

Southwest Regional News

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Every Kid Healthy™ Week is an annual observance created to celebrate school health and well-ness achievements and recognized on the calendar of National Health Observances. Observed the last week of April each year, this special week shines a spotlight on the great efforts our school partners are doing to improve the health and wellness of their students and the link between nutrition, physical activity and learning – because healthy kids learn better! Everyone in the country can get involved and be a part of the celebration to help support sound nutrition, regular physical activity and health-promoting programs in schools.



“One Team, One Dream For A Cure”

The 2015 Paint the County Pink Week was held the week of March 8th-14th in Montgomery County and was a week full of events and education to help bring more awareness for breast cancer.

Nine businesses participated in the Paint the County Pink week competition. The wintry weather and non stop raining for days hindered several businesses from participating in this year’s competition, but Project Pink was quite proud of those that battled the elements and participated in the program.

The overall winner for 2015 was Bates Sales & Service.. Their theme this year was “Busting Out For A Cure”.



The Montgomery County Health Unit is a sponsor of the project so they do not get judged for their partici-

pation but always enjoy coming up with a theme to help promote breast cancer education. Their theme this year was “Hey Girls, Hey Girls, Guess what day it is.... It’s check your humps for lumps day”. The girls in the local health unit designed and decorated the window.



Project Pink sold “One Team, One Dream For a Cure” t-shirts in the community and local schools. Over 130 t-shirts were sold to help raise money for the breast cancer education programs that Project Pink provides. The participating organization in each school that

helped to promote the sell of the t-shirts will receive \$2 for each t-shirt sold from their school.



Ladies Night Out was held on Thursday, March 12th with yet another huge crowd of around 125 women. Ladies were given the opportunity to visit the 15 vendors that had set up to display their products. Cheryl Byrd of DeQueen, a 5 year breast cancer survivor and a Community Health Nurse Specialist with the Arkansas Department of Health, presented educational information on the importance of mammograms, monthly breast self exams and yearly clinical exams.



Amazing Things Funded by Social Media Contests

DeAnna O'Malley, Rural Health Specialist, spoke to a local Toastmasters group of about 20 people in Texarkana about a grassroots effort that produced a successful dog park. PetSafe sponsors an on-line contest to win \$100,000 in which Texarkana, AR was the grand winner in 2012 out of 42 states and over 1,000 cities nominated.

This group of dedicated voters has won over \$500,000 in social media contests for their cities and others nearby by searching for contests and voting daily. The following year, the community come together to cast their vote for their sister city and won \$100,000 for Texarkana, TX to construct a dog park.

They went on to become one of 20 cities in North America to have their downtown revitalized. Benjamin Moore Paint Company provided the paint and supplies needed for facades, and other building trims and

offered their expert opinion on color choices to match the architectural styles of the historic buildings. They paid for the local painting contractors to complete the job. The winning continued with a \$40,000 award from Wal-Mart to support the summer feeding program, \$20,000 to help a local school win new playground equipment and most recently helped a Chimpanzee Haven in Louisiana win \$10,000 to rehab the Haven.

The unforeseen benefit of these contests was not only the money won, but the empowerment it gave the local citizens knowing they were able to help make a difference in their community. The City of Texarkana had never dealt with volunteers on that level and they learned quickly how to work with each other and appreciate everyone's

roles, not only in city government, but the community as a whole.

If you are interested in getting your city involved in an on-line social media contest, Pet Safe's annual contest will begin May 7th. There is no entry fee and you don't even need permission to nominate your city. If you have any questions or would like more information on online contests, feel free to email DeAnna O'Malley at deanna.omalley@arkansas.gov



Farmers' Market Manager & Vendor Training

There was an Arkansas Farmers Market Vendor & Manager Training held on March 10, 2015 in Hope, Arkansas. The training featured two tracks: one 6-hour training for market managers and separate 6-hour training for market vendors. The training was hosted by the Arkansas Women's Business Center, Winrock International, the US Department of Agriculture, and the U of A Community College at Hope. Over 65 attendees participated in the trainings, coming from the local Southwest Arkansas area to as far as East Texas, Cabot, Jonesboro, and Little Rock.

The Farmers' Market Manager training including speakers presenting topics on market management, grant writing to source funding for markets, utilizing the SNAP program at market, promotion of markets

through the web and specific social media programs, state legislation surrounding markets and food safety, and incorporating activities at market to involve the community and bring in more customers.



to cover topics including state legislation, post-harvest handling, marketing and profitability, beautifying your market display, increasing sales at market, branding your local food, and food safety.

The Farmers' Market Vendor training also utilized experience speakers

The primary goal of the training was to help markets and market vendors attract more customers and increase profitability at their local farmers markets. Door prizes included a large chalkboard easel, cash boxes, market display baskets, chalkboard paper, logo design for one winning farmers market, farm profitability books, money deposit bags, and more. Participant evaluations were overwhelmingly positive and encouraging, and a follow-up evaluation will be conducted with participants in mid-summer to determine the value of the training during the market season.





Its Kindergarten Roundup at Gurdon Primary School.

Tommie Rogers, CHNS, is teaching these little pre-k children about oral health, nutrition, exercise and no tobacco use. She had fun with these children dancing to the DVD "The Learning Station." Altogether, Tommie reached over 100 pre-k children.

Tommie has been working with the local florists and tux rental shops to help encourage teens to be safe on prom night. These local business have agreed to put stickers on corsage and boutonnieres or prom hangers on tux rentals to remind students -



"We know the education side of suicide and the treatment side, but the intervention is very challenging. I had no idea."

MASON JAR SALADS!



Melissa Kuhn, CHPS, shared a healthy lunch alternative with the AHOC Coalition in Camden, on March 17th. A challenge was made between Melissa, Rhonda, and the other coalition members to see who could eat the most "Salads in a Jar" before next month's meeting. Layering salad ingredients according to the chart posted, will ensure a crisp salad, that can be made days in advance.

Safety Baby Showers

Edie Greenwood, CHNS worked with Debbie Henderson, Adm. in Nevada County to present a Safety Baby Shower on March 2nd.

On March 11th, Edie worked with DeAnna O'Malley, RHS in Miller County to present Safety Baby Shower information to ten participants. DeAnna did car seat installations.

ASIST Training



15 Participants from all over the US attended. The instructors were from Canada, Louisiana, & North Carolina.

Southwest Region CHNS/ CHPS		
Kim Hooks	Supervisor	870-325-6311
Cheryl Byrd	CHNS	870-386-2251
Edie Greenwood	CHNS	870-777-3076
Rhonda McDonald	CHNS	870-836-1619
Tommie Rogers	CHNS	870-246-3077
Melissa Kuhn	CHPS	870-807-2706

May 1st- 5th, Rhonda McDonald, CHNS and Liz Mercer, CHNS (SE Region) attended an ASIST training in Charleston, SC. This training allows them to train others in Suicide Intervention. The Applied Suicide Intervention Skills Training (ASIST) workshop is for anyone who want to feel more comfortable, confident and competent in helping to prevent the immediate risk of suicide. Over a million people have received this training world wide. Just as "CPR" skills make physical first aid possible, training in suicide intervention develops the skills needed for life assisting suicide first aid. ASIST is a two-day intensive, interactive and practice-dominated course designed to help caregivers learn how to intervene to prevent the immediate risk of suicide and provide safety-for-now. There are currently less than 20 trainers in Arkansas. This training requires two trainers at all times.

***This training was funded through the SE Region Prevention Task Force.**



**SOUTHWEST
REGION
HOMETOWN
HEALTH**

Sarah Powell, Editor - RHS

Joni McGaha - HHI Regional Manager

Deanna O'Malley - RHS

Arnell Washington - RHS

Bonnie Carr - HHI Coordinator

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April 6-12, 2015



**National
Public Health
Week** www.nphw.org

AN INITIATIVE OF THE AMERICAN PUBLIC HEALTH ASSOCIATION

Right now, the U.S. spends MORE and gets LESS when it comes to health care and public health outcomes. This is the defining challenge of our generation – a challenge that we, the public health community, are uniquely positioned to help overcome.

That's why, during National Public Health Week 2015, the public health community is rallying around a goal of making the U.S. the Healthiest Nation in One Generation — by 2030. In April, we'll create a new groundswell of support for the changes that must be made within our health system to realize this goal.

Monday, April 6: Raising the Grade. To kick off NPHW 2015, the public health community will come together to talk frankly about what the data reveal about America's public health.

Tuesday, April 7: Starting from Zip. We'll come together to discuss the role of the Affordable Care Act in addressing disparities in access to care, while also laying out what else is needed to achieve health equity.

Wednesday, April 8: Building Momentum. The public health community will outline major recent changes and what they mean for our health.

Thursday, April 9: Building Broader Connections. will focus on communities mapping the network of partners and connections needed to make the U.S. the Healthiest Nation in One Generation.

Friday, April 10: Building on 20 Years of Success. The public health community will come together to celebrate accomplishments and bring a renewed focus to the work ahead - and what it will take to become the Healthiest Nation in One Generation.

Around the Region

UAMS, together with the Arkansas Department of Health, is submitting a proposal to obtain funding from the National Cancer Institute of the National Institutes of Health to study cancer occurrence in the State of Arkansas. Dr. Johnson, Chair of Epidemiology at the UAMS College of Public Health, has been diligently working with agencies at the state level to develop County Community Coalitions



Dr. Lori Fischbach

(CCC) to determine how the agencies can partner to best roll out the study in the local communities. UAMS intends to form CCC's to assist with implementing the Cancer Study in the 21 counties chosen, including **Hempstead, Pike, Clark & Dallas Counties**. UAMS staff pre-

sented at community meetings during March, explaining the Cancer Study and the intended role of the CCC's then encouraged the groups to brainstorm the best methods to implement the study in the local communities. There were some wonderful ideas shared in the meetings and a vast amount of community support was evident by over 70 total participants in the 4 county meetings. Participants included Mayors, churches, schools, local government and other community leaders. Dr. Johnson was accompanied by Dr. Elfaramawi and Dr. Fischbach also in the Department of Epidemiology at the UAMS College of Public Health.

In **Howard County** plans are underway for the construction of a high-end greenhouse at the Howard County Farmers' Market. The County is allowing the Market to pursue a Department of Rural Community Services grant to supplement the \$8,000 provided by the Mine Creek Soil Conservation District from a Weyerhaeuser donation. The greenhouse will

be used for public education workshops and for some classroom projects as well in partnership with Nashville School District. The greenhouse will host a variety of unusual varieties of plants not typically seen in the area which will be used in the cooking demonstrations at the Farmers' Market.

Nevada County Health Unit has been chosen to provide a Hypertension & Diabetes Self-Management Program. The health education program will be facilitated by Susan Smith, R.N. who has been trained to teach the interactive, evidence-based model programs to help local residents learn how to adjust their behaviors to have a higher quality of life while suffering from various chronic diseases.

