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**National Poison  
Prevention Week**

March 15-21, 2015

- More than 90 percent of the time, poisonings happen in people's homes. The majority of these poisonings occur in the kitchen, bathroom and bedroom.
- More than 60,000 young children end up in emergency rooms every year because they got into medicine while their parent or caregiver was not looking. Children are curious; to keep them safe, parents and caregivers must practice safe medicine storage.

*(Information from US Department of Health & Human Services)*



## Dementia Education Seminar

The Diamondhead Community Church hosted a Dementia Education Seminar, "Recognizing Early Signs and Treatment of Dementia" on Saturday, February 28th. Dr. James Thomas, a local Neurologist, was the keynote speaker and provided information specifically for those concerned that they or a family member may be experiencing memory loss and family member/support person information for those experiencing memory loss. Topics included were recognizing early signs of dementia, common behavioral and emotional changes that take place as dementia progresses and treatment of dementia. Noticing early signs of Dementia/Alzheimer's is critical to treatment which may help improve memory and daily functioning, slowing the symptoms of mental decline



and typical progression of the disease. A large portion of the seminar consisted of a question/answer session with Dr. Thomas. 52 people attended the event and found the information to be very informative.

Diamondhead Community Church plans to host community education programs 6 times per year on various health topics that will benefit the youth and adults in the Diamondhead Community.



## Kick Butts Day

Kick Butts Day is being held across the U.S. on Wednesday, March 18th. It is a national day of activism when teachers, youth leaders, public health advocates, and other community leaders organize events designed to get youth to stand out, speak up and seize control against Big Tobacco.

Despite legal settlements and laws that have curtailed their marketing, tobacco companies still spend huge sums- \$8.8 billion a year- to market their deadly and addictive products, and they continue to entice and addict America's kids.

The 2012 U.S. Surgeon General's report, Preventing Tobacco Use Among Youth and Young Adults, concluded that scientific evidence "consistently and coherently points to the international marketing of tobacco products to youth as being a cause of young people's tobacco use.

Tobacco marketing is less prominent in the U.S. today because of restrictions imposed by federal laws and the 1998 legal settlement between

the states but tobacco marketing is far from gone. Tobacco companies keep finding new ways to circumvent restrictions and aggressively market their products. Their strategies often have the greatest impact on kids- the "replacement smokers" for the more than 480,000 Americans who die each year from tobacco-related diseases.

(Article obtained from Campaign for Tobacco-Free Kids)



## Hike for the Cure



Project Pink Awareness is sponsoring the annual Hike for the Cure on Saturday, April 18th on the Lake Ouachita Vista Trail. The hike is a fun walk/hike and is not a timed event. It is a time to dust off your hiking boots, lace up your running shoes and get ready for a fun day on the trail. You will have a chance to enjoy the spring weather and take in breathtaking views of Lake Ouachita. Proceeds of this event will benefit Project Pink Awareness, a breast cancer support group in Montgomery County. For more information contact Bonnie Carr at [Bonnie.carr@arkansas.gov](mailto:Bonnie.carr@arkansas.gov).

## AR SOPHE Conference

The 2015, "Blazing A Trail for Health Education & Health Promotion" Conference will be held on Friday, April 10th at the I. Dodd Wilson Building at UAMS.

### Registration Fees:

\$100 - Professional registration - includes access to all sessions, lunch, free CEUs for CHES/MCHES and CPHE, AR SOPHE membership.

\$25 - Student registration (must be a full-time student) - includes access to all sessions, lunch and AR SOPHE student membership.

\$10 - Student registration with poster submission (must be a full-time student) - includes access to all sessions, lunch and AR SOPHE student membership.

You can register for the conference at <http://www.arkansassophe.org> and click 2015 Conference.



Dick Jones Memorial Scholarship-Arkansas SOPHE is awarding two \$500 scholarships to selected undergraduate or graduate students that are seeking a degree in Health

Education or a related field from an accredited college or university in Arkansas.

Deadline to apply for funds is May 1, 2015.

If you have any questions, please contact Dana Smith at [dmsmith@uams.edu](mailto:dmsmith@uams.edu) or [501-686-7791](tel:501-686-7791).

## Transition Fair

A Transition Fair was held on March 4<sup>th</sup> at Magnolia High School for 9<sup>th</sup> – 12<sup>th</sup> grade students from Columbia County with mild to severe disabilities. The goal of the Fair was to provide information on educational and job related services and programs that are available to assist them in planning for the future. Students visited the vendor tables in groups. At the health department booth Joni McGaha, SWR HHI Manager, used the Shaken Baby Syndrome Simulator to demonstrate how head trauma occurs when a caregiver shakes a baby to stop it from crying. Tobacco

props, Mr. Gross Mouth and Jar of Tar, were also used to show the dangers and consequences of tobacco use.

A list of health department programs was available, along with educational materials on teen breastfeeding, "Back to Sleep", violence and bullying prevention, internet safety, the



graduated driver's license law and primary seat belt law, nutrition tips, diabetes information and poison control magnets and stickers.

## Arkansas Public Health Association Conference

The 2015 Arkansas Public Health Association is set for Thursday & Friday, May 14-15 at the Embassy Suites and Hot Springs Convention Center in Hot Springs.

This year's theme for the APHA conference is "The Changing Face of Public Health". Sessions are being sponsored

Office Professionals of Arkansas, Health Preparedness, Public Health Nurses Association of Arkansas and Health Literacy,

Early Registration closes on April 24th. Member One Day registra-

tion cost is \$55 and Member Two Day registration is \$75.

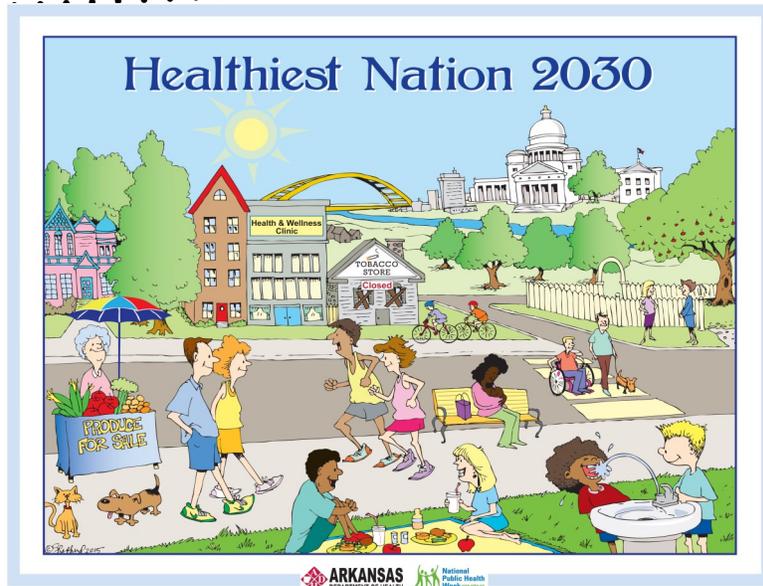


**ARKANSAS PUBLIC HEALTH ASSOCIATION**

*Protecting the Health of Arkansas*

## Arkansas Public Health Week April 6th-12th

Public Health Week is observed during the first full week of April each year. During the week, health professionals connect with individuals and communities to show them how public health helps Arkansans improve their own health, protects them from epidemics and provides preventive health services in their communities. This year's theme, "Healthiest Nation in One Generation – by 2030," focuses on the steps it will take to ensure that our youngest generation will be the healthiest American generation yet.



## Arkansas Mission of Mercy

The 2015 ArMOM is scheduled for May 15th & 16th at the Statehouse Convention Center in Little Rock.



ArMOM is an annual two-day free dental clinic sponsored by the

Arkansas State Dental Association for underserved Arkansans. All services are provided free of charge by members of the Arkansas State Dental Association, assisted by a host of volunteers. ArMOM provides dental care for the relief of pain to underserved Arkansans, many of whom are from working families who do not have access or cannot

afford dental insurance.

Since ARMom was started in 2007 over 14,147 patients have been seen with donated dental procedures (primarily extractions, fillings, and cleanings) worth an estimated \$7.1 million! Many of these patients might otherwise had no hope of receiving care.

## Distracted Driving



Bonnie Carr, SWR HHI Coordinator set up and worked a "Distracted Driving" booth at the Mt. Ida Middle & High School Parent Teacher Conference on March 2nd. The display featured information on texting and driving, staying focused on the road and graduated drivers license. Information sheets on distracted driving, provided by the Statewide Injury Prevention Program, were handed out to parents and students that visited the booth. Students were also given NHTSA "Take the pledge" forms to pledge to not text and drive.



**Blevins Elementary Learns Tobacco Harms**

Edie Greenwood, RN, CHNS presented to all pre-k through 6th grade students at Blevins Elementary about tobacco prevention and health risks for smoking, smokeless tobacco, second-hand and third-hand smoke, and electronic nicotine delivery systems. This presentation was requested by the Elementary PE/Health teacher as part of the health curriculum standards.

Edie used Mr. Gross Mouth, to show the effects of tobacco on oral health in the presentation and pig lungs to show the harms smoking can do to lungs. Students had to power walk around gym and then try to blow a balloon up using a small straw to demonstrate how smoking effects lungs and airways of a smoker.

Students also tossed the tobacco fact ball around in grades 3-6 and had to answer a questions on the ball from where their hand landed. A total of 275 children were reached with these presentations as well as many teachers who walked through the gym, saw the pig lungs and asked questions.



**GoNoodle Pep Rally**

Tommie Rogers, RN, CHNS along with Bonnie Carr, HHI Coordinator attended the GoNoodle Pep Rally at Malvern Elementary School on February 20, 2015. GoNoodle Representatives, Matt and Jessica, were present.

Matt led the students in the GoNoodle movements and activities. It was evident that the students were familiar with the words of the songs and the motions. It was an awesome and fun activity for the students. Tommie spoke with Jessica after the Pep Rally about her position and asked if she could present at Statewide CHNS/CHPS Meeting to present information on GoNoodle. CHNS could share the information with all schools across the state.

Malvern Elementary logged 359,965 minutes of student physical activity during the competition time. Seventy-one teachers were involved in the Go Noodle program.



This was a national contest and Malvern tied with another school, Reuben Johnson Elementary in McKinney, Texas. The school logged in their minutes of GoNoodle activities. For more information about GoNoodle go to

<https://www.gonoodle.com/>.



**Preschoolers and Oral Health**

In honor of Oral Health Month, Rhonda McDonald, RN, CHNS presented information on oral health and exercise to 9 ABC classes in Camden. She spoke to 155 three to five year old children on the importance of brushing their teeth. Using the Al E. Gator model she demonstrated how to properly brush and floss teeth. She talked to the children about the effects of tobacco on your teeth and mouth using Mr. Gross Mouth,

Fruit and vegetable models were shown to discuss portion size and how fruits and vegetables help to clean your teeth. Using the milk cup model, she spoke about how the calcium in milk makes bones and teeth stronger.

Rhonda spoke to each group on the need to exercise daily. She then exercised with each group to the music of "Get Funky."

For the teachers to reinforce the lessons, she presented each class with a Zoby DVD and Learning Station CD. Act 811 cards were given to the teachers to send home in the backpack of each child.

**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	870-836-2213
Tommie Rogers	CHNS	870-246-3077
Melissa Kuhn	CHPS	870-807-2706



**Health Fair Planning**

Melissa Kuhn, CHNS is working with the Administrator of Ouachita County Medical center to plan a health fair at Harmony Grove High School to be held in May for the citizens of Camden. The hospital is providing nurses to perform blood pressure and Body Mass Index screenings and they will draw blood for glucose and cholesterol screenings.



Bonnie Carr, HHI Coordinator, Editor  
 Sarah Sutton, RHS, Hempstead Co.  
 Joni McGaha, HHI Manager  
  
 DeAnna O-Malley- RHS, Miller Co.  
 Arnell Washington, RHS, Calhoun Co.

## SOUTHWEST REGION HOMETOWN HEALTH

*Keeping Your Hometown Healthy!!!*

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

## Around the Region.....

**Montgomery County** — MCHU staff supported “Go Red For Women” for heart disease awareness.



**Dallas County**— is the recipient of a \$5003 grant from the Arkansas Rural Community Grant Program. Funds will be used to buy materials to build portable carport sheds with fans for the Farmer’s Market. Governor Asa Hutchinson will present the awards at a special ceremony at the State Capitol in the Governor’s Reception Room.

**Clark County**- The Becoming a Healthy Clark County (BaHCC) Coalition held a Valentine fundraiser and raised \$1,042 to help fund coalition



activities. County Judge Ron Daniel won the ladies basket and Annette Brown won the men’s basket. Pictured in the bottom left are coalition members with the winners.

**Hot Spring County**- The Healthy Hot Spring County Coalition kicked off their Walk Across Hot Spring County on Wednesday, March 4th at the Malvern Chamber of Commerce. 19 teams (6 members on each team) signed up to participate in the program. Team captains from several teams, including Malvern Mayor, Brenda Weldon, showed up to help kick off the program.



## Brain Injury Awareness Month March 2015

Learn more

Find help

Help raise awareness

**#NotAloneinBrainInjury**  
[www.biausa.org](http://www.biausa.org)

### BRAIN INJURY FACTS AND STATISTICS

- More than 3.5 million children and adults sustain an acquired brain injury (ABI) each year, but the total incidence is unknown.
- An ABI is any injury to the brain that is not hereditary, congenital, degenerative, or induced by birth trauma.
- Typical causes of ABI include:
  - Electric Shock
  - Infectious Disease
  - Lightning Strike
  - Near Drowning
  - Oxygen Deprivation (Hypoxia/Anoxia)
  - Seizure Disorders
  - Stroke
  - Substance Abuse
  - Toxic Exposure
  - Trauma
  - Tumor
- More than 12 million Americans live with the impact of ABI.
- Traumatic brain injury (TBI) is a subset of ABI and is caused by trauma to the brain from an external force.
- At least 2.5 million children and adults sustain TBIs in the U.S. each year:
  - 2.2 million are treated in emergency departments for TBI each year.
  - 280,000 are hospitalized for TBI each year.
  - 50,000 die because of TBI each year.
- The number of people who sustain TBIs and do not seek treatment is unknown.
- Every 13 seconds, someone in the U.S. sustains a TBI.
- One of every 60 people in the U.S. lives with a TBI-related disability.
- Every day, 137 people in the U.S. die because of a TBI-related injury.
- There are many causes of TBI:
  - Falls – 40.5%
  - Struck by/against – 15.5%
  - Motor vehicle – 14.3%
  - Assaults – 10.7%
  - Unknown – 19%
- At least 5.3 million Americans live with TBI-related disabilities.
- When someone sustains a brain injury, many people are affected:
  - Survivors and their parents, spouses, siblings, extended families, and friends
  - Healthcare providers, including surgeons, physicians, counselors, rehab therapists, social workers, and personal care attendants
  - Insurance companies that issue auto accident, individual, and group health, disability, life and re-insurance policies
  - Attorneys of all types, including those who handle personal injury, insurance and disability claims, civil rights/discrimination, domestic actions, wills, estates, and trusts
  - Educators at every level, but especially special education teachers and those who prepare America’s future healthcare workforce
  - Government agencies that administer health and social programs such as Medicare, Medicaid, State Children’s Health Insurance Program (CHIP), Supplemental Nutritional Assistance Program (SNAP), vocational rehab
  - Employers of all types

1608 Spring Hill Rd. • Suite 110 • Vienna, VA • 22182 • 800-444-6443 • www.biausa.org

### Welcome Aboard!!

The Southwest Region HHI Support staff is excited to be fully staffed again and welcome DeAnna O’Malley as the new Rural Health Specialist/Public Information Specialist stationed in Miller County. DeAnna will cover Miller, Lafayette, Columbia and Little River Counties.



DeAnna comes to the agency with a vast knowledge of community health and has worked with various community health agencies in the Texarkana area. DeAnna has assisted with Safety Baby Showers in the Texarkana area and will be able to take over the program. She led a very successful media campaign to help Texarkana, AR to win a dog park for their area.

We feel with her knowledge of community health and contacts in the community that DeAnna will be able to step right in and help the coalitions she will work with.