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Heart attack symptoms

The five major symptoms of a heart attack are

- Pain or discomfort in the jaw, neck, or back.
- Feeling weak, light-headed, or faint.
- Chest pain or discomfort.
- Pain or discomfort in arms or shoulder.
- Shortness of breath.

If you think that you or someone you know is having a heart attack, call 9-1-1 immediately.

**American Heart
month**



AR Health Insurance Marketplace: SWR Outreach/Enrollment

For the month of January the Southwest Region IPA's enrolled 2,118 Arkansans in Health Insurance. Thousands more (almost three times as many) were educated and initiated the enrollment process. Statewide, over 100,000 have enrolled in insurance through either the Healthcare Independence Program or the Federal Marketplace since October 1, 2013. Roughly 15,000 of those are Marketplace.

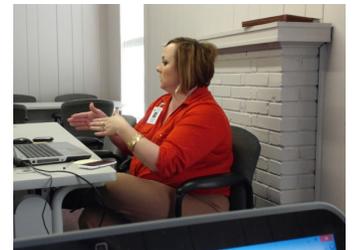
Numbers have grown at a much faster rate since the start



of the new year. This can be attributed to diligent outreach, tax season, approaching deadlines, and complications within the application technology being ironed out. We held 40+ events covering all 17 counties for January and IPA Guides will continue outreach events until March 31st. As well, the Guides will offer weekly after-hours services to the communities of SW Arkansas. Many counties are doing this outreach in conjunction with the LHU's offering additional flu clinics. We are excited to be able to offer the communities a vast array of services at many of our events!

Several counties in the SW Region, namely Miller and Union, have been noted in the media as having some of the highest rates of enrollment in Arkansas.

We are proud of our entire IPA team for their efforts in meeting the insurance needs of the citizens of SW Arkansas.



**IPA Guides
at various
events
around the
Southwest
Region.**



Arkansas Farm to You

Poor eating habits and sedentary lifestyles among Arkansas youth indicate the need to educate children on the importance of eating healthy and being physically active. According to the Arkansas Center for Health Improvement over one-third (38%) of youth in Arkansas are overweight or obese. Being overweight as a

child increases the risk of developing diabetes and cardiovascular disease later in life. Eating habits and lifestyle practices develop early in life, that's why it is so important to promote healthy eating habits and physical activity during childhood. Providing nutrition education to school-age children is a great opportunity to contrib-

ute to the future of our state's well being. Cont'd on pg 3



Farm to you Mouth Entrance

Farmers' Market Kick-off Event

Last year the three farmers markets located in Nashville, Hope and Old Washington formed a trial partnership, Southwest Arkansas Farmers' Market Consortium, intended to enhance the market experience. A goal of the Consortium was also to increase the availability of local produce in Howard and Hempstead counties. With the partnership, the three markets coordinate their market days and activities and growers who sign up may participate at all three markets for one fee. January 28, the markets held a "Local Flavors" tasting and "kick-off" event to announce their continued partnership this season. Approximately 50 individuals attended the event held in Hempstead Hall located on the UofA Community College campus in Hope. Additional smaller meetings will be held in Nashville, Hope



Hope Farmers' Market Manager Jodi Coffee welcomes participants at the Howard and Hempstead Farmers' Market Local Flavors Tasting and Annual Kick-Off meeting January 28 in Hope.



Top right picture: Dave Phillips and Gary Driver visiting at the Howard and Hempstead County Farmers' Market. Picture on Left: Cross section of attendees at the event. Picture Below: Door prize winners Gary Martin and Tara Fleming



Southwest Arkansas Farmers' Market Consortium, intended to enhance the market experience. A goal of the Consortium was also to increase the availability of local produce in Howard and Hempstead counties.

and Washington during February to sign up vendors and volunteers. Anyone interested in the markets and what is planned may contact Debra Bolding at (870) 557-2352, Jodi Coffee at (870) 703-8788 , or Billy O'Rorke at (870) 826-4101 for more information!



HOPE
3rd & Elm
Tuesdays
7 am - 11 am

Home to Some of the World's Largest Watermelons and Birthplace of President Bill Clinton

Farm Fresh Produce Straight from the Back of the Trucks



NASHVILLE
110 South Washington
Fridays
7 am - 11 am

Open Air Pavilion with Restrooms and Demonstration Garden
Cooking Demos
Garden Workshops



WASHINGTON
Behind City Hall
Saturdays
7 am - noon

Quaint 19th Century Village in Historic Washington, Civil War Capital of Arkansas

Cooking Demos
Local Arts & Crafts
Children's Garden



Days and times for Farmer's Markets in Hempstead and Howard Counties.

Arkansas Farm to You (cont'd)

Children will learn about the link between:

- Agriculture
- Nutrition
- Good hygiene practices
- Physical activity
- Health

The message utilizes research-based information to address major health concerns of youth in Arkansas and incorporate the missions of the collaborating partners who include University of Arkansas Cooperative Extension Service (UACES) Family and Consumer Sciences, 4H and Agriculture Education programs and the AR DHS SNAP-Ed program.

The exhibit is designed to enhance current UACES nutrition, health and agricultural programming. For maxi-

mum impact on nutrition and health related knowledge and behaviors, schools and community organizations should utilize the exhibit in combination with a series of nutrition education lessons offered by UACES. The purpose of the dual approach is to expand nutrition and health knowledge while building and practicing nutrition and health-related skills.

The Arkansas Farm to You is a 40-foot by 40-foot enclosed walk-through exhibit and has nine stations. Small groups begin the educational, interactive experience at the Arkansas Plate Farm where they learn that food comes from farms. The second station is called the market, where the students learn about the transportation, processing and packaging of food from the farm to the market. The third station is called the market where students are

given a food group tag to represent as they follow through the digestive system, the muscles, the bones and the skin.

Mt. Ida Elementary School hosted the Arkansas Farm to You exhibit on Friday, January 31st. Ouachita River School District- Oden campus also bused their elementary student to Mt. Ida to allow their students to tour the exhibit. Over 300 students toured the exhibit. At each station, HHI coalition members, ADH employees, community and school volunteers used a written script to provide the students with an approximately six- minute message and activity related to the specific station. To better address the Arkansas Department of Education frameworks, the mouth, bone, and muscles stations have different scripts for Grades K-3 and 4-6.

The expected outcomes for the Arkansas Farm to You exhibit are:

- Arkansas Farm to You will increase the awareness among parents, school personnel and community members of the importance of teaching children to practice lifelong healthy behaviors.
- Students will demonstrate increased awareness of the link between agriculture, nutrition and other health behaviors and their health.
- Students will learn about the digestive system by walking through the exhibit.
- Students' eating and health behaviors will improve.
- Students will have greater intent for increasing fat-free, low-fat or reduced-fat milk; increasing fruit and vegetable consumption and

increasing physical activity.

- Elementary schools and community programs targeting elementary school age children will increase nutrition and health programming efforts in the classroom.

Bonnie Carr, RHS & Cheryl Byrd RN from ADH attended the Arkansas Farm to you exhibit on January 31, 2014 at Mt. Ida, AR.

The purpose of the dual approach is to expand nutrition and health knowledge while building and practicing nutrition and health-related skills.

Pictures (Clockwise):

- **My plate station at Farm to You**
- **JoAnne McGibboney (MCHEAB coalition member) talks about germs & sanitary habits**
- **Karen Branch, ANP (MCHEAB coalition member) talks about strong & healthy bones**
- **Cheryl Byrd RN, talked about proper and healthy diets at the stomach station.**



TAPD Blue & You Grant Award

The Texarkana Arkansas Police Department (TAPD) was awarded a Blue & You Foundation grant for \$91,000.

The grant will be used for programs such as:

P.R.I.D.E academy, an annual week-long behavioral modification program for fifth grade students in Texarkana which include an aftercare mentoring component that runs throughout the school year.

The STOMP OUT Negative Life Choices, a one day summit for 200 students around the region based on the PRIDE Academy framework. The programs are designed to promote positive behaviors, goal-setting, anger management, conflict resolution, personal achievement, injury prevention, healthy lifestyles, family dynamics, and self-esteem to provide encouragement and direction for making quality life

choices.

Provide a multitude of **injury prevention programming** focused on youth through area schools and community



organizations that focus on the reduction of intentional and unintentional injury such as infant safety, ATV safety, and safe driving. The Safety Baby Shower program will reach at least 160 participants in the area. The Drive Smart Program will be implemented in

at least 7 of the area schools. The ATV Safety Campaign will be implemented in 7 counties in Southwest Arkansas.

Provide a series (3-5) of **workshops promoting computer and social media literacy** for adult community partners to improve the communication with youth. These would be hands-on workshops where partners would learn how to use computer software programs to their potential and how to develop and use social media programs.

This grant will be managed by the SW Arkansas Prevention Taskforce and will be used for the above mentioned programs in seven (7) counties across SW Arkansas. The counties covered under the grant are Hempstead, Lafayette, Little River, Miller, Nevada, Pike and Sevier.

UCRC Receives Safe Sleep Initiative Grant

The **United Community Resource Council** has received a \$500.00 grant through the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development Arkansas Safe Sleep/Sudden Infant Death Syndrome Grant Project. Grant funding will support Safe Sleep/SIDS health education through Safe Sleep and Safety Baby Shower programs for mothers, expecting mothers, fathers, grand parents and their supporting caregivers. The Arkansas Safe Sleep/Sudden Infant Death Syndrome Grant Project is designed to

support outreach activities to address safe infant sleep and SIDS risk reduction. The Safety Baby Shower is an education initiative of the Arkansas Children's Hospital Statewide Injury Prevention Program.

These programs are hosted by the United Community Resource Council (UCRC), Calhoun County Health Unit, CABUN Health Services, Calhoun County Emergency Management and Central Arkansas Development Council (CADC). A Shower is scheduled for Thursday, March 13th, at the Calhoun

County Health Unit, from 2:00pm until 3:30pm. There is no cost to attend the community awareness event, but pre-registration is required.

For more information about the Arkansas Safe Sleep/Sudden Infant Death Syndrome Project or Safety Baby Showers, please call 870-798-2808 or e-mail arnell.washington@arkansas.gov.

United Community Resource Council (UCRC) is a non-profit corporation organized for charitable and educational purposes in 1988 and reorganized in November 2003. UCRC's purpose is to foster, protect, and promote the economic, civic, and social welfare of the development of Calhoun County; to encourage and assist in public improvements; to provide a good quality of life; to encourage and aid in the establishment or improvement of education and libraries; to seek development and promotion of local industry.

Around the Region...

Nevada County: The UAMS Mammogram was at the Nevada County Health Department on January 22, 2014 from 9:00-3:00. Mammograms were provided to 25 patients that day. Deborah Stokes, IPA did a outreach event and made several appointment to sign clients up for insurance coverage.

Nevada County: Edith Greenwood, RN, CHNS worked with EAST Lab students and presented tobacco consequences to 8th graders. By using Mr. Gross Mouth, Jar of Tar, and pig lungs, they demonstrated the health effects of the use of tobacco, both smoking and smokeless. They also discussed the health risks of second hand smoke.



HHI Support Staff

Chychy Smith, Rural Health Specialist, Editor
Sarah Powell, Rural Health Specialist
Arnell Washington, Rural Health Specialist
Bonnie Carr, HHI Coordinator
Joni McGaha, HHI Manager

SOUTHWEST REGION HOMETOWN HEALTH

Keeping Your Hometown Healthy!

www.healthy.arkansas.gov

February is American Heart Month

Heart disease is the leading cause of death for both men and women. Every year, about 715,000 Americans have a heart attack. About 600,000 people die from heart disease in the United States each year—that's 1 out of every 4 deaths. The term "heart disease" refers to several types of heart conditions. The most common type in the United States is coronary heart disease which occurs when a substance called plaque builds up in the arteries that supply blood to the heart. Coronary heart disease can cause heart attack, angina, heart failure, and arrhythmias.

Heart diseases cost the United States \$312.6 billion each year. This includes the cost of health care services, medications, and lost productivity. These conditions also are leading causes of disability, preventing Americans from working and enjoying family activities.

The situation is alarming, but there is good news—heart disease is preventable and controllable. We can start by taking small steps every day to bring our loved ones and ourselves closer to heart health. You can take these small steps all year long.

One Step at a Time

- Don't become overwhelmed.
- Don't go it alone
- Don't get discouraged.
- Reward yourself

Plan for Prevention

- Eat a healthy diet
- Maintain a healthy weight.
- Exercise regularly
- Monitor your blood pressure
- Don't smoke, limit alcohol use
- Have your cholesterol checked, manage your diabetes
- Take your medicines



For more information, visit <http://www.cdc.gov/features/heartmonth/>

Around the Region (Cont'd)

Hot Spring County: On 1/28/14, Bonnie Carr, Suellen Simpson, Tracy Bigby and Telisha Moore set up an Informational booth at the Homeless county health fair to target people who are homeless and in need of services such as injury prevention, diabetes control & prevention, emergency preparedness etc. Flu shots were also given to attendees. IPA guides were there to assist homeless in signing up for affordable health care, etc. Emergency hygiene kits including soap, washcloth, shaving cream, deodorant, oral care, toothbrushes etc were handed out. The health fair was hosted by Ouachita River Fellowship.

Clark County: on 1/28/14, Tommie Rogers, RN organized a SW Regional School Nurse Training on Scoliosis and BMI which was held at Dawson Co-op. There were 16 nurses that attended the Scoliosis

session and 13 nurses that attended the BMI session.

Hempstead County: Shelby Rowe, BS, an Intentional Injury Project Analyst with the Statewide Injury Prevention Program trained the HHI, CHNS & CHPS staff on RealityWorks Train the Trainer. This training is designed to use simulators for shaken baby syndrome, fetal alcohol spectrum disorder, and drug abuse effects on infants.

Miller County: Edith Greenwood, RN, CHNS presented ATV Safety to the members of the Miller Bowie Health Coalition on 1/21/14 using the Arkansas Children's Hospital ATV Safety Toolkit. She showed them the DVD "A Trip Unplanned: An ATV Safety Story" and discussed the use of the toolkit.

CPS Training: A Child Passenger Safety Technician certification training was held in Hope, AR on 1/22 through 1/25/2014. 11 participants from around the SW region were certified as CPS technicians at the end of the training. Among them was Chychy Smith, RHS from Miller County LHU, she joins Bonnie Carr, HHI Coordinator & Arnell Washington, RHS who had previously attended the training and are certified CPS techs.

Ouachita County: Dr Nate Smith, the Director of ADH visited the Ouachita County Health Department. Staff & visitors including Rebecca Wright, Administrator of Ouachita County LHU along with Susan Story, Health Services Specialist; Peggy Abbott, Ouachita County Medical Center's President & CEO; Amy Olvey, County Judge Administrative Assistant and Janet Cummings, LHU lead Clerk were present to show him how the LHU operates on a daily basis.