



Southeast Region Hometown Health Improvement Newsletter

Arkansas Department of Health

September 2011

Teen Driving Education Provided Throughout the Southeast Region



Chicot County coalition members listening to presentation



Desha County coalition members listening to presentation

Strengthening injury prevention and control is a strategic initiative of the Arkansas Department of Health (ADH). Currently, injury prevention efforts include promotion of policy changes, education, and support of communities as they engage in injury prevention activities.

Currently, all causes of death in the United States motor vehicle crashes among ages 14-18 is around 41%. The crash rate per mile driven for 16-19 years of age is **4 times** higher than the risk of drivers over the age of 70.

The University of Arkansas for Medical Sciences (UAMS) and Arkansas Children's Hospital has launched a new campaign aimed at parents of teens old enough to drive. Mary Porter and Maurice Long from

UAMS/ Arkansas Children's Hospital in Little Rock, Arkansas have traveled throughout the Southeast region to share the teen driving presentation with hometown health coalition members. This presentation shows the importance of the Graduated Drivers Licensing program. According to the Centers For Disease Control (CDC) the Graduated Driver License programs save lives.

The presentation shared the belief that, parents are key to the success of the program. The teen driving program shows the important role parents can play in keeping teen drivers safe. The new Arkansas Code 27-16-04 is the Graduated Driver Licensing program. The student driver begins with a learner license, followed by a intermediate license and then the full license. This program extends the supervised driving period from 16-18 years of age. In addition, it restricts known distracting factors, such as cell phone use and teen passengers.

By presenting this education to the region the coalition members were able to learn the importance of the teen driving program, and how it will affect the citizens of each county.

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Ashley County Presents Bicycle Safety Program



August 9, 2011, The Local Health Unit Administrator Tammy Cook taught bicycle safety and the importance of wearing bike helmets to the Boys and Girls club in Crossett. There were 23 students and 2 teachers in attendance. Students were given a crossword puzzle as a “pre-test” to gauge their knowledge of road signs, hand signals, and general bike safety. Instruction sheets were given to students in which they had to identify road signs and tell what each one meant. Each student then demonstrated the proper use of hand signals and were given a sheet of what each looked like. Students were then taught the importance of using reflectors on their bikes, as well as wearing reflective clothing. Bike Safety tips that included checking your tires, breaks and bike components were discussed. Students were taught to ride with the flow of traffic, to keep both hands on the handlebars and not have other riders on your bikes. Students were also taught not to ride at night, look both ways before entering traffic, and always obey all traffic signs. At the end of the program each child was given a Jr. deputy badge and recited an oath to obey all traffic laws, and given a bike safety quiz as an evaluation to see what they learned.

Forrest City Goes Back to School

A Back to School Fair was held on Saturday, August 13, from 10:00 A.M. until 12:00 P.M. This event prepared parents, students and community for the 2011-2012 school year. There were several community organizations, civic clubs, school staff and community helpers on hand to distribute school supplies and various information. The Adult Subcommittee for Hometown Health offered SOS bags filled, with germ-x hand sanitizer, pencils donated from the adult literacy council, a healthy snack, calculators and notepads. Adults were given flyers, brochures, and handouts about healthy snacks and food. They were also given information about appropriate portion sizes, as well as information concerning the hazards of smoking. Families received several recipes for easy, healthy after school snacks that they could prepare ahead of time for their children, as well as those that would be simple for the children to make. The East Arkansas Literacy Council provided information on maintaining a household budget, and information about Adult Literacy Programs.



Lincoln County Senior Fair

The Lincoln County Extension Homemakers sponsored their 4th Annual Senior Fair on August 3, 2011. There were approximately 25 educational booths held by a variety of agencies, businesses and organizations. The Lincoln County Health Unit was represented with two booths with information on hypertension, cardiovascular issues and breast care, which are all very important for the older population. Approximately, 190 visitors made their way around the fair for the opportunity to have blood pressure checks, glucose screenings and to receive educational pamphlets.



Pictured: left to right: Local Health Unit administrator Debbie Riley, Regional Coordinator “Q” Cotledge



Pictured: right to Left: Community Health Worker, Joann Spencer and AmeriCorps volunteer, Sheila Briscoe,

FTC Reports Smokeless Tobacco Marketing Is On the Rise

LITTLE ROCK, Ark. (Aug. 5, 2011) – A recently released report by the Federal Trade Commission (FTC) found that advertising and promotion spending by major manufacturers of smokeless tobacco in the U.S. has risen from \$354.1 million in 2006 to \$547.9 million in 2008. This represents a nearly 55 percent increase in spending in just two years. Alarming, this trend extends to Arkansas' youth, namely high school boys. In 2010, 30.9 percent of white Non-Hispanic males in grades 9 through 12 reported using smokeless tobacco products, an increase of 24 percent from 2005. Among African-American and Hispanic high school-aged males, 6.5 percent and 12.9 percent used smokeless tobacco products respectively, significantly higher than the overall usage rates for adults of the same ethnicities.

Many attribute the increase in smokeless tobacco use to an increase in smoke-free policies in workplaces and public places. Tobacco companies have marketed their smokeless products as a way to obtain nicotine when smoking isn't an option, specifically encouraging the use of these products in offices and airplanes. The tobacco industry's marketing efforts dwarf what states spend to keep youth from starting to use tobacco and helping tobacco users quit, outspending such programs at a rate of Smokeless tobacco is not a safe alternative to smoking cigarettes. According to the CDC, smokeless tobacco contains 28 cancer-causing agents and is a known cause of several types of human cancer. Since the tobacco is typically held between the lips and gums, smokeless tobacco has severe consequences for oral health. In addition to cancer, smokeless tobacco is associated with recession of the gums, gum disease and tooth decay.



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 1-800-QUIT-NOW

Southwest and North Central Arkansas, as well as some Delta counties, maintain the highest concentrations of smokeless users in the state. The Centers for Disease Control and Prevention (CDC) ranked Arkansas third in the nation for smokeless tobacco use based on 2006-2007 data.

Coordinated School Health Luau



The annual Southeast Arkansas Education Service Cooperative Coordinated School Health Luau was held on August 2nd and 3rd. Lisa England, Community Health Nurse Specialist (CHNS), coordinated and facilitated this workshop. The workshop offers staff development opportunities for PE and Health teachers as well as other educators and wellness committee members. Workshop highlights included Dr. Blair Dean, Chairperson for the Arkansas Governor's Council on Physical Fitness. Dr. Dean provided presentations on "Seven Habits of Highly Effective PE Teachers," "Taking the Dread Out of Fitness Testing," as well as innovative low cost ideas for use in increasing student physical activity and fitness. Gary Ragen, from UAMS/ACH Injury Prevention provided information regarding injuries in Arkansas, the prevention of injuries, and resources available to educators. SE Region Health Educator, Kandra Torrence, provided "My Plate" training and information on resources to aid educators in teaching nutrition. Participants received plenty of resources and training aids to benefit their health related programs within the schools.

Southeast Region Tidbits

Arkansas County: Held its annual community wide back to school event which focused on nutrition, physical activity, injury prevention, and tobacco cessation. Over 500 people attended.

Chicot County: Held a Women's Conference on August 6th. The focus was on "Why would anyone care if you smoked?" Information was shared on Act 811 and Smart Reasons to be Tobacco Free.

The LHU Administrator assisted with a mini health fair at the Lake Village Developmental Center by providing Blood Pressure Self Checks to 22 employees. Information on diabetes, HIV, stroke, second hand smoke, oral health and injury prevention were distributed.

Cleveland: The annual Relay for Life event was held with a special Luminaire ceremony in memory of loved ones who did not survive, and to honor cancer survivors. Approximately 125 people participated this year.

Desha: Back to School Carnival Kick Off was held in McGehee on August 25th. There were about 20 vendors.

Monroe County: The Clarendon Senior Citizen's Center were the recipients of fresh vegetables from the community garden through the HHI coalition.

Prairie County Hosts Diabetes Lunch and Learn



Sherwood Urgent Care in Des Arc, was on hand to provide a presentation and education to Diabetics about the link between tobacco use, stroke, and diabetes. Sherwood Urgent Care helped participants understand how diabetes affects the cardiovascular system. After the presentation, a question and answer session was held to answer questions from the audience.

A healthy lunch was served by members of the Prairie County Extension Homemakers Council. Senator Eddie Joe Williams was also a guest speaker who shared information regarding aging and medical issues. Mitzi Osborne, with Biscoe Extension Homemakers, presented information about a program available to Medicare recipients to help with their premiums and co-pays.

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 Quarterly
 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
Quranner Cotledge-HHI Regional Coordinator
Kimber Knight- Grants Administrator
Shealese Washington- Public Health Educator
Kandra Torrence- Public Health Educator