

**INSIDE THIS ISSUE:**

<b>Tobacco Reduction</b>	<b>2</b>
<b>STD/HIV prevention</b>	<b>2</b>
<b>Tobacco Prevention</b>	<b>3</b>
<b>HEALTH Coalition</b>	<b>3</b>
<b>Stroke</b>	<b>3</b>
<b>Drunk Driving</b>	<b>5</b>
<b>Back Page News</b>	<b>4</b>

**Remember:**

- Prevention is always the best medicine
- Sign up for AHELP and take advantage of the great benefits to help keep your New Year's resolution.
- Look for registration information in February for the Fitness Challenge beginning March through May.
- For more information or assistance getting signed up, contact Bonnie Carr at the Montgomery County Health Unit.

## DASH helps local Senior Center

The Dallas County Alliance Supporting Health (DASH) Coalition has increased fun and exercise opportunities for local senior citizens, thanks to funds received from a grant from the Blue and You Foundation for a Healthier Arkansas.

DASH board members made the presentation on December 8 at the Senior Center. Equipment included a 32 inch T.V. to use with the existing Wii system, hand weights, hand exercise balls, stretch bands, and two exercise videos for seniors.

Pictured at right is Floyd Lansdale, a three-time AR state bowling champion and once the national champion. He now has the chance to bowl again using the Wii game. It might have been a while since he bowled but he made a strike, proving that he has not lost his touch.

Linda West, director of the Senior Center, was happy to get the exercise equipment and said that seniors will use the equipment several times a week. She said it is great to be a member of DASH.

Donna Ferguson, Dallas County Health Unit administrator, reported that

DASH was just awarded \$1,000 from a United Health HEROES service-learning grant for the "DASH Your Way to the Garden" project. United's letter stated that they received many wonderful applications but the DASH application stood out as one of the best.

Through collaboration with many local businesses and service groups DASH was able to host an AIDS Awareness event at the Fordyce Civic Center on December 1st, World AIDS Day.



A Christmas Tree provided by the Dallas County Extension Office was decorated with 538 red ribbons and 254 white ribbons

made by the Senior Center. The red ribbons represented the people living with HIV/AIDS and the white ribbons represented the people who died from AIDS.

Free HIV testing was offered and refreshments were provided.

## High-risk teens learn about dating violence

Southwest Region Community Health Nurse Specialist Edie Greenwood talked with 15 high risk teens about dating violence on December 1st in Hope.

She used information and materials from the Center for Disease Control, including "Choose Respect" curriculum and a video entitled, "Causing

Pain: Real Stories of Dating Abuse and Violence."

The group discussed different types of dating violence and possible related consequences such as STD's and unwanted pregnancy.

Edie compared and discussed healthy and unhealthy relationships and informed the group

of national statistics on teen dating rates.

Drug, alcohol, and tobacco use are more than twice as high in girls who report physical dating violence or sexual abuse.

# Reduction in Adult and Youth Tobacco Use

Excerpt from (NEW) Top 10 Public Health Achievements

After the 1998 Master Settlement Agreement with 5 major tobacco companies, the Arkansas Center for Health Improvement (ACHI) Health Policy Board commissioned a white paper on the effects of tobacco in the state. It found that Arkansas had the third highest number of adults in the country who smoked cigarettes, more than 45 percent of high school students used tobacco, and lung cancer deaths led all other deaths caused by cancer.

In 2000, Arkansas had the third highest proportion of adults in the nation who smoked cigarettes, more than 64 percent of the state's

youth were using tobacco, and lung cancer exceeded all other causes of cancer deaths combined.

Coronary heart disease, stroke, and emphysema, along with tobacco-related cancer, were the leading causes of death. The burden of healthcare costs was growing every year.

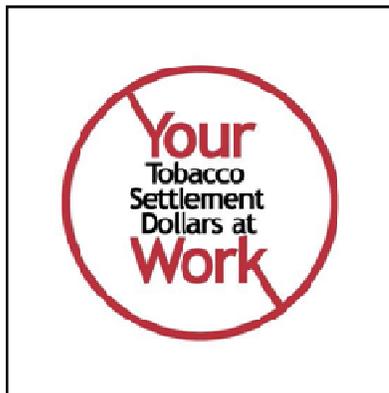
The current youth smoking rate has decreased to just less than 20 percent, and the adult smoking rate

has continued to steadily decline. Both rates are now either at or near rates in the nation as a whole. The per capita consumption of

packs of cigarettes has steadily decreased, and today 105,000 fewer Arkansans smoke as compared to the number in 2002.

Since 2000, about 21,500 fewer Arkansas high school students smoke.

During the past decade, Arkansas has saved more than \$1 billion dollars in lifetime healthcare savings.



## CHNS educate parents and day care workers

SW Region Community Health Nurse Specialists (CHNS) have been busy educating child care providers on numerous topics.

On December 20, CHNS Edie Greenwood and Rhonda McDonald held a two-hour training for 88 day care workers of youth 0-5 years old and special needs students in Ouachita County.

Topics included Tobacco Act 13, First Aid, Blood Borne Diseases, Communicable Diseases, Injury Prevention, Immunizations, Hand Washing, and Flu vs. Colds. Four different PowerPoint pres-

entations and a glow worm were used to help educate the group.

No one was familiar with Act 13 but they were asked to share what they learned to help protect youth from the harmful effects of tobacco smoke.

Formal curriculum on Medication Administration Training was taught at the De-Queen-Mena Co-op in November. CHNS Cheryl Byrd taught the day-long curriculum as developed by American Academy of Pediatrics. The audience included 25 providers, DDTCS Director, Head Start and school-based ABC and Early childhood teachers.

She also educated participant's on Act 13 and the health consequences of second-hand smoke exposure on preschool children.

Edie Greenwood made a presentation to 13 parents at the SWADC Head start Parent Group in Rosston in November. The talk included information on WIC guidelines and food packages and the need for immunizations, especially Tdap. She also discussed the law on smoking with minors in cars and explained how it can affect them. Pamphlets for the Quitline and Act 13 were distributed.

## STD/HIV/AIDS prevention talks given in Clark County

Derek Scrivner, Disease Intervention Specialist (DIS) Supervisor, and Shontreece Brock, DIS, gave a presentation January 3rd and 4th on Sexually Transmitted Diseases and HIV/AIDS to approximately 550, 9-12 grade students at Arkadelphia High School.

Scrivner's presentations were used in combination with one developed for health teachers by the SW Region Community Health Nurse Specialists



The informative presentations focused on prevention, as well as symptoms and treatments available.

Kathy Loden, RN, Clark County Health Unit, spoke to 20 leaders of the local Girl Scouts of America pack on December 9th. While the primary focus was on breast cancer, Loden also discussed the HPV disease and vaccine and explained that males can now be vaccinated for HPV too.

She also promoted WIC and Family Planning and the importance of mammograms after the age of 40.

## Coalitions working to reduce tobacco use

Deb Crawford, Union County Tobacco Coalition Coordinator, and El Dorado Mayor Mike Dumas hold one of the many signs that have been posted at parks throughout El Dorado to announce that all city parks are smoke-free.



Picture by Michael Orrell / El Dorado News Times

Reverend Eddie Yarbrough, right, and wife Carolyn Yarbrough, left, with Evergreen Baptist Church Tobacco Awareness Program presented the mayor with an appreciation plaque in December for creating a healthier El Dorado by supporting smoke-free environments.

In Lafayette County, the Stamps City Complex Annual Christmas Open House provided an opportunity to present a display of emerging tobacco products to educate the public.

LIFE Coalition members manned the display and handed out brochures. Those stopping to look at the display were able to see the strategies of the tobacco industry and how they target youth by designing tobacco products to mimic commonly bought items such as

gum, breath fresheners and candy.

Three students from the Southwest Region were chosen as winners in the "Clean Air Avengers" essay contest sponsored by Stamp Out Smoking (SOS).

The contest is a tobacco prevention activity for the SOS campaign to keep youth from starting to use tobacco. In the annual competition, Arkansas students in grades two to nine were given the opportunity to submit an essay on how to become a member of the Clean Air Avengers tobacco-fighting team.

The winning students included Kealeigh Shelton from Camden (Ouachita County), who won 2nd place for grades 2-3. Tomas Crawford from El Dorado (Union County) won 3rd place in the same division. Lizzy Clinton from Texarkana (Miller County) won 3rd place for the 4-6th grade division.

## New Mayor addresses HEALTH Coalition in Magnolia

The HEALTH Coalition of Columbia County held its first meeting for the new year on Wednesday, January 5<sup>th</sup> in the conference room of the Magnolia Health and Rehabilitation Facility in Magnolia. Lunch was provided by the facility.

There were 14 members and one guest in attendance. The new slate of officers were introduced. Newly elected Magnolia City Mayor, Parnell Vann, was the guest speaker. Mr. Vann presented his ideas for improvements for Magnolia,

i.e., cleaning up dilapidated housing, increasing police protection, use of community service workers for trash detail, etc.,

He fielded questions from the audience. Melinda Harrell, Columbia County Health Unit administrator, questioned him regarding the future prospect of water fluoridation in Magnolia. This issue will be addressed in length at a later date with Magnolia's new water department manager.



New HEALTH officers for 2011

## Know Stroke!

Janet McAdams, RN, SW Region Hometown Health Manager, spoke to 15 Rotary members in Prescott on December 28th.

She informed the group of the "Know Stroke" recommendations developed by the National Institutes of Health and Centers for Disease Control. Stroke is the third leading cause of death in the U.S. and Arkansas is number one in the country. She also shared these statistics:

- Stroke is the leading cause of serious, long-term adult disability
- African American adults are twice as likely as their white adult counterparts to have a stroke
- Hispanics age 35-64 are 1.3 times more likely to have a stroke than whites in the same age group

McAdams explained that there is a treatment - t-PA, but you must get to the hospital fast.

Immediate treatment can enhance the chances for successful recovery. T-PA is a powerful blood thinner that works quickly. The earlier the medicine is received, the better the chance of improving. If the drug is received in the first hour, the patient is four times more likely to improve.



Janet McAdams SWR Manager HHI  
Bonnie Carr, RHS, Montgomery County  
Arnell Washington, RHS, Miller Co.

Joni McGaha, HHI Regional Coordinator  
Sarah Powel, RHS, Hempstead County

## SOUTHWEST REGION HOMETOWN HEALTH

*Keeping Your Hometown Healthy*

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



*Information from article by Tim Kessler, El Dorado News-Times staff*

A local police officer's story is being used in an effort to prevent drunk driving in Union County. The TOUCH Coalition recently began a concentrated advertising campaign focusing upon stopping drunk driving using a poignant example.

Billboard ads feature El Dorado Police Officer Scott Harwell. On June 1, 2009 Harwell was struck by a drunk driver while assisting a motorist who had struck a deer. The drunk driver struck the officer's back bumper pinning him between the two cars. The injury resulted in Officer Harwell losing his left leg just above the knee. Although Harwell has returned to work, his life has been changed forever.



## The Back Page News...

**Columbia County**– A staff reporter with the *Magnolia Banner News* wrote a great article highlighting several initiatives of the Arkansas tobacco quitline. The article appeared on the front page November 16th and helped inform the public of many resources available to tobacco users to help them quit.

The Arkansas quitline, which can be reached by calling 1-800-QUIT NOW, provides free motivational counseling with a trained "quit coach" and free nicotine-replacement therapy medications such as gum and patches.

The quitline is available seven days a week from 7 a.m. to 2 a.m., and services are available in English, Spanish, Marshallese, and additional languages if needed. Counseling is tailored to the specific needs of the tobacco user. Women who are pregnant are eligible for a specialized cessation program with additional benefits.

**Lafayette County**- Patsy Johnson, LPN, Lafayette County Health Unit, set up a table in the front lobby of the health unit to educate WIC patients about the food pyramid and healthy food choices. Tonya

Clark, administrator, also helped her decorate an "educational door" on the importance of childhood immunizations. These displays stayed up throughout the month of November.



A table was set up with pamphlets about tobacco effects and smoking cessation at the mass flu clinic. Additional information was displayed on a poster with the tobacco quitline number posted. Approximately 15 people picked up information from the table that had not heard of the quitline before.

Tonya Clark, RN, presented a class on hygiene to high school students at the local Christian school in November. She talked about general hygiene, hand washing, staph infections, personal wellness, and saying no to tobacco, drugs, and alcohol. She was invited back to speak about reproductive health and first aid.

**Ouachita County**– The Ouachita County United Community Resource Council, helped fund and prepare 215 food boxes full of food and clothing items for needy families in Ouachita County.

This was a joint effort with Project Kids, Rotary, Camden Housing Authority, Southwest Arkansas Development Council, Lions Club, Kiwanis Club, AHOC, Fairview Methodist Church, Good Samaritan Food Pantry, Jade Foods, Shoppers' Guide, and the Ouachita County Community Foundation.

Volunteers helped put boxes, with an approximate value of \$85.00 each, together. Toys were also provided for families with small children.

