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**A Healthy Holiday Season**

1. **Wash hands** often to help prevent the spread of germs.
2. **Manage stress.** Give yourself a break if you feel stressed out.
3. **Don't drink and drive or let others drink and drive.**
4. **Bundle up to stay dry and warm.** Wear appropriate outdoor clothing.
5. **Be smoke-free.** Avoid smoking and secondhand smoke.
6. **Fasten seat belts** while driving or riding in a motor vehicle. Always buckle your children in the car using a child safety seat, booster seat, or seat belt.
7. **Get exams & screenings.**
8. **Get your vaccinations.**
9. **Monitor children.** Keep potentially dangerous toys, food, drinks, household items, and other objects out of children's reach.
10. **Practice fire safety.**
11. **Prepare food safely.**
12. **Eat healthy, stay active.**

**Grant Benefits Cooking Classes**



A grant by the Arkansas Hunger Relief Alliance has benefited a local organization and the local youth that they serve. The New Addition Neighborhood Development Corporation in Nashville recently accepted a \$2,500 grant for a cooking school, sponsored by State Senator Larry Teague. The group has

completed eleven prior cooking classes, including five at local churches. A graduation ceremony took place on November 10th and the children are from New Addition Community Outreach, led by Jamar and Juanisha Finley. Approximately 35 to 40 kids attend on Tuesdays after school, for six weeks. Topics

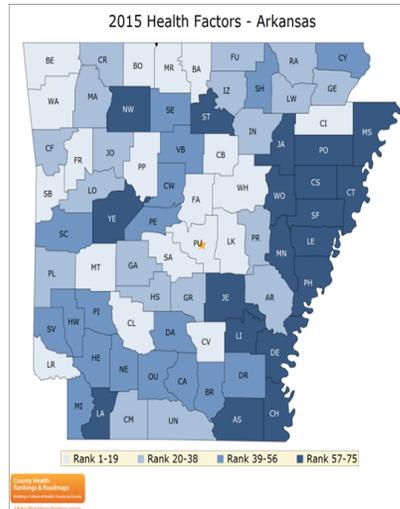
include healthy food choices, how to prepare inexpensive meals and snacks, reading food labels, exercise, leadership, team work, speaking, and much more. Hula hoop and jump rope exercises were conducted as well as activities like monitoring water intake. Several more events are planned in the near future.



## Building A Culture of Health in Southwest Arkansas

Coalitions from Miller, Lafayette, Little River and Columbia counties had the opportunity to participate in a webinar, 'Building A Culture of Health in Southwest Arkansas', hosted by coaches Attica Scott from Louisville, KY and Ericka Burroughs-Girardi from Deltona, FL. These Community Coaches, from the University of Wisconsin Population Health Institute, in collaboration with The Robert Wood Johnson Foundation, gave an overview of the recently released county health rankings logic model and their approach to community coaching. Some points that were made during the presentation were:

- 7 out of 10 states with the highest rates of obesity are in the south
- The south comprise some of the nation's poorest states, causing these regions to face longstanding disparities in health and healthcare



- Effective policies and programs are key to sustainable change

Armed with this information, the coaches explained how to access the data within the county health rankings website including: looking at topics that are trending in a specific county, how to explore effective policies, and how to move forward once you have an understanding of the health rankings in your area.

As was learned from the ADH webinar on November 30<sup>th</sup>, several of the focus areas of ADH are trending topics in the county health rankings as well.

To view evidence based policies or programs, visit:

<http://www.countyhealthrankings.org/roadmaps/what-works-for-health>

## Sevier County Infant Safety Celebration Event Held

November:  
Prematurity  
Awareness  
Month  
Helping Little Hands  
Makes a Big Difference

### Premature Birth Facts

- 1 in 8 babies are born prematurely in the United States
- Worldwide, 13 million babies are born prematurely
- Premature births are the number one killer of babies.
- Premature babies are at risk for severe health problems and life long disabilities.



### Mothers at the Infant Safety Celebration

On November 17, 2015, an Infant Safety Celebration Event was held in DeQueen, Arkansas, at the Sevier County Health Unit. Twelve attended including nine future moms, two future dads and one future grandmother. Participants each wore a corsage made from a newborn diaper and a purple ribbon in honor of the fifth annual World Prematurity Awareness Day where parent groups and organizations worldwide joined together to raise awareness of the serious problem of premature birth. With a grade of "C," the United States has a long way to go in reducing our preterm birth rate. Arkansas also received a "C," with a 10% preterm birth rate. In the U.S. one in

ten babies is born too soon, and the pre-term birth rate is higher than that of most high-income countries.

The Southwest Arkansas Prevention Taskforce provided a bag of home safety items and a car seat to each participant through a Blue & You Foundation for a Healthier Arkansas grant program. However, our local community sponsors made the event fun by providing door prizes, gifts and refreshments.

The community sponsors included Smiles of Arkansas, DeQueen Medical Center, Genesis Home Births, Wal-Mart, Debbie's Piddlin of Dierks, DeQueen Medical Equipment, Pruetts Grocery along with many individual donors.

Participants learned about home safety, safe sleep, the Period of Purple Crying and passenger safety. Victoria Motta, a licensed Arkansas Health Connector, with the Affordable Health Care was also available to answer questions regarding health insurance options. Cheryl Byrd, RN, Community Health Nurse Specialist, presented an interactive and informative demonstration on shaken baby syndrome using a baby model.

There were several Sevier County Health Unit staff that conducted the event along with other community partners.



## 2015 Arkansas Coalition on Obesity Prevention Celebration



The Healthy Active AR plan was developed via a series of facilitated discussions among leaders in the field. This report provides a framework of research-based strategies to guide community efforts to reduce obesity - a major factor in improving health.

These are accompanied by recommendations for efforts that must be orchestrated on the state level. The priority areas listed in the plan are modeled after IOM goals outlined in their 2012 report *Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation*. Each priority area outlines two, five and 10-year goals to facilitate achievable successes in obtaining a healthier Arkansas.

The Healthy Active Arkansas plan is meant to be used by a wide range of stakeholders, including businesses, education centers, religious organizations, restaurants, city planners and more.

The plan can be viewed in its entirety at [www.healthyactive.org](http://www.healthyactive.org)

There are 9 priority areas:

1. Physical and built environment
2. Nutritional standards in government, institutions and the private sector
3. Nutritional standards in schools—early child care through college
4. Physical education and activity in schools—early child care through college
5. Healthy worksites
6. Access to healthy foods
7. Sugar-sweetened beverage reduction
8. Breastfeeding
9. Marketing program

ArCOP's single overarching goal is to

increase the percentage of adults, adolescents and children who are at a healthy weight. This is accomplished through community-based work in several groups: Physical & Built Environment, Nutritional Standards in Government Institutions & the Private Sector, Nutritional Standards in Schools-Early Child Care through College, Physical Activity & Education in Schools, Healthy Worksites, and Access to Healthy Foods.

ArCOP is the recipient of the 2015 President's Council Community Leadership Award. This recognition is given annually to no more than 50 individuals or organizations nationally that provide or enhance opportunities to engage in sports, physical activity, fitness, or nutrition-related programs within a community.



Some of the ArCOP accomplishments included the 3M (Mayors Mentoring Mayors) project, Growing Healthy Kids Advocacy Trainings,

Organizational Work moving towards federal non-profit status and of course, the Growing Healthy Communities Initiative.

There were successful GHC projects highlighted from a variety of Arkansas communities. North Little Rock presented on their "Making the Healthy Choice the Easy Choice" initiative that includes employee wellness, community gardens, new school designs, street design & zoning and policy changes.

Batesville discussed their "Eat Well, Play Hard, Make it Balance" venture that featured tremendous success of Joint Use Agreements for a multitude of health risk factors. Marion County introduced their Growing Healthy Activities in community gardens & exercise programs, school gardens, farmers' market, and policy changes.

During the Annual Arkansas Coalition for Obesity Prevention Celebration the Growing Healthy Communities were recognized. Growing Healthy Communities (GHC) is an initiative of the Arkansas Coalition for Obesity Prevention (ArCOP).

Since 2009, the Coalition has been helping Arkansas communities build capacity to reduce obesity by increasing access to physical activity and healthy foods, as well as implementing environmental, system, and policy changes that support healthy living.

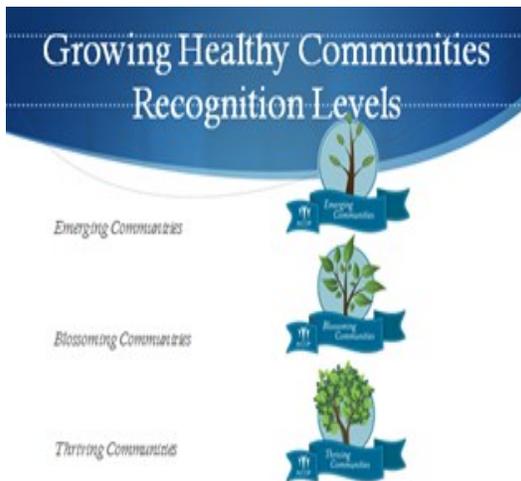
The GHC designation levels include: Emerging, Blossoming or Thriving Communities.

Each community must complete an annual report to determine their designation.



Access to Healthy Foods Team  
Arkansas Coalition for Obesity Prevention

## 2015 Growing Healthy Communities Recognition Levels



Communities who receive the “Emerging” designation, are laying a strong foundation with a team of at least five individuals. GHC teams are made up of diverse stakeholders who are interested in creating healthier communities: elected officials, fundraisers, community volunteers and professionals in education, health-care, civic government and more.

The Southwest Region Emerging Communities included the City of Fordyce, City of Hampton and City of El Dorado.

Communities that receive the “Blossoming” designation build upon the requirements of Emerging Communities. Develop a strategic action plan that will help your community address concerns related to increasing access to healthy foods & physical activity. Strategic plans guide the direction community members take towards a clear, unified vision forward. Even better: ArCOP provides tools & guidance to assist communities with such planning! Documenting and publicizing success stories can rally community members and help them see that positive change is within reach! Publicizing projects helps increase success through maximized community use and/or participation.

Discussing & tracking lessons learned can help community teams make improvements even faster by identifying what went well and what can be improved.

The SWR Blossoming Communities recipients included the City of Hope and City of Camden.

Communities that receive the “Thriving” designation build upon the requirements of Blossoming Communities and also: demonstrate change through data and demonstrate environmental and policy-level change. ArCOP’s goal of a healthier Arkansas starts with individual communities. Providing data and demonstrating how your community’s efforts make positive change helps Arkansas measure statewide improvement. A community’s ability to make lasting change to both the environment and public policies is a sign of success and sustainability.

The City of Nashville was the SWR Thriving Community recipient.



**CONGRATULATIONS SOUTHWEST  
REGION COMMUNITIES FOR YOUR  
GROWING HEALTHY  
COMMUNITIES ACHIEVEMENTS!!!**



Arkansas Department  
of Health

Arnell Washington, RHS, Editor  
Bonnie Carr, HHI Coordinator  
Sarah Powell, Rural Health Specialist

Joni McGaha, HHI Manager  
DeAnna O'Malley, RHS

## SOUTHWEST REGION HOMETOWN HEALTH

Keeping Your Hometown  
Healthy!

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

## Winter Driving Tips—Focus on Safety

### National Highway Transportation Safety Administration

If you live in areas that experiences inclement weather, such as heavy rain, snow and ice, are you prepared to drive in those conditions?

Planning and preventative maintenance are important year-round—but especially when it comes to winter driving.

- **Before You Go: Get Your Car Serviced**—Visit your mechanic for a tune-up and other routine maintenance. Have your entire vehicle checked thoroughly for leaks, badly worn hoses, or other needed parts, repairs, and replacements.
- **Safety First: Protect Yourself and Your Loved Ones** - Always wear your seat belt and ensure that everyone else in your vehicle is buckled up in age- and size-appropriate restraints.
- **On the Road: Stay Alert**—Keep your gas tank close to full, even with a hybrid-electric vehicle. If you get stuck in a traffic jam or in snow, you might need more fuel than you anticipated to get home or to keep warm. If road conditions are hazardous, avoid driving if possible. Wait until road and weather conditions improve before venturing out in your vehicle. On longer trips, plan enough time to stop to stretch, get something to eat, return calls or text messages, and change drivers or rest if you feel drowsy.
- **What To Do in a Winter Emergency**—If you are stopped or stalled in wintry weather, follow these safety rules:
  1. Stay with your car and don't overexert yourself.
  2. Put bright markers on the antenna or windows and keep the interior dome light turned on.
  3. To avoid asphyxiation from carbon monoxide poisoning, don't run your car for long periods of time with the windows up or in an enclosed space. If you must run your vehicle, clear the exhaust pipe of any snow and run it only sporadically — just long enough to stay warm.

For more information contact: [www.nhtsa.gov](http://www.nhtsa.gov) or **Toll-Free: 1-888-327-4236**

## Around the Region



[www.promise.uark.edu](http://www.promise.uark.edu)

**ARKANSAS  
promise**  
Educating • Employing • Empowering



Toll-free: 1-855-649-0022

The Office of Health Communications has asked us to help them get the word out about the partnership ADH has with U of A and other partners. It is **Arkansas PROMISE**, a research project open to youth ages 14-16 who currently receive SSI benefits. **Arkansas PROMISE** will only enroll 2000 youth.

For 1000 youth, **PROMISE** will provide educational and employment support to youth and adult family members. **PROMISE** will connect families to needed services.

**PROMISE** will help youth set goals to be connected, included and successful in their communities.

The program is free to youth receiving SSI and their families. There is no cost to be in the **PROMISE** project.

**PROMISE** will provide job skills and knowledge opening new doors for youth and their families.

**PROMISE** will connect families to the community, to employers and help youth participate actively in their world.

**PROMISE** will arrange for paid work experiences for youth. To enroll in **PROMISE**, or to speak to someone about **PROMISE**, call the toll-free number, email or visit the website.

**Toll-free: 1-855-649-0022**

**E-mail: [promise@uark.edu](mailto:promise@uark.edu)**

**Web: <http://promise.uark.edu>**

**Calhoun County**— visits were made to the Calhoun County Health Officer, Dr. Joe Sarnicki, County Judge Floyd Nutt and CABUN's Health Services Manager to discuss the results of the school and mass flu clinics and the APNA Survey. Youth tobacco use, prescription drug use and the risky behaviors identified in the survey and how UCRC is addressing some of the issues were highlighted.

**Dallas County**—Donna Ferguson, LHU, and Arnell Washington, RHS, presented information on Tobacco Prevention, Home Safety for Seniors and Alcohol and Driving to 21 DASH Coalition members at their monthly meeting. We discussed the importance of the APNA Survey and home fire hazards during the winter months, including smoking, and to refer people to the Quitline if they have a desire to quit smoking. ATV Safety for Dallas County was discussed as a project for next spring.