

**SOUTHWEST
REGION
HOMETOWN
HEALTH**

**SOUTHWEST
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INSIDE THIS ISSUE:

BanCorp Fair	2
Cossatot Center	2
Dallas County Rally	2
Miller Showers	3
Lafayette Schools	3
CHNS & CHPS	4
Around the Region	4



POLAR EXPRESS PAJAMA PARTY



They were seated at a large table with crayons and paper for drawing, singing Christmas songs until all kids arrived. The kids then lined up to get their ticket punched and were seated for a reading of the Polar

Express by Susan James. After the reading, the kids made a Christmas tree from sugar cones, decorated with green frosting, mini m&m's and red sprinkles. Next, they enjoyed homemade hot chocolate while eating their Christmas tree. And, of course, the night would not be complete without a visit from Santa Claus. Kim said "the event was thoroughly enjoyed by both young and old and they plan on continuing this and making it bigger and better next year"!

Montgomery County Health Unit Administrator Kim Adams planned and organized a "Polar Express Pajama Party" sponsored by the LHU. Children from ages 3-12 were invited to come to the LHU, in their pajamas, for a reading of the Polar Express, crafts and snacks. 15 children and 10 adults attended with great excitement! The kids were given a golden ticket by the "Conductor" as they arrived.



The SW Trauma Regional Advisory Council is hosting Injury Prevention Focus Group meetings in each of the 3 districts in January. The goal of the meetings is to pull together different entities that are doing Injury Prevention and assess: What's being done; What we would like to be done; What resources are needed to sustain/enhance. The Western District meeting is set for Thursday, **January 24th from 1-4:00pm in Texarkana**, at St. Michael's Professional Office Building on the 3rd floor.

Regional Prevention Resource Center Meeting



Trena Goings (l) and Susan Rumph (r) network at the PRC Regional meeting

The Department of Human Services has reorganized the Alcohol & Drug Abuse Prevention (ADAP) program of the Division of Behavioral Health Services (DBHS) to integrate addiction services and mental health services. One of the five slated state workshops was held on November 15th at UACCH in Hope for the Southwest Region

to determine what is considered the biggest behavioral health problems, the causes/ consequences and resources needed to alleviate these issues for individual communities. By working on the common problems, numerous issues can be impacted. Information provided in these workshops will help DBHS outline their focus.

BANCORP SOUTH INVESTMENT HEALTH FAIR



Lafayette County Health Unit Administrator, Tonya Clark, (pictured above)

coordinated a health fair for Bancorp South Bank. Ten vendors were invited,

with only 8 being able to commit to the day. Those in attendance were Lafayette County Health Unit, University of Arkansas Division of Agriculture County Extension Agent, Homestead Manor, Arkansas Game & Fish Commission, Smiles of Arkansas, Lafayette County DHS and Magnolia Health and Rehabilitation. Free blood pressure and blood sugar screenings were offered to bank employees, customers and other community members. Kids First sent over their children, class by class, to visit with the Tooth Fairy from Smiles of Arkansas and receive a special tooth cleaning kit from her. Other health information was also available for participants to pick up. Several parting gifts were donated and given to approximately 68 health fair participants.

Cossatot Community Health Center

A Memorandum of Understanding (MOU) was signed between Healthy Connections, Inc. and U of A Cossatot Community College to open a Community Health Center in De-Queen. The clinic will be operated on the Sevier County Campus of Cossatot and has already received several grants to fund the project. Along with the Southwest Electric Power Company (SWEPCO) and Rotary International, the college is a recipient of a Blue and You Foundation Grant given by Arkansas Blue Cross and Blue Shield (BCBS). The grant was used by the college to

fund the renovation of a building to make it suitable for clinical use and to fund expenses in the first year of clinic operation. "This grant, in fact, made Cossatot Community Health Clinic a reality," said Steve Cole, Chancellor of Cossatot. "We have many groups like our college, Healthy Connections, Sevier County Coalition, the Arkansas Department of Health, and UAMS Southwest who were willing to make sacrifices to see the clinic open. It would have taken much longer if it were not for this grant."

U of A Cossatot hosted a Grand

Opening event for the community on November 27th and the first patients were seen on September 4, 2012. The clinic is operational, although it is only open one day every other week until the clinic is fully staffed and then it will be open all day at least 4 days per week. Currently, the clinic is comfortably seeing 18 patients per day. The ultimate goal is to expand the services in De Queen with Mental Health, Diabetic Education and other programs and organizations as full service capabilities are developed in De Queen.

Dallas County Community Rally

Through a grant from the Arkansas Minority Health Commission, the DASH youth committee was able to have an event that invited the community to the Fordyce Civic Center on a



Sunday afternoon to play basketball and dance to a DJ. There were 51 in attendance.

The youth were required to sign a drug free pledge. The adults were given an opportunity to have blood pressure checks and blood sugar screenings. Tracking cards were given to all participants. A Display board from the hospital on stroke and high blood pressure gave additional information. Three speakers from the police depart-

ment, a local church, and a presentation from Roderick Rogers on Bullying was presented to the youth in attendance.



Miller County Baby Safety Showers

On November 8th, the Miller Bowie County Coalition held its 8th Baby Safety Shower for expectant mothers and new mothers in Miller and Bowie Counties. The showers are coordinated by Arnell Washington, Rural Health Specialist and are held at AHEC Southwest on the second Thursday of each month. Arnell and Dkandis Wilborn, Public Health Educator at AHEC Southwest, are the presenters for the showers. Also assisting with the showers are Don Adams, ADH Southwest Regional Director and Cynthia White, Miller County Health Unit Administrator, and Gary Miller, Community Outreach Director with AHEC Southwest. To date 60 expecting or new moms have attended the Safety Baby Showers.

Informational ads announcing the showers are placed at Miller County Health Unit and Wadley Regional Medical Center. Information about the showers is also provided to coalition partners First Choice Pregnancy, Christus Saint Michael Health System and AHEC.

In October and December, Baby Safety Showers were provided to twenty expecting and new mothers and grandmothers at THRIVE, a Home Visiting Program for pregnant and/or parenting teens, providing parenting information, resources and support in the home.

THRIVE provided refreshments and presented participants with a Child Safety Kit, Smoke Alarm, the Purple Crying DVD and a gift for baby. THRIVE can also provide child safety seats.

Since the showers began, 66 new and/or expecting mothers have received Child Passenger Safety Training and installation of a child passenger safety seat provided through the program. Bonnie Carr, HHI Coordinator and Dkandis Wilborn, Public Health Educator at AHEC Southwest and Arnell Washington, RHS are the Child Passenger Safety Technicians providing Child Passenger Safety training and installation of safety seats. Baby Safety Showers will continue to be offered in 2013 and are scheduled for the 2nd Monday of each month.

To sustain the Baby Safety Shower initiative, the SW AR Prevention Task Force received a \$1,500.00 mini-grant from the Eunice Kennedy Shriver National Institute of Child Health and Human Development, (NICHD) Arkansas SIDS Outreach Project. Other funds for the Showers have been provided by the AR Department of Health Hometown Health Improvement Initiative.



Expecting mothers observe child safety seat installation by Bonnie Carr, CPS

Lafayette County School Learns About Tobacco Use



On December 12th, Edie Greenwood, CHNS, (pictured above) presented the

consequences of the use of tobacco to 230, 3-6 graders by individual grades at Lafayette County School District. Using Mr. Gross Mouth, Jar of Tar, and pig lungs, Edie demonstrated the health effects of the use of tobacco, both smoking and smokeless. Also discussed were the health risks of second hand smoke. Work sheets for the children to complete in class about tobacco use were distributed as well.

On December 19th, Edie presented tobacco consequences to Pre-K-2nd by

individual grades. Using Mr. Gross Mouth and pig lungs, Edie demonstrated the health effects of the use of tobacco, both smoking and smokeless. Also she discussed the health risks of second hand smoke. She demonstrated the effects of tobacco smoke on the lungs using a balloon which the children tried to blow up using only a small straw. Edie also distributed works sheets for the students in grades K-2 to complete in class. Coloring pennants were distributed to Pre-K about being tobacco free.

Southwest Region CHNS and CHPS



Tommie Rogers, CHNS, Emily Lyons, CHPS, and Rhonda McDonald, CHNS

On December 19th, Rhonda McDonald, CHNS, Emily Lyons, CHPS, and Tommie Rogers, CHNS, visited the Davis Elementary School in Bryant and spoke with the four hundred forty one K-5th grade students about the dangers of tobacco. Mr. Gross Mouth, Jar of Tar, and Mr. Dinosaur were used as visuals. They discussed Act 811 (no smoking in the car when children under the age of 14 are present), the costs of tobacco use and its effects on health.

On December 10th, CHNS and CHPS attended the Statewide Meeting in Little Rock. The agenda consisted of Vision Training from eye doctors, (Dr. Kenny Wyatt and Dr. Tracy Baltz), from both Mountain View and Little Rock. They demonstrated how to screen a 1st grader, as well as, presented a Vision Power Point. Also, updates were given from Kim Hooks (CHNS/CHPS), Codie Malloy and Audra Walters (CSH Updates).



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Tobacco Prevention and Cessation Program

Launches Strike2Quit

- TPCP has recently launched an interactive, virtual smoking cessation game to educate
- Arkansans about the dangers of tobacco use. The game, called Strike2Quit, connects
- players with friends on Facebook. Before playing the game, players must answer ques-
- tions on tobacco use before they can assemble in teams in a bowling league. Strike2Quit
- encourages quitting through education on the consequences of tobacco use and support
- through a virtual community, which might be the preferred cessation method for teens
- and young adults.

- Strike2Quit also offers an online support center for quitting complete with counselors
- and a tool to track progress. Strike2Quit was developed by the TPCP in partnership
- with the Arkansas State University's Center for Digital Initiatives. It can be played on
- computers, smart phones and tablets, and an app is now available for download for
- ipads and ipods.

- TPCP would like to encourage its grantees to promote the game among teens and
- young adults that you work with.

To access the game visit: www.strike2quit.com or www.stampoutsmoking.com

To download an app visit:

<https://itunes.apple.com/us/app/strike2quit/id579625074?ls=1&mt=8>

For questions contact: Brenda Howard, TPCP Section Chief for Cessation at 501-661-2467 or Brenda.K.Howard@arkansas.gov

Arkansas Tobacco Quitline: 1.800.QUIT.NOW

www.stampoutsmoking.com

www.facebook.com/stampoutsmoking

Around the Region

Polk County - Ouachita River School District Acorn Campus opened the Wellness Center made possible with a \$500,000 Coordinated School Health grant. Partnering with the district is Healthy Connections in Mena who will facilitate the physical medical care and operations of the center while Western Arkansas Guidance and Counseling will provide staff to assist with students mental health needs. Forms must be completed by parents/guardians to grant permission for students to be seen at the Wellness Center. Students will be required to see the school nurse prior to being seen at the Wellness Center and the parent/guardian will be notified of the referral to the Wellness Center.

Howard County—ArCOP hosted a celebration in Little Rock on November 26th to highlight the Growing Health Communities throughout the state. Nashville was invited to present their successes through the 2012 Blue & You Foundation for a Healthier Arkansas grant. Some highlights that Nashville presented include:

1)Nashville Demonstration Organic Garden-located adjacent to Howard County Farmers Market and is maintained by Master Gardeners as a demonstration of low-maintenance, organic home gardening. 2)Gardening workshops are conducted by Master Gardeners at the garden in conjunction with activities happening at the Farmers Market. Produce from the demonstration garden is donated to WIC recipients and seniors who visit the farmers market. 3)Universally-accessible beds (with

drip irrigation and electrical power) were added to Nashville Demonstration Organic Garden (NDOG) this year to be maintained by 4H Club in 2013.

4)The NDOG exhibit won "Best of Show" for adult exhibits at the Howard County Fair in September this year! They received 100 of 100 points for "timely, relevant"



display emphasizing environmental concerns and benefits of organic gardening.

Healthier Howard County received a Blue and You Grant for \$99,500 to provide direct health education and awareness programs to at least 1,000 youth and adults encouraging healthy nutrition, promoting physical activity and increasing health literacy.

Hot Springs County - On December 14th, Dee Schall, RN at Hot Spring County Memorial Hospital presented the video "Supersize Me" to the 100 Diabetes Educational Group of students who are participating in the 2012-2013 Diabetes Grant for Malvern Public Schools along with their teachers. The diabetes program is a collaboration between Hot Spring County Medical Center, Hot Spring County Health Unit and the Healthy Hot Spring County Coalition. T-shirts were designed by Bonnie Carr, HHI Coordinator, to celebrate National Diabetes Month and each student, teacher and grant committee members were given to t-shirts to wear to the November educational class.

