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**Spread the Word,  
Not the Germs!**

Fast Flu Facts\*

Each flu season, Americans:

- Miss 100 million work days
- Suffer nearly \$7 billion in lost wages
- Are absent 32 million school days

\*According to the 2011 Walgreens Flu Impact Report

## Walkability expert visits El Dorado

Dan Burden, the nation's leading walkability expert and Executive Director of Walkable and Livable Communities Institute from Port Townsend, WA, was in El Dorado on October 10<sup>th</sup> and 11<sup>th</sup> to work with local officials and provide recommendations to help make the city a safe, walkable, and inviting community in which to live.

The Active Living Workshop was one of five conducted in the state as a result of a collaboration between the AR Department of Health (ADH), Arkansas Coalition for Obesity Prevention (ArCOP), and AARP Arkansas, all of whom are committed to investing in initiatives at the local level that will improve quality of life for all,

Leesa Freasier,



ADH Physical Activity Section Chief, said "With obesity rates on the rise and the epidemic being most dramatic in the south, it is time to make a change. Studies have shown that people are more likely to exercise if they can fit activity into their daily lives because time and schedule are the primary reasons most of us put off exercising. This is one goal of the Active Living Workshop: to make the healthy choice the easiest choice."

The first day included a walking audit of two of the city's busiest streets and intersections to allow participants to experience conditions that

impact walking and biking in El Dorado. The audit was followed by a conceptual design session where par-

ticipants were asked to envision an improved street and gateway design.

A presentation to the public was conducted that evening where Burden discussed sidewalk improvements, more inviting gateways, and road diets, which narrow or reduce the number of lanes in a road to help traffic flow smoother, reduce accidents, improve safety for pedestrians, and make way for bike paths. Noting a lack of public space that promotes social interaction, Burden stated "We have designed our cities for cars. If you plan for cars and traffic, you'll get cars and traffic."

The workshop concluded on the second day with a "Next Steps/Implementation" session where Burden challenged participants to join together to form a task force to champion the cause and bring buildable, practical, and pragmatic and visionary futures to the community.

## November is American Diabetes Month

Diabetes kills more people each year than breast cancer and AIDS combined and has potentially life-threatening complications like heart disease, stroke, blindness, kidney disease, and amputation.

Many communities across the state have joined the American Diabetes Association in their

movement to change the future of this deadly disease by asking local officials to sign a proclamation in an effort to raise awareness of the diabetes epidemic.

The document proclaims that nearly 26 million people in the U.S., including approximately 213,000 in the State of Arkan-

sas, have diabetes. An estimated 23,900 of those reside in the Southwest Region.

An additional 79 million people in the U.S. are at risk for developing type 2 diabetes and estimates project that as many as 1 in 3 American adults will have diabetes in 2050 if current trends continue.

# Great American Smokeout is Nov. 17th

Every November, the American Cancer Society hosts the Great American Smokeout. The event, held on the third Thursday of November, encourages people who smoke to put their health first by making a commitment to quit smoking for good.

The Great American Smokeout receives significant nationwide attention each year, but there are many ways the event can be used in local communities to help more Arkansans quit.

The U.S. Centers for Disease Control and Prevention has provided tools to help publicize the Great American Smokeout on a local level, strengthening the event's impact across the country. The tools can be reviewed at this link:

[http://www.cdc.gov/tobacco/calendar/nov/gaso/media\\_events/index.htm](http://www.cdc.gov/tobacco/calendar/nov/gaso/media_events/index.htm)

Information about the Arkansas Tobacco Quitline can be found at 1-800-QUIT NOW (1-800-784-8669), [www.stampoutsmoking.com](http://www.stampoutsmoking.com), or by clicking on the link below.



## Rotarians hear youth data results and prevention information

Janet McAdams presented data from the AR Prevention Needs Assessment Survey (APNA) to Clark County Rotarians on October 25th. The data indicated that Clark County students in grades 6<sup>th</sup> through 12<sup>th</sup> have the highest rate of prescription drug abuse in the region (PRC Region 8).

McAdams explained that the statewide Drug Take Back Day is designed to help with this problem by ridding homes of unused medications to prevent access to youth. The event is part of a national effort by

the U.S. Drug Enforcement Administration (DEA) to protect youth and the environment by properly disposing of unused or unwanted prescription and over-the-counter medications.

Members were encouraged to help with the Drug Take-Back event that was conducted on Saturday, October 29<sup>th</sup>. Becoming a Healthy Clark County Coalition and the Prevention Resource Center worked with local officials from the Police and Sheriff's Office to provide

the service.

The Rotarians also learned about a new state law, Act 811 that makes it illegal to smoke in the car with a child under the age of 14. The 32 in attendance were given flyers on both the AR Drug Take Back event and Act 811 and were encouraged to share the materials with their co-workers.

State Drug Director Flan Flener announced recently that nearly 6 tons of unused medications were collected statewide during the AR Drug Take Back event.



## Columbia County group to arrange free cancer screenings

Dale Gray with the UAMS Minority Outreach Office was the speaker at the October meeting of the HEALTH in Columbia County Coalition. He informed the group about a variety of programs that reach all counties in Arkansas.

The goal of the Minority Outreach Office is to increase cancer control activities in Arkansas' underserved and minority populations. Mr. Gray in-

formed the group on how to collaborate with the Office to provide free colorectal and prostate screenings to eligible residents in the county.

He reminded those in attendance that the UAMS MammoVan also travels to counties in the state that lack certified mammography facilities.

At the end of his presentation several members voiced their desire to provide these services to eligible citizens in the

community. A committee was immediately formed to start working on making these screenings available locally.



## Dallas County leverages resources

The Dallas County Alliance Supporting Health (DASH) Coalition recently learned that they will receive a JRCM Grant for Healthy Lifestyles in the amount of \$7,550 from the Pine Bluff Area Community Foundation.

The grant program is made possible through a gift from the Jefferson Regional Medical Center in accordance with its goal to bring quality healthcare to the people of Southeast Arkansas. Money from the grant will be used to address the community's needs with a multi-level approach to obesity, poverty, and chronic disease.

The grant will enable coalition members to promote and increase participation in their annual community fitness and weight loss program, as well as offer incentives and prizes. A tea will be held for women in May in obser-

vance of Women's Health Week. It will feature speakers and provide important health information for women. In addition, all K-4<sup>th</sup> grade students will be afforded the opportunity to experience "Body Walk", a popular hands-on educational exhibit.

New projects this year include a partnership with the Fordyce Civic Center to offer a summer program for underprivileged children in which they can have fun while increasing their physical activity and the opportunity to improve the output and productivity of the community garden.

Another boon to the community garden is the recent hiring of an AmeriCorps worker with 40 years of gardening experience. Lamar Evans will be responsible for establishing a farmers market in Fordyce

and overseeing the garden. His first day was November 7th. He has already started working on the drip irrigation system, soil improvements and electric fence.

Office space and supervision will be provided by the Dallas County Cooperative Extension Office. His position was made possible through a partnership with the QuadCo Network and Mid Delta Community Consortium out of Helena. Donna Ferguson, Dallas County Health Unit Administrator, raised the needed match money

through donation requests from local and state agencies and individuals.



## Informed Choices = Injury Prevention

Regional Hometown Health support staff attended the "Informed Choices= Injury Prevention" Conference in North Little Rock on November 3<sup>rd</sup>.

The seminar featured speakers who are experts in their field, which consisted of pediatric injury prevention, sexual assault and abuse, traumatic brain injury and concussion, bullying in schools, designer drugs, medication misuse, and teen driving.

After attending the conference, participants were able to:

- Explain methods to identify and prevent child sexual abuse and sexual assault.
- Describe injury risks for new drivers and prevent crashes among teen drivers.
- Identify signs and symptoms of concussions and traumatic brain injuries and discuss steps to recovery.
- State the implications of designer

drugs for public health and the law.

- Explain common medication misuse scenarios, symptoms, and treatments.

Describe risk factors for bullying and bullying prevention in school.

The training was sponsored by the Injury Prevention Center at the Arkansas Children's Hospital.

## Community Health Specialists training

The Southwest Region Community Health Promotion Specialist (CHPS) and Community Health Nurse Specialists (CHNS) attended the statewide CHNS/CHPS meeting in North Little Rock on October 4<sup>th</sup>. Topics covered in the meeting included teen driving, injury prevention, tuberculosis, webinar trainings, school nurse updates, and the School-Located Vaccination Clinic Grant.

Following the meeting, some of that knowledge was put into action.

Rhonda McDonald, CHNS, facilitated a training for para-professionals at the South Central Service Co-op where she distributed Act 811 and Quitline information.

At a meeting for school counselors, information was provided on teen driving, texting and driving, and other injury

prevention tips. Posters and handouts on Act 811, Injury Prevention, and the SOS Quitline were available for the 30 counselors in attendance.

CHNS Tommie Rogers hosted the Arkansas Public School Computer Network (APSCN) Medical Module Training for new school nurses at the Dawson Co-op on October 6<sup>th</sup>. Rosie Hudleston, APSCN Field Analyst, was the instructor.

## And the trail goes on...

The Lake Ouachita Vista Trail (LOViT) has added yet another feature to the existing 31 mile trail system that travels along beautiful Lake Ouachita. The Friends of Lake Ouachita, Inc., along with the Montgomery County Health Education Advisory Board, U.S. Corp of Engineers, U.S. Forest Service, and AR Game & Fish Commission celebrated the ribbon cutting of the much anticipated LOViT Handicap Accessible Watchable Wildlife trail on October 7th.

The 1.25 mile loop addition features a paved trail as well as an elevated one that features handicap accessible fishing



piers. Jerry Shields, traildog captain, said “this trail will allow those who are bound to a wheelchair the opportunity to fish off the pier because the pier was built with them in mind. It allows access to a wild wetland area for fishing and bird watching. It is a one of a kind for this area and we are extremely proud of our accomplishments.”

He added that the elevated trail has watchable wildlife interpretative signs along it that note the different kinds of fish in the area as well as birds that might be seen, from ducks and coots to bald eagles.

The LOViT trail system now runs from the Denby Bay area to just past the Crystal Springs area. It currently connects 4 of the 5 resorts on the southern part of Lake Ouachita and plans are to begin the construction of the next leg of the trail in late November to connect to the fifth resort.

The LOViT traildogs and the organizations that have collaborated together to see their dream come to fruition have a lot to be proud of! For more information on the LOViT trail visit the [LakeOuachitaVistaTrail.com](http://LakeOuachitaVistaTrail.com) website.



## TOUCH celebrates 12th birthday

Tremendous Opportunities for Union County Health (TOUCH) Coalition had their 12 year celebration on November 1st. After meeting in committees, members came together to watch a PowerPoint presentation that highlighted the many accomplishments of the past year.

Besides updating bylaws, completing a membership survey, and sponsoring two volunteer training workshops, members also staffed booths at several venues throughout the year to promote the coalition and spread prevention messages.

The Culture and Recreation Committee held the “Art of Recycling” event at the Old City Park in conjunction with Earth Day. Several activities were offered to teach the importance of taking care of the earth and a coloring contest was

held.

The Healthy Behaviors Committee once again sponsored their annual fitness program with “lunch and learn”



**Chairman A.J. McBride, from left, and past chairs Deb Crawford, and Bettye Thurmon celebrate the TOUCH Coalition's 12th birthday with a cake.** Photo courtesy of Jim Lemon, photographer, El Dorado News-Times.

sessions. They also provided incentives for school flu clinics to encourage students to take their forms home to be signed by their parents. Many committee members helped with the Coordinated School Health Wellness Fair for El Dorado School District staff.

The Substance Abuse committee sent several local law enforcement personnel to Drug Recognition and Standardized Field Sobriety Testing workshops. Many local heroes were recognized and honored at the first annual Prevention Partners Banquet. Marketing campaigns on underage drinking and driving were conducted, as well as Responsible Beverage Service Training for local festival volunteers. In addition, Red Ribbon Week activities were planned and implemented by this group.

## 4G Summit held in Nashville

The Growing Healthy Communities Committee of the Howard County Health Improvement Coalition (HCHIC) held its "4G ("Get Informed, Get Involved, Get Active and Get Healthy) Summit" on November 1<sup>st</sup>. The purpose of the meeting was to share the year's accomplishments and show the tools that have been developed to move forward with this year's projects.

The Summit included workshops for farmers' market planners and growers, community garden organizers, and those involved with establishing health policy. Approximately 96 individuals from counties throughout the state were in attendance.

During the Summit, participants learned that the initiative has been awarded an additional \$5,000 to continue work on its plan and the programs that have been implemented during the year. Some of those projects include:

- An online community calendar and resource directory, a series of local television programs and a weekly radio program all dealing with local events and activities related to



**Dr. Ron Rainey of the AR Division of Agriculture conducting 1 of 3 concurrent sessions. This track was designed to help area farmers' markets and growers be more successful next season. Two other tracks focused on food deserts & organizing community gardens and innovative means for setting effective public health policy.**

- healthy nutrition and physical activity
- Completion of a certified kitchen at the Howard County Farmers' Market and incentives to increase grower participation at the market
- Completion of a walkability/ bikeability/rollability assessment
- Support for development of a new community garden and enhancements to existing gardens
- Development of a volunteer engagement strategy including sponsoring the community's first volunteer fair
- Health screenings, workshops and cooking demonstrations encouraging healthy nutrition, and
- Policy changes that encourage and support healthy nutrition and active lifestyles.

The City of Nashville was awarded the \$12,000 Growing Healthy Communities Grant by the Arkansas Coalition for Obesity Prevention (ArCOP) in 2011.

"Growing Healthy Communities" is a program that started in 2010 and is funded by ArCOP. Five communities are selected each



**Kalonji Benson (right) accepts an award from Nashville Mayor Billy Ray Jones. The award was from ArCOP to the Nashville Farmers' Association for donating supplies in support of the new community garden that Kalonji and others started this season. The new community garden provided more than 40 bushels of produce to homebound seniors and others in need. Photo courtesy of Jonathan Cannaday, news editor, Southwest Arkansas Radio.**

year to receive training and technical assistance to encourage more active lifestyles and healthy nutrition. An additional \$3,000 was awarded as part of the grant to host a "summit" to share the completed work plan with others. HCHIC's former Veggie Swap Committee partnered with a number of local entities to form Nashville's Growing Healthy Community Committee which worked to develop and implement Nashville's plan this year.

For more information about Nashville's Growing Healthy Communities initiative contact Debra Bolding at (870) 557-2352 or Donna Webb at (870) 845-2208.

## Red Ribbon Week activities

Approximately 200 students in grades 4 through 6 at Goza Middle School in Clark County signed a banner pledging to be drug-free during Red Ribbon Week, October 23<sup>rd</sup> – 31<sup>st</sup>. The banner was presented to the Governor at the end of the week.

The school was decorated with red ribbons with prevention messages on them. Each grade designed and decorated their classroom door with a drug prevention theme. The doors were

judged and each grade level had a winning class.

In Union County a red wagon parade made its way from a preschool to the court house where the rally began on Monday. The County Judge made a proclamation, followed by songs, cheers, and dances from students, cheerleaders, and the PRIDE team.



**Goza School students pledge to be drug-free.**

Each day of the week was designated to raise awareness of the effects drugs can have on individuals, families, and the community.

The goal of Red Ribbon Week is to serve as a catalyst for changing attitudes toward tobacco, alcohol, and other drug use and to mobilize communities into forming anti-drug coalitions.



Joni McGaha– SWR HHI Coordinator,  
Editor

Sarah Powell- RHS, Hempstead Co.  
Janet McAdams– SWR HHI Manager  
Bonnie Carr– RHS, Montgomery Co.

## SOUTHWEST REGION HOMETOWN HEALTH

*Keeping Your Hometown Healthy*

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

## November is Lung Cancer Awareness Month

Governor Mike Beebe has proclaimed the month of November as Lung Cancer Awareness Month. On Tuesday, November 15, 2011, at 10:00 am, the Coalition for a Tobacco Free Arkansas will hold a press conference in the Arkansas State Capitol Rotunda to commemorate Lung Cancer Awareness Month.

Speakers will include doctors, public health and grass-root advocates, elected officials, and individuals impacted by lung cancer.

Lung Cancer Facts:

- Lung cancer is the leading cause of cancer death in AR.
- In the U.S. more people die from lung cancer than prostate, colorectal, and breast cancer combined.
- 20,000 to 30,000 never-smokers are diagnosed with lung cancer in the U.S. each year.
- African Americans are at increased risk for lung cancer even though they smoke about the same amount as whites.<sup>2</sup> (U.S. Department of Health and Human Services. U.S. National Institutes of Health. National Cancer Institute: SEER Cancer Statistics Review, 1975–2005.)



## Flu clinics conducted across Southwest Region

Local health unit personnel administered influenza vaccine at 17 mass clinic sites throughout the Southwest Region beginning Monday, October 24th and ending on Saturday, October 29th. The number of vaccines given during the five-day exercise totaled 13,097 doses. School flu clinics began October 10th and will continue through November 18th. At completion, students from approximately 100 schools in the region will have been vaccinated. With over 20 schools to go, 17,230 doses have been given so far. Community volunteers joined in to help complete paper work, hold children, give shots, and distribute injury prevention, Act 811, tobacco cessation, and drug take-back information.

Two booths were set up at the mass clinic in Nevada County with ACT 811, tobacco prevention and cessation, and emergency preparedness materials. As people checked out, they were asked to partici-



pate in the drug take back event held at the Nevada County Police Station on October 29th. They were also asked about tobacco use for themselves or family members and given Act 811 and cessation information. A respiratory therapy technician and two other local citizens volunteered to man the booths all day. Several local businesses sent employees to help in various other capacities.

In Ouachita County a health education booth was set up at the mass flu clinic on October 25th. As residents exited after getting their flu shot, they were given information on tobacco and injury prevention and Act 811 cards. Children were given coloring books with an anti-tobacco message.

Almost 1,300 flu doses were given at the Union County mass clinic. Act 811 cards and drug take-back magnets and information were distributed among approximately 750 vehicles.



**Above– Volunteers and staff at Nevada County School District in Rosston.**

**Below– Union County mass clinic**

