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## Southwest Region 2013 A Look Back



**Jan—Montgomery County  
Polar Express Pajama Party**



**May—Union Prevention  
Award Winners**



**Sept-Lafayette County Back  
to School Bash**



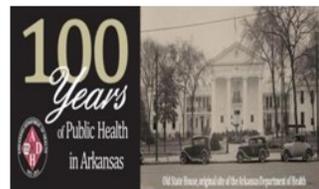
**Feb -SWAR TRAC established**



**June—Calhoun Celebration**



**October— Open Enrollment  
begins for Affordable Care Act**



**Mar—ADH 100 Years Celebration**



**July—Dallas County  
Community Garden**



**November— Red Ribbon Week  
celebrated at Polk County  
with school-wide Red Ribbon  
Pep Rally.**



**April—HEALTH Child  
Safety Award**



**Aug— Underage Drinking &  
Injury Prevention Conf.**

**What is the right way  
to wash your hands?**

- Wet your hands with clean running water (warm or cold) and apply soap.
  - Rub your hands together to make a lather and scrub them well; be sure to scrub the backs of your hands, between your fingers, and under your nails.
  - Continue rubbing your hands for at least 20 seconds. Need a timer? Hum the “Happy Birthday” song from beginning to end twice.
  - Rinse your hands well under running water.
  - Dry your hands using a clean towel or air dry.
- Washing hands with soap and water is the best way to reduce the number of germs on them. If soap and water are not available, use an alcohol based hand sanitizer that contains at least 60% alcohol.

[www.cleaninginstitute.org](http://www.cleaninginstitute.org)

## Cherokee Nation's Healthy Nation Tobacco Tour

On Wednesday, November 20th the Cherokee Nation's Healthy Nation Tobacco Tour visited the Malvern High School for a motivational presentation on bullying and tobacco prevention/cessation. The program was presented to 320 seventh and eight grade students. The group mostly speaks within their own tribe's jurisdiction but began speaking in Arkansas this past spring. The Tobacco Tour, which is aimed at students in fourth grade through high school, began with only two speakers in November 2008 to raise awareness about lung cancer. Greg Bilby, Healthy Nation public health educator and outreach coordinator, said "the tour was supposed to be just a one-time effort for that month, but that's when it started to take on a life of its own."

During the next couple of years, the program added elements such as storytelling from Cherokee storyteller Robert Lewis; a personal survivor story from Ronnie Trentham, who was diagnosed with oral cancer; and Brian Jackson, who holds 15 Guinness World Records and is known as the I Believe Guy.

The presentation consists of Lewis telling traditional Cherokee stories by using volunteers from the audience to

act out the stories. Each story is significant to Cherokee culture and ties into the anti-tobacco message.

Ronnie Trentham, the oral cancer survivor, tells his story about how he started using chewing tobacco as a teen because his friends did. He only chewed for six years but believes that is what caused his cancer in his jaw. During this segment, Trentham provides pictures of the surgery that removed a portion of the cancerous jawbone and the radiation treatments that followed.

Brian Jackson, known as the "I Believe Guy", tells his story of how he once faced prison time because of some bad choices he made as a teen. To show the kids how good choices have taken him places, he shows video clips of his TV appearances and some famous folks he has met.

Brian has set world records for the "Fastest Hot Water Bottle Burst". Billy blows the water bottle up using nothing but the air from his own lungs. He has been on America's Got Talent Season 6, CNN, Good Morning American and TruTV. (You can look up, Brian Jackson, I Believe Guy, on YouTube to watch some of his amazing stunts).

Bilby said the presentation doesn't condemn the traditional use of tobacco

for sacred American Indian ceremonies but is designed to teach students about the danger of commercial tobacco use and how it can lead to cancer and other health related issues. He said it is important to expand the Tobacco Tour because youth are still using tobacco across the United States.

"The underlying theme of the Tobacco Tour is they (youth) have the power to choose," he said. "They can choose to use their gifts and talents to their fullest potential, but if they choose to use commercial tobacco, drugs, or alcohol they may not be able to reach those goal and dreams.



(Malvern students pictured with Ronnie Trentham(oral cancer survivor), 3rd from left on back, Robert Lewis (storyteller), 1st on right on back, and Brian Jackson(I Believe Guy), 2nd from right on front)

## Dallas County Receives H.E.L.P. Award

Congratulations to the Dallas County Health Unit for receiving this award letter from the Greater Delta Alliance which reads as follows: Congratulations! Your facility will be provided with free access to the Excellence in Education program for the next three years due to a recent HRSA grant awarded to the Greater Delta Alliance.

This grant provides continuing education to healthcare professionals under the name Health Education for Local Providers (HELP) Project. HELP supports education on (year one) Obesity, (year two) Diabetes, (year three)

cardiovascular disease.

The Dallas County Health Unit is geographically located within the target audience of the grant. This means the LHU will benefit from free, accredited continuing education programs over the next three years. HRSA will provide 9 free live/IAV/webinar topics and will place each of these online on the new healthcare education portal,

LearnOnDemand.org. These programs will be approved for multiple types of CE credit (CME, CNE, CHES, PharmD). To access these programs, the LHU

will receive a LearnOnDemand.org access code for up to 100 users at their facility. This access code makes the LHU a member of the Excellence in Education program (formerly the "bulk rate" program). The Excellence in Education program costs \$1250. The LHU facility will receive this membership for FREE for THREE YEARS!

The UAMS Center for Distance Health is proud to develop and launch the education for the HELP program through the strong partnership with the Greater Delta Alliance for Health.

## Polk County "Santa for Soldiers"

Polk County Health Unit staff participated in Mena Regional Health System's project "Santa for Soldiers" by collecting donations of non-perishable food, clothing items, playing cards, handmade ornaments and cards to be sent to the 4<sup>th</sup> Expeditionary Reconnaissance Squadron in Afghanistan. The LHU, as

public health employees, think daily of "protecting" our citizens from disease outbreaks and keeping folks healthy. Our soldiers sacrifice so much to "protect" our country and we realize that as we enjoy our families and our freedom that so



many families have an empty chair at the table, our military are sitting next to other service men and women and thinking of their loved ones. Our collection of donated items will hopefully bring a spark of joy to some as they face the holidays far from loved ones.

## Tips for Choosing Safe Toys

### The Right Toy

The right toy can help build imagination and coordination, but the wrong toy can do more harm than good. The Consumer Product Safety Commission reports that in 2011, U.S. hospital emergency departments treated more than 118,000 injuries to the head and face related to toys and play activities.

While many toy makers follow mandatory and voluntary safety guidelines for their products, some do not. The challenge is to find a toy your child will love and one that you know is safe.

### How Do I Select A Safe Toy?

- Avoid toys that shoot or include parts that fly off. Slingshots and even water guns are dangerous because they invite children to target other kids. BB guns should

not even be considered toys.

- Inspect toys for solidness. Your child's toys should be durable with no sharp edges or points. The toys should also withstand impact.
- Look for the letters "ASTM." This designation means the product meets the national safety standards set by the American Society for Testing and Materials (ASTM).

### What should I consider when buying toys for 2 and 4-year-olds?

- Don't give toys with small parts to young children. Young kids tend to put things in their mouths, increasing the risk of choking.
- Read directions carefully and follow suggested age guidelines. Ask yourself if the toy is right for your child's ability and age.

- Remember that age labeling is for ability levels and for the safety of your child.

### How can I keep my child safe after buying a toy?

- Explain how to use the toy.
- Repair or throw away damaged toys.
- Keep toys meant for older children away from younger ones.
- Don't let your child misuse toys in ways that could be dangerous.

### Are there other things I can do to help prevent eye injuries?

- Store or give away toys that your child has outgrown.

Keep your child away from unsafe areas in the home. Make sure your child plays in an open area and, if necessary, under your supervision. Make a list of safety rules and share them with your child.

## Stamp Out Smoking

### Did you know....?

- If you have tried to quit smoking and failed in the past, take comfort in the fact that most smokers fail several times before quitting successfully.
- There's no 'one size fits all' plan to quit smoking. Some people have success with patches, others with gum or cinnamon sticks. Some have success using prescription medicines like Chantix. Whatever

you've tried in the past, don't become discouraged. If you continue trying, YOU WILL QUIT. You only fail if you quit.

- Give yourself and your family the best gift of all this holiday. Quit smoking and live a longer, healthier life.
- Movie stars lighting up on the big screen is one of the most powerful marketing strategies to get young people to smoke. Tell your

kids that using tobacco isn't glamorous. It's a killer.

- Nicotine is an addictive substance and can cause addiction in any form that it's marketed and sold. Dip, cigarettes, and e-cigarettes are all ways to deliver the addictive drug, nicotine, into your body.

For assistance please call:

**1-800-QUIT-NOW**

## IPA Healthy Holiday Events

Southwest Arkansas IPA Guides with the ADH will be hosting Healthy Holiday events throughout the SW Region during the month of December & January to help educate the public about getting signed up for the Affordable Care Act. The Healthy Holidays events will have a variety of informational and service booths available to the public. The local IPA's have been working with groups and organizations within their communities to get the events organized and advertised.

The IPA's will have a presentation concerning the ACA, health care changes and enrollment opportunities. They are providing a non-biased, non-partisan event to educate and assist the public.

Events scheduled for:

### Monday, December 16th,

CCCUA at Dierks,

Dequeen/Mena CoOp

Pike County Head Start

Ouachita Cty. Workforce Center

Columbia County Parole Office

### Tuesday, December 17th

Fordyce- Head Start

Malvern- Hot Spring County Library

### Wednesday, December 18th

Texarkana- UAMS Southwest

Hot Spring County Workforce Center

Columbia County Workforce Center

Union County Parole Office

### Thursday, December 19th

Calhoun County Food Pantry

### Friday, Dec. 20th,

De Queen- Shirley Informational Booth

Columbia County Workforce Center

IPA's will be available to assist with enrollment or to take appointments.

Check with your IPA for additional events that have

been added to the calendar.





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## SOUTHWEST REGION HOMETOWN HEALTH

*Keeping Your Hometown Healthy!!!*

[www.arkansas.gov](http://www.arkansas.gov)

### EyeSmart Top Tips for Choosing Safe Toys this Holiday

- No one chooses gifts with the intent to harm, but some popular children's toys can cause serious eye injuries. According to the U.S. Consumer Product Safety Commission, more than 265,000 toy-related injuries were treated in emergency rooms in 2012, and almost half of these injuries affect the head or face – including the eyes. Unfortunately, most of these injuries happen to children under age 15. Some propelling toys, like airsoft guns, BB guns, paintball guns and darts can be particularly hazardous, with the potential to cause serious eye injuries. The good news that most eye injuries can be easily prevented by following **EyeSmart** toy safety tips below.
- Avoid purchasing toys with sharp, protruding or projectile parts.
- Make sure children have appropriate supervision when playing with potentially hazardous toys or games that could cause an eye injury.
- Ensure that laser product labels include a statement that the device complies with 21 CFR (the Code of Federal Regulations) Subchapter J.
- Along with sports equipment, give children the appropriate [protective eyewear](#) with polycarbonate lenses. Check with your Eye M.D. to learn about protective gear recommended for your child's sport.
- Check labels for age recommendations and be sure to select gifts that are appropriate for a child's age and maturity.
- Keep toys that are made for older children away from younger children.
- If your child experiences an eye injury from a toy, seek immediate medical attention from an ophthalmologist – an eye medical doctor.

## Around the Region

**Union County**—November marked the 14<sup>th</sup> anniversary for Union County's Hometown Health Coalition, TOUCH. To highlight the occasion, a luncheon and birthday cake was provided to the 36 coalition members in attendance at the November meeting. A PowerPoint presentation with pictorial highlights of the year's accomplishments was also provided to members.

**Polk County**—Quality of Life Outreach Inc. held its annual retreat on November 19, 2013. A review of the past years accomplishments were discussed and goals for the upcoming year were presented. New officers and committees chairs were introduced to the coalition members. QOL looks forward to the upcoming year and promoting health, safety and wellness in Polk County.

**Ouachita County**— The City of Camden and SAU Tech has been selected to host the 2014 ArCOP Regional Training for the Southwest Region. Amanda Cole and the ArCOP Team are working to finalize the details. Tentatively the Regional Training will be held in May. A Healthy Ouachita County (AHOC) celebrated its 8th Annual Birthday on November

19, 2013.

A power point of previous years accomplishments and activities were shown and members



discussed upcoming plans for the future.

**Lafayette County**- LHU hosted a Health Fair at Bancorp South Bank in Lewisville on Tuesday, Dec. 3, 2013. Several vendors participated from Lafayette County community and the surrounding communities. Free health screenings such as blood pressure, body fat analysis, blood sugar, cholesterol and pulse oxygenation levels were provided by various vendors. There were door prizes given out to attendees. Tracie Simmons, IPA from ADH, talked to atten-

dees about the Health Insurance marketplace and the ACA. She distributed flyers and gave attendees information on how they can enroll and who to contact.

**Columbia County**— Latricia Spelce and Evelyn Wainright, IPA's in the Columbia County Health Unit, took the opportunity to educate and inform folks about the new Affordable Care Act during the Columbia County Mass Flu Clinic. The public was



very receptive and several appointments were scheduled for additional information or to enroll.