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## Get Informed and Get In

Did you know that there are an estimated 572,000 uninsured Arkansans? That's about to change October 1<sup>st</sup> when open enrollment begins in the new Health Insurance Marketplace where individuals, families, and employers with fewer than 50 employees can sign up for quality and affordable insurance. And no one can be charged more or denied due to a pre-existing condition. Actual coverage begins January 1, 2014.

And there's more good news. In-Person Assisters (IPAs) will be available to answer questions about the different health insurance plans and help Arkansans get enrolled in a plan that is right for them. The Arkansas Department of Health is hiring 234 IPAs and

across the state and 35 of those will be stationed in the Southwest Region.

Town Hall forums are also being set up in every county to give residents the opportunity to ask questions and get informed about the Patient Protection and Affordable Care Act. Check the schedule to see when one will be offered near you.

For more information on cost, federal assistance eligibility, how to enroll, a list of licensed guides, and more, go to [AR-HealthConnector.org](http://AR-HealthConnector.org).



### Community Forums

- 8-1-13 Polk County
- 8-5-13 Little River County
- 8-6-13 Calhoun County
- 8-8-13 Montgomery County
- 8-12-13 Columbia County
- 8-19-13 Dallas County
- 8-19-13 Ouachita County
- 8-19-13 Union County
- 8-22-13 Lafayette County
- 9-10-13 Miller County
- 9-12-13 Nevada County
- 9-16-13 Hot Spring County
- 9-16-13 Howard County
- 9-17-13 Pike County
- 9-19-13 Clark County
- 9-26-13 Sevier County
- 9-30-13 Hempstead County

## ARCOP Regional Project Grants

As a result of the regional summits held by the Arkansas Coalition for Obesity Prevention (ARCOP) in May and June, five Southwest Region communities have been awarded funds to implement up to three 6-month community projects utilizing the skills and information gained at the summit. SW Arkansas grantees received a total of \$18,441.63 to fund these 10 community pro-

jects:

**Bismarck** - \$3,800 to Bismarck Public Schools for Cooking Matters programs.

**Camden** - to the City of Camden, \$2,500 for community gardens, \$1,200 for its "Walkable Downtown Route", and \$800 for Cooking Matters at the Store programs.

**DeQueen** - to the City of DeQueen, \$2,140.63 for farmers' market awareness and \$1,200

for walkability audit expenses.

**El Dorado** - to El Dorado School District, \$2,670 for its "Access to Play" program

**Fordyce** - to the Dallas County Alliance Supporting Health, \$1,283 for Cooking Matters programs and \$648 for backyard gardens.

**Nashville** - \$2,200 to New Addition Neighborhood Development Corporation for cooking matters programming.

### August is National Immunization Awareness Month

- Vaccines aren't just for kids. People of all ages need shots to protect them from serious diseases. Spread the word!
- Encourage people in your community to get the flu shot every year.
- All adults need a TD booster shot every 10 years.

## HHI participates in EAST Seminar

The Environmental and Spatial Technology (EAST) Initiative hosted a Summer Seminar on July 17<sup>th</sup> and 18<sup>th</sup> at Embassy Suites in Little Rock to provide professional development for its facilitators. EAST focuses on student-driven service projects using cutting-edge technology and has been a part of education in Arkansas for the past seventeen years.

On the first day of the conference Dr. Joe Thompson, Director of the Arkansas Center for Health Improvement announced that Health and Wellness will be the focus of the 2013-2014 EAST National Service Project. Day two featured a Partner Expo where facilitators connected with community partners to talk about potential project ideas and resources available to EAST students. Approximately 25 partners were on hand to connect with the teachers.

Bonnie Carr, HHI Coordinator, and Joni McGaha, HHI Manager, set up a booth to educate participants about Hometown Health. Suggested project ideas included injury prevention, obesity prevention, including access to healthy foods, walkable communities, and physical activities, and substance use and abuse. Examples of a poster and prescription drug resource guide



*Bonnie Carr with the SW Region Hometown Health booth*

that Malvern and Arkadelphia EAST Lab students developed were shared with the 76 teachers who stopped by the



*Vendors are ready to share ideas with summit participants.*

booth. Boating safety promotional items were also provided.

Sarah Powell, Rural Health Specialist, represented the Southwest AR Prevention Taskforce. She met 15 EAST teachers from the Taskforce service area and highlighted the Taskforce's 2013-14 work plan that will involve youth. Activities will include a Stomp Out, Drive Smart Challenge, Underage Safe Driving Initiative (prom & graduation), marketing for the Taskforce and local farmers' markets, and an ATV Safety campaign.

Donna Webb, Howard County Health Unit administrator interacted with 30 facilitators. She shared information about the Howard County Farmers Market and community gardens. Other focus areas included injury prevention, including, Baby Safety Showers, ATV safety, distracted driving, the medication take back program, physical activity, nutrition, and chronic disease.

Students will be encouraged to develop sophisticated projects and take them to the next level by finding a problem and solving it. EAST envisions at least a year-long partnership between students and coalition members with Health and Wellness as the focus.

## Underage Drinking and Injury Prevention Conference

The fifth annual Underage Drinking and Injury Prevention Conference was held in Little Rock July 15-17. The Little Rock Police Department hosted it in conjunction with the Department of Finance & Administration, the Arkansas Department of Health, and the Pacific Institute of Research and Evaluation.

Workshops covered a variety of topics that were beneficial to anyone interested in prevention. There were national and state presenters conveying key topics such as: Environmental

Strategies Training, Trends in Underage Drinking, Enforcing Social Host Laws, How to Spot Fake I.D.s, Emerging Drugs, Preventing Youth Prescription Abuse, and many more.

Over 300 participants from all over the state, including several Southwest Region Hometown Health support staff members attended the conference to learn more about prescription drug abuse, suicide, distracted driving, traumatic brain injury, and more.



*Tommy Rogers, Rhonda McDonald, and Bonnie Carr with speaker Chris Sullivan, ex New England Patriot star*

## Ouachita County unveils drug drop box

A permanent drug drop box for Ouachita County was unveiled on July 19<sup>th</sup> at the Ouachita County Sheriff's Detention Complex. The drop box is located in front of the complex and will be monitored 24 hours a day, 7 days a week.

Members of A Healthy Ouachita County (AHOC), the local Hometown Health coalition, along with the Sheriff's Department and County Extension Office, have been involved in the statewide "Drug Take-Back" events since 2010 when Arkansas started participating in the program. With an increase in the amount of drugs collected at each "Take Back" event, it was realized that a permanent box was needed. The three organizations partnered to provide a permanent place for residents to drop off expired or unneeded prescription and over-the-counter medications. Funding for the project came from a grant from the Region 11 Prevention Resource Center through the Division of Behavioral Health Ser-

vices, Department of Human Services.

By getting unused and unwanted drugs out of our homes as soon as it is determined that they are no longer needed, we are keeping them out of the hands of those who could potentially abuse them. Surprisingly, 70% of drugs abused by teens come from homes (National Study for Drug Use and Health, 2007).

Arkansas is number one in the nation for teen pain killer abuse (SAMHSA, 2007) and the National Center for Disease Control reported in 2011 that 1 in 5 high school students has taken a prescription drug without a

prescription. According to the 2012-2013 Arkansas Prevention Needs Assessment results, Ouachita County

students were above the state rate for "past 30 days use" of prescription drugs.

The drop box will also provide an alternative to medications being flushed or put in the trash, which can pollute landfills or contaminate

the water supply. Instead, they can be taken to an incineration facility to be disposed of properly.



## Arkansas Rx Drug Abuse Summit

Chychy Smith, Rural Health Specialist, Edie Greenwood, Cheryl Byrd, and Rhonda McDonald, Community Health Nurse Specialists, attended the Arkansas Rx Drug Abuse Summit held July 18 in Little Rock. The summit had a variety of speakers including the State of Arkansas Attorney General, Dustin McDaniel, Sherry Green, CEO of the National Alliance Model for State Drug Laws, Stanley Jones, DEA Special Agent of the Nashville Field Office and Joseph

Rannazzisi, Deputy Assistant Administrator, Office of Diversion Control, United States DEA, among others. A wide range of covered topics included Controlled Substances, The Value of Prescription Drug Monitoring Programs, Pills Mills and Diversion investigation etc.

The Arkansas Prescription Monitoring Program (AR PMP) was discussed at length during the summit. The purpose

of the AR PMP is to enhance patient care by promoting the legitimate use of controlled substances while deterring their misuse, abuse and diversion. All pharmacies and other dispensers licensed in Arkansas are required to report dispensing data for all controlled substance prescriptions on the PMP and the AR PMP collects and monitors the data. For more information on the AR PMP, visit [www.arkansaspmp.com](http://www.arkansaspmp.com) or call 501-683-3960.

## Howard Memorial Hospital in top 100

Howard Memorial Hospital in Nashville was recently named one of the top 100 Critical Access Hospitals (CAHs) in the United States.

According to Jacqueline Gorton with the Arkansas Department of Health Office of Rural Health and Primary

Care, there are more than 1,300 CAHs across the country so it is quite an achievement to be in the top 100. There are 29 CAHs in Arkansas.

iVantage Health Analytics measured critical access hospitals across 56 different performance metrics, including

quality, outcomes, patient perspective, affordability and efficiency to come up with the top 100.





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HOMETOWN HEALTH**

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healthy!.*

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## Health Unit participates in literacy program

The Rock 'N Read (RNR) Program at Southern Arkansas University Tech is addressing literacy in Ouachita County. The goals of the program are to give every parent of a newborn a free RNR book packet and to give free age-appropriate books and additional reading information every year to the child and parents in the birthday month of the child.

RNR's mission is to encourage parents to begin reading to their babies at birth and to encourage parents to continue reading to their children, especially during the first five years of their lives. RNR's priority is reaching preschool children who are residents of Ouachita County from newborn through age 4.

Medical providers in Ouachita County can participate in RNR by asking expecting moms and parents to sign up for the program and initialing a postage-paid card that is then sent to SAU Tech. As an incentive for agencies to participate, a drawing is held each year for a \$50 prize. Ouachita County Health Unit (OCHU) has participated in the RNR Program for the last 16 years and has continued to have more applications turned in than any other agency in the county. Debby Billins, PHN with the OCHU was this year's winner. She signed up 111 families for the program this year. Administrator Rebecca Wright said the OCHU staff is proud to help any way they can to support the program and improve literacy and the welfare of their patients.



Debby Billins, PHN, receives a check from Paula Bergstrom, RNR Coordinator.

## Around the Region...

**Howard County-** Sarah Powell, Rural Health Specialist, met recently with Billie King, Complex Nurse Manager, at Tyson foods in Nashville to move forward with the development of a comprehensive Worksite Wellness program for the plant. She discussed appropriate physical activity, nutrition, & chronic disease prevention educational programs that would benefit the 1,300 employees. The Stamp Out Smoking Quitline Fax Back Referral program was highlighted as an opportunity to provide incentives to employees who quit using tobacco.

**Ouachita County** Health Unit Administrator Rebecca Wright made a presentation to the Camden Rotary Club on July 30. She informed them of the prescription drug abuse status in Ouachita County and told the 11 members present about the drug drop box that was recently installed to help keep expired and unneeded prescription drugs out of the hands of potential abusers. The County Health Rankings were also discussed, as well as the recent grant that the City of Camden received to

address obesity, physical inactivity, diabetes, and heart health.

**Community Health Promotion Specialist** Emily Lyons attended the 3<sup>rd</sup> Biennial School Health Conference held July 16<sup>th</sup>-17<sup>th</sup> in Little Rock. The conference focused on three major components that impact today's school environment: School Safety, Mental Health, and Community Involvement. Participants were able to participate in a variety of breakout sessions addressing those topics during the two day conference. Dr. Pat Cooper and Jared Cleveland were the keynote speakers on day one of the conference. Dr. Cooper discussed how comprehensive school health programs can help teachers and administrators reach the academic goals of traditional education reform. Mr. Cleveland shared his experiences in the importance of building key relationships with local health providers, the local health department, as well as the significance of building strong relationships among administration, parents, and school staff in order to impact district and community wellness at all levels.

Kenneth Trump of the National School Safety and Security Services and Dr. Karen Curtner were the keynote speakers on day two of the conference. Mr. Trump shared his insights into best practices and approaches to school security and crisis management. Dr. Curtner was the Principal during the 1998 school shooting at Westside Middle School in Jonesboro. She provided insight to the recovery and long term impact of a school shooting. **Community Health Nurse Specialist** Cheryl Byrd provided AHA CPR/First Aid and ADE training for 23 Early Childhood Educators in July at the DeQueen/Mena Educational Services Coop in Gillham. CPR included adult, child and infant with adult and child AED training. Topics included: First Aid Basics, Medical Emergencies, Injury Emergencies, Environmental Emergencies, and Asthma Care Training for Child-care Providers. Additional topics included women and cardiovascular disease and effects of tobacco use and HIPAA. Participants were from DeQueen, Nashville, Mt Ida, Mena, Van Cove and Wickes Schools