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**Slip! Slop! Slap! & Wrap!**

- Slip on a shirt
- Slop on sunscreen
- Slap on a hat
- Wrap on sunglasses to protect your eyes and sensitive skin around your eyes

**CDC recommends easy options for protection from UV radiation-**

- Seek shade, especially during midday hours
- Wear clothing to protect exposed skin
- Wear a hat with a wide brim to shade face, head, ears, and neck
- Wear sunglasses that wrap around and block as close to 100% of UVA and UVB rays as possible
- Use sunscreen with sun protective factor (SPF) 15 or higher
- Avoid indoor tanning (for more information visit [www.cdc.gov/cancer/skin](http://www.cdc.gov/cancer/skin))

**Growing Healthy Communities Summit**

The Arkansas Coalition for Obesity Prevention (ArCOP) wrapped up the last of 5 regional Growing Health Communities Summits in Fordyce on June 28<sup>th</sup>. Approximately 50 people were in attendance from several counties including Calhoun, Clark, Cleveland, Columbia, Dallas, Howard, Miller, Ouachita, and Pulaski.

The summits were funded by a grant from the Blue & You Foundation for a Healthier Arkansas. Individuals from a diverse array of backgrounds and communities attended the five workshops to get inspired to fight obesity in their community, acquire the skills to implement a doable project, and learn about potential funding to get them started. The summit encouraged networking and allowed participants to learn from others' experiences.

The summit opened with a welcome from Joy Rockenbach, ArCOP co-chair. She gave attendees an overview of what they could expect for the day. Layne Parham, assistant to the Mayor, welcomed everyone to Fordyce. Next, Joni McGaha, SW Region HHI Manager, gave a presentation on coalition building, recruiting, and maintenance. She encouraged everyone to join their local HHI coalition or form a partnership in their community to help them accomplish their mission.

When registering for the summit, attendees were asked to choose which breakout session they would attend from among five choices.

At the Cooking Matters workshop, participants learned how to coordinate and facilitate Cooking Matters/at the Store courses in their communities to help residents learn how to shop smarter, make healthier food choices, and cook delicious meals.

Keith Gresham and Robin Bridges, county extension agents in Dallas County and Union County, joined other presenters to discuss community gardens, farmers markets, and the Farm to School Program with participants in a session aimed at increasing access to healthy foods. Participants toured the local community garden and left the workshop with the understanding and knowledge of what it would take to start these in their community.

After learning about nutrition and physical activity resources to make schools and communities healthier, attendees heard a presentation on joint use agreements (JUA) and got some one-on-one guidance and advice from JUA coordinator Jerri Clark after proposing what they would do in their community. Ken Endris, Fouke Elementary Principal, shared success stories about the positive results the school has gotten since implementing health and fitness programs several years ago. Everyone was given an Early Childhood and Schools, Nutrition and Physical Activity Toolkit full of evidence-based resources.



The session on leading walkability audits taught those in attendance how walkable communities can reduce traffic congestion, decrease air pollution, and improve public health. Participants took a field trip to identify areas in the community where the built environment did not support healthy living. They left knowing how to conduct an audit to assess walking and biking conditions in their community and how to create a plan for improving them.



## Ready, Set, Wear It!

The North District of the SWTRAC has partnered with the AR Game & Fish, Army Corp of Engineers, Lake Hamilton Fire Department, Coast Guard Auxiliary and LifeNet EMS to promote water and boating safety on the area lakes and rivers in Clark, Montgomery, Pike, Hot Spring and Garland Counties.

Through funds provided by the SW Region ADH and the SWTRAC, the North District was able to purchase items to hand out to folks on area lakes and rivers. The group was able to purchase life jackets, waterproof media kits, whistles, frisbees, float-



ing keychains and koozies to be given out at boating classes, routine boat checks, health fairs and water & boating safety events. Army Corp of Engineers and AR Game & Fish personnel have been giving out items when catching folks displaying "good behavior" such as wearing their life jackets. (Picture below: Army Corp of Engineer Water Patrol were handing out water/boating safety items provided by SWTRAC to folks on Lake Ouachita on July 5th).

The partnership has proven to be very rewarding for all parties involved and discussion has



been make to keep the partnership going to make this a yearly project. Bonnie Carr, CHES, SWR Hometown Health Coordinator worked with a local printing company to design the logo for the project. All items were stamped with the logo as well as the website for the SWATRAC.



## How Healthy is Columbia County??



The HEALTH Coalition in Columbia County hosted Emily Harris, a field investigator from the US Department of Health

and Human Services (USDHHS) in Magnolia on June 5, 2013. Emily gave a presentation on Columbia County's health ranking compared to all other counties in Arkansas. Columbia County ranked 37<sup>th</sup> overall out of 75 counties in the state of Arkansas.

The overall rank was gotten from two (2) main categories, these categories are: **Health Outcomes** (which is comprised of mortality and morbidity) and **Health Factors** (which is comprised of health

behaviors, clinical care, physical environment and social & economic factors).

Health outcomes represent how healthy the county is while health factors represent what influences the health of the county. For more information on Columbia county health rankings, visit <http://www.countyhealthrankings.org/app/arkansas/2013/columbia/county/outcomes/overall/snapshot/by-rank>

## Everyone Plays a Role in Suicide

Brenda Huff, Administrator of Polk County Health Unit was recently contacted by State Representative Nate Bell requesting information on starting a community focus group to assess the resources and set goals to prevent suicide in their community. Polk County has had several suicide/suicide attempts over the past few months and has been at the attention of everyone in the county. This was presented to the Polk County Quality of Life Outreach Coalition and all agreed it would be beneficial to host a conference via webcast from Northwestern Law

School in Chicago on June 27, 2013.

"Everyone Plays a Role in Suicide Prevention: Turning Strategy into Action" was a 2 hour webcast presented at Rich Mtn. Community College with 25 community individuals in attendance. Speakers were Surgeon General VADM Regina Benjamin, M.D., M.B.A., Richard McKeon, Director SAMHSA Suicide Prevention Branch, Jerry Reed, Director, Suicide Prevention Resource Center, Dan Reidenber, Executive Director, Suicide Awareness Voices of Education. The sessions included pre-

venting suicide in middle and high school, college and universities, the work place, primary care settings. More than 100 Americans die by suicide each day, more than double the average number of homicides. 8 million adults in the United States had serious thoughts of suicide within the past 12 months. Suicide not only tears a family apart, it also ripples out to schools, churches and the community. Fortunately, suicide is preventable. There is strong evidence that a comprehensive public health approach is effective in reducing the suicide rate.

## Disaster Preparedness in the Schools

Southwest Region Community Health Nurses worked with the local Educational Cooperatives in the Southwest Region to host a training on Disaster Preparedness in the Schools. This training was for school nurses and their role in a school disaster, natural or man-made. Topics included *Incident Command System* and *Introduction to Disaster Preparedness*, using the NIMS Program from Teresa Smith, OEM Director for SW Region( see picture above) . Mark Wil-



cox, Paramedic Instructor at UACCH-Hope (pictured below), presented *Introduction to Mass Casualty Incidents* which included, basic triage in Mass Causality Incidents using the JUMPSTART, START, and SALT Systems. Each School district participating gained knowledge on Emergency Evacuation Kits; EEK's and received a cart as a starting point for their school kit. Each school district received a book from NASN; Disaster Preparedness for School Nurses 2011. Around 100 staff from schools in the four Educational Cooperatives were trained.



Each participant in the training received one of the EEK carts that were stocked with first aid supplies: bandages, trauma scissors, 4x4 dressings, emergency plan/contact information, flashlight, crank radio, CPR mask, whistle, sharpie markers, paper, triage tags, colored duck tape, gloves and an orange vest.



## Why Preventing Skin Cancer Matters

Skin cancer is the most common cancer in the United States, with more than two million people being diagnosed each year. While most cases of skin cancer can be successfully treated if found early, the large and growing number of people getting the disease makes skin cancer a serious concern. Medical costs alone to treat skin cancer are estimated at almost \$2 billion annually. Here are some other facts you might not now about skin cancer:

- More people were diagnosed with skin cancer in 2009 than with breast, prostate, lung, and colon cancer combined.
- About 1 in 5 Americans will develop skin cancer during their lifetime.
- One American dies of melanoma almost every hour.
- Melanoma is one of the few cancers that continues to have an increasing number of cases each year.
- Melanoma is the second most common form of cancer for adolescents and young adults (15-29 years old).

For people born in 2005, 1 in 52 will be diagnosed with melanoma— nearly 30 times higher than for people born in 1930.

(Source: National Council on Skin Cancer Prevention, American Cancer Society Facts & Figures 2010)

## Sun Safety Education at AR Fire Boat School

The Healthy Hot Spring Coalition and ADH employees worked a booth at the annual Arkansas Fireboat School on May 30th– June 1st to promote sun safety among firefighters.

Fire fighters are constantly being exposed to the sun and UV exposure when fighting fire during the day. The coalition provided the crew members with information about sun safety, dangers of unprotected exposure to UV rays and recommended practices for reducing skin cancer risk.

The crews are out in their fire boats for two days, in the hot Arkansas sun, training and learning new techniques to help in life saving situations and the coalition used this time as an opportunity to help edu-

cate them on the daily sun and UV exposure that they are receiving.

Each crew member was given a carabineer bag that contained sunscreen packets and lip balm.

ADH employees, Suellen Simpson, RN, Hot Spring County Health Unit Administrator, Susan James, RN, District Manager, Bonnie Carr, CHES, SWR Hometown Health Coordinator and Victor Alexander, Disease Intervention Specialist manned the First



Aid Booth and provided information on ADH services, SOS, injury prevention and emergency preparedness.

(Picture: Sun care kits provided by Healthy Hot Spring County with funds provided by Arkansas Cancer Coalition mini-grant).





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**SW REGION  
HOMETOWN HEALTH**

**Keeping Your Hometown  
Healthy!**

[www.healthyarkansas.com](http://www.healthyarkansas.com)

**Around the Region**

**Community Health Nurses:**

Cheryl Byrd, RN, CHNS, provided classroom training at the Foster Grandparent Annual Conference with 150 attendees on June 5th at DeGray Lake Resort. The class was repeated 5 times throughout the day with information on Fetal Alcohol Spectrum Disorder and effects of SHS on developing fetuses.

Tommie Rogers, RN, BSN, CHNS, Edie Greenwood, RN, CHNS, Rhonda McDonald, RN, CHNS and Emily Lyons, RD, CHPS presented to a group of 70 students at In Time Worship Center in Camden on June 27 on oral hygiene, tobacco, healthy eating and the importance of physical activity. The students were able to brush the dinosaur's teeth, view the pigs lung, Jar of Tar and Mr. Gross Mouth for demonstration, identify the five food groups and watched Zobey: A Trip to Bugland.

Edie Greenwood, RN, CHNS, presented a Child Maltreatment program for 65 school administrators from Hempstead, Lafayette, Miller and Nevada County Schools on June 17th. The presentation included: recognizing signs of maltreatment, requirements of the Child Maltreatment Act, duties of mandated reporters, methods of managing disclosures,

and connecting victims to services. In addition, she presented on School Emergency Management Plan Development. The presentation discussed: What is a crisis and the four phases of crisis management, mitigation/prevention, preparedness, response, recovery, long-range planning an evaluation and drills and exercise to start schools in reviewing or developing a disaster plan for their school.

**Dallas County**– Arnell Washington, RHS, spoke at the monthly meeting of the Greater Fordyce Friends and Neighbors on the Arkansas Health Connector Program. He used the "Get In" speech and Powerpoint provided by the Arkansas Insurance Department. Copies of the Health Connector handout was presented which provided information on the Affordable Care Act, the Health Insurance Marketplace and the Premium Tax Credit.

**Montgomery, Pike, Clark & Hot Spring County**– The Hometown Health Coalitions in these counties used part of the funds they received through the Prevention Resource Center mini-grants to purchase prescription drug awareness ads in local newspapers throughout the months

of May & June. The ads were to educate parents and grandparents about locking up their medicine cabinets and/or disposing of their medications properly.

**PARENTS: ARE YOU TALKING TO YOUR KIDS ABOUT THE DANGERS OF PRESCRIPTION DRUGS?**  
*Did You Know?*

- Every day 2500 kids age 12-17 abuse a prescription painkiller for the first time?
- One in four teens (24%) reports having misused a prescription drug at least once in their life.
- Teens are abusing prescription drugs because they believe the myth that these drugs provide a "safe" high.
- Most teens who abuse prescription drugs say they got them from home, or from friends and relatives.
- Only 1/3 of parents have discussed the risk of prescription drugs with their teens.

**PARENTS IT'S TIME TO HAVE THAT TALK**

**100 Years**  
of Public Health  
in Arkansas

THE ARKANSAS HEALTH CONNECTOR EVALUATION  
RESOURCES YOUR BROTHERHOOD DESERVES



**Choose Your Cover**



**What is sunscreen?**

Sunscreen filters out the sun's dangerous UV (ultraviolet) rays. These invisible rays can cause skin cancer. Some skin cancers can cause death if not found and treated early.



**Who should wear sunscreen?**

People of all skin colors can get skin cancer from the sun's UV rays. Those who are most likely to get skin cancer from these rays have:

- Lighter natural skin color.
- Skin that burns, freckles, gets red easily, or becomes painful from the sun.
- Blond or red hair.
- Blue or green eyes.
- A family member who has had skin cancer.

Also, people who spend a lot of time outdoors, either for work or play, are more likely to get skin cancer from UV rays.



**Which sunscreen should I use?**

Use a sunscreen with a Sun Protection Factor (SPF) of 15 or higher. Sunscreens come in many forms, including ointments, creams, gels, lotions, wax sticks, and sprays.



Follow the directions on the package for using a sunscreen product on babies less than 6 months old. All products do not have the same ingredients; if your or your child's skin reacts badly to one product, try another one or call a doctor.

**When do I need to apply sunscreen?**

The sun's UV rays can damage your skin in as little as 15 minutes. Put sunscreen on before you go outside, even on slightly cloudy or cool days. Don't forget to put a thick layer on all parts of exposed skin. Get help for hard-to-reach places like your back.

Sunscreen wears off. Put it on again if you stay out in the sun for more than 2 hours, and after you swim or do things that make you sweat.



For more information on sun safety visit [www.cdc.gov/chooseyourcover](http://www.cdc.gov/chooseyourcover)