desha, and Chicot. The AmeriCorps primary function will be linking up people to the RX program and promoting access to health care and education on Tobacco Prevention and Cessation, Chronic diseases and Injury prevention. We currently have 5 full time CHW and 1 part time worker. The Mom and Me program is going strong in all 3 counties by following all new moms and assuring services needed. In Desha County the AmeriCorp Volunteer reported that for the month of October \$31,996.89 was the amount of money saved through 43 participants in the RX program.

Pink Carnation Sunday

This has always been a big event in the SE region as it involves Churches having an opportunity to participate in a health event to promote Breast Cancer Awareness. This year SE had a total of 71 churches and a total of 2985 pink carnations in the churches.

There were also numerous other churches through out SE region where Breast Care information was given to the churches to distribute on this Sunday as part of education. The break down of counties and churches is:

Ashley: 125 carnations and 4 churches

Bradley: 750 carnations and 10 churches/organizations. The pastor's comments back were all positive and they were glad to participate. One of the pastor's wives is a recent Breast cancer survivor.

Chicot: 1000 carnations and 34 churches:

Cleveland: 200 carnations and 6 churches: 4 churches were minority

Desha: 200 carnations and 5 churches

Drew: 130 Carnations and 2 churches

Jefferson: 580 Carnations 10 churches