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U.S. Breast Cancer Statistics

- About 1 in 8 women in the United States (12%) will develop invasive breast cancer over the course of her lifetime.
- In 2010, an estimated 207,090 new cases of invasive breast cancer were expected to be diagnosed in women in the U.S., along with 54,010 new cases of non-invasive (in situ) breast cancer.
- About 1,970 new cases of invasive breast cancer were expected to be diagnosed in men in 2010. Less than 1% of all new breast cancer cases occur in men.
- In 2010, there were more than 2.5 million breast cancer survivors in the U.S.
- About 70-80% of breast cancers occur in women who have no family history of breast cancer. These occur due to genetic abnormalities that happen as a result of the aging process and life in general, rather than inherited mutations.

Live and on the air

Southwest Arkansas Radio in Nashville began airing a new program in August dealing with health issues and promoting healthy nutrition and active lifestyles. The name of the program is "4-G Radio"- where people get encouraged to "Get Informed, Get Active, Get Involved and Get Healthy". The program includes pre-recorded interviews as well as "live" discussions about upcoming and ongoing events and airs from 12:15-12:30 each Thursday immediately following the Huckabee Report.

The program is being funded by a grant the City of Nashville received from Arkansas Coalition for Obesity Prevention and is being developed by Nashville's Growing Healthy Communities Committee.

ADH Rural Health Specialist, Sarah Powell sat in as a guest speaker on September 29th and spoke about risk factors for chronic disease, which include:

- Poor nutrition

- Sedentary lifestyles
- Not getting enough rest or sleep
- Not making time for ourselves, and
- STRESS

Sarah gave examples of ways to reduce the amount of stress in our daily lives that can lead to a healthier and more active lifestyle.

Each week the 4-G Radio program will feature a different health topic. To listen to the previous broadcasts, go to: <http://www.archive.org/details/4gRadio7-28-2011&reCache=1>

The Growing Healthy Communities Committee sponsored a Volunteer Fair on Tuesday, September 27th, that hosted 15 organizations who presented information about their program and their need for volunteers. Ninety-two local volunteers were recognized

for their efforts. The GHC committee provided a networking reception with refreshments to encourage more volunteer participation in the community.



Photo: Just a few of the local volunteers being recognized for their efforts in Howard County.

**4 G's
Get Informed
Get Active
Get Involved &
Get Healthy**

SW Region BAI Testing Tour

Southwest Region Disease Intervention Specialists Derek Scrivner, Samantha Bamberg, and Shontrece Brock participated in the Black AIDS Institute (BAI) and Greater Than AIDS Testing Tour Saturday, September 24th in Texarkana, AR. The event was a great success as 75 people were screened for HIV and 32 for syphilis.

The goal of the tour is to "drastically reduce the spread of HIV across the state and educate communities about preventive measures" explained Tina Long, Section Chief of the ADH HIV/STD Hepatitis C section.

Attendees were provided with free testing, educational material, give-away items and food.

The ADH/BAI tour was conducted in Texarkana, Conway & West Memphis.



Columbia County tobacco use featured in local article

Columbia County Health Unit Administrator Melinda Harrell was interviewed for this article. This is an excerpt of the article written by Dixie Edington. It appeared in the Banner-News on 9/14/11.

“Tobacco used by 20 percent of county residents”

Columbia County had 20.9 percent of its adult population who reported being cigarette smokers in a 2008 study, according to data released by the Arkansas Community Foundation.

In the September issue of “Good News” the ACF reported on “Aspire Arkansas” research initiatives compiling data on various quality of life measures. According to the publication, “Aspire Arkansas” studies help people throughout Arkansas take a look at how each county is faring on important issues.

Neighboring counties’ tobacco use rates were Hempstead County: 30.9 percent; Miller County, 29.3 percent; Nevada County 23.2 percent; Ouachita County, 20.8 percent; and Union County, 21.2 percent.

According to the Arkansas Department of Health, tobacco use remains the leading cause of preventable death and disease in the United States. Each year, over 400,000 people nationwide die from tobacco-related illnesses.

In Arkansas, tobacco use claims more than 4,900 lives annually.

At the forefront of the fight is the Tobacco Prevention and Cessation Program (TPCP) at the ADH. Launched in 2001, the TPCP has several components aimed at reducing tobacco use by Arkansans. TPCP is charged with developing and implementing a statewide and comprehensive tobacco education, prevention and cessation program.

Preventing initiation of smoking in youth and young adults— as well as promoting cessation among all smokers— is important. The Adult Tobacco Survey (ATS) is one tool used to monitor smoking prevalence and cessation.

The Youth Tobacco Survey (YTS) is one used to monitor and measure outcomes related to the use of cigarettes and other tobacco products among young people in grades 6 –12 in Arkansas.

Early initiation of tobacco use has been shown to increase the likelihood of lifetime smoking and the risk for tobacco-related illness and mortality. Therefore it is important to prevent initiation of tobacco use and also promote cessation of tobacco use among all Arkansans.

Melinda Harrell, administrator of the Columbia County Health Unit, said the local health department sponsors the Stamp Out Smoking Quitline numbers. Various kinds of literature is also available. She said patches and other cessation items are not distributed through the local office, but by the Quitline.

“Trained experts at the Quitline assess a client and determine their individual needs. “When you call that quitline, they determine who gets patches,” she said.

The Quitline number ins 1-800-QUIT-Now (1-800-784-8669).

The Arkansas Quitline is available seven days a week, from 7 a.m. to 2 a.m. Services are available in English, Spanish and additional languages as needed including Marshallese.

Community Health Nurse Happenings

As the days leading up the school flu clinics approach, the Community Health Nurse Specialists (CHNS) have been busy working with area schools and school nurses to complete their trainings before the flu clinics begin.

The CHNS’s hosted the SW Region Vision/Hearing Training at Dawson Co-op on September 8th to 26 school nurse participants. The nurses were given 3.75 CE’s for Vision and 3.25 CE’s for Hearing for attending.

A Scoliosis/BMI training was also held at Dawson on September 29th with 31 school nurses attending. The school nurses had to demonstrate skills and the CHNS’s served as facilitators and check-off persons for the nurses.

On September 13th CHNS Edie Greenwood demonstrated lung function and anatomy to a group of third grade students in Prescott using a pig lung display. To give students an idea of how smoking effects the lungs, they were asked to

breathe through a straw and hold their nose while trying to blow up a balloon. The experiment simulated what it is like for people with smoking-related breathing problems.

Edie is also helping District Manager Jeannine Wilson distribute flu forms to the Lafayette County Schools and organize the mass flu clinic for Lafayette County while the health unit administrator in that county is out on maternity leave,

In addition to giving flu shots and working flu clinics wherever needed, all CHNS are helping prepare and distribute forms in the counties they cover.

The CHNS and Community Health Promotion Specialist, along with other health department staff, tobacco grantees, and coalition and community members, attended the Tobacco Prevention and Cessation Program’s (TPCP) Southwest Region Workshop at the Southwest Co-Op in Hope on September 27th.

Those in attendance got an in-depth understanding of what happens when someone calls the Quitline for help with tobacco cessation. In addition to being offered patches, (if 18 or over) participants are called five time during the program to help them be successful in their attempt to quit.

TPCP staff members shared intervention methods that can and should be used in clinic settings to encourage tobacco cessation.

Attendees also heard an update on the pilot incentive program for pregnant women who smoke, as well as information on sustaining tobacco prevention and cessation funding and why it is so important.

State Senator Percy Malone dropped by before the workshop adjourned to thank everyone for their efforts in helping to reduce the rates of tobacco use in the state and provided some legislative insight to the group.

ACS recommendations for early breast cancer detection

(Copied from American Cancer Society)

Women age 40 and older should have a screening mammogram every year and should continue to do so for as long as they are in good health.

Current evidence supporting mammograms is even stronger than in the past. In particular, recent evidence has confirmed that mammograms offer substantial benefit for women in their 40s.

Women can feel confident about the benefits associated with regular mammograms for finding cancer early. However, mammograms also have limitations. A mammogram will miss some cancers, and it sometimes leads to follow up of findings that are not cancer, including biopsies.

Women should be told about the bene-

fits, limitations, and potential harms linked with regular screening. Mammograms can miss some cancers. But despite their limitations, they remain a very effective and valuable tool for decreasing suffering and death from breast cancer.

Mammograms for older women should be based on the individual, her health, and other serious illnesses, such as congestive heart failure, end-stage renal disease, chronic obstructive pulmonary disease, and moderate-to-severe dementia. Age alone should not be the reason to stop having regular mammograms. As long as a woman is in good health and would be a candidate for treatment, she should continue to be screened with a mammogram.

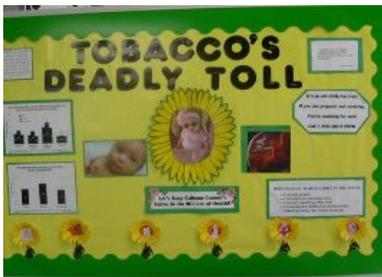
Screening refers to tests and exams used to find a disease, like cancer, in people who do not have any symptoms. The goal of screening exams, such as mam-

mograms, is to find cancers before they start to cause symptoms. Breast cancers that are found because they can be felt tend to be larger and are more likely to have already spread beyond the breast. In contrast, breast cancers found during screening exams are more likely to be small and still confined to the breast. The size of a breast cancer and how far it has spread are important factors in predicting the prognosis (outlook) for a woman with this disease.

Most doctors feel that early detection tests for breast cancer save many thousands of lives each year, and that many more lives could be saved if even more women and their health care providers took advantage of these tests. Following the American Cancer Society's guidelines for the early detection of breast cancer improves the chances that breast cancer can be diagnosed at an early stage and treated successfully.

In The News.....

Calhoun County Health Unit staff displayed a poster on Smoking and Infant Mortality at the Calhoun County Fair and won a blue ribbon for their efforts. They also displayed information on emergency preparedness, family planning, immunizations, infant mortality, reproductive health, maternity, BreastCare, and tobacco (See picture below).



Polk County Health Unit staff Sue Kesterson and Vickie Chappell represented the Polk County Health Unit at the 3rd annual Mena Regional Health System Health Fair on September 24th. The health fair was attended by 150 people. Brochures and handouts were given for WIC, immunizations, women's health, sexually transmitted diseases, emergency preparedness, BreastCare, and SOS.

Clark County— Rural Health Specialist Bonnie Carr spoke to members of the Arkadelphia Noon Rotary Club on September 23rd. A 13-minute video entitled "We Have a Problem" was shown and Bonnie discussed the growing problem of prescription drug abuse by school students. Information about the upcoming Drug Take Back to be held across the state on October 29th was shared. Bonnie also discussed the idea of removing prescription drugs from the home, putting them in a locked container and the proper disposal of the drugs. Thoughts were shared about how the Rotarians can get involved by helping their local Sheriff's Department raise funds to install a permanent drop box and also how they can help by promoting the upcoming Drug Take Back event and even volunteering to help with it.

Hot Spring County— The Healthy Hot Spring County Coalition sponsored their 3rd Annual Men's Prostate Clinic in conjunction with the Arkansas Prostate Cancer Foundation on Monday, September 26th at the Hot Spring County Health Unit. Forty six men were screened during the event.

Ouachita County Health Unit administrator Rebecca Wright and Community Health Nurse Specialist Rhonda McDonald, along with Diane Smith, RN from Ouachita Valley Family Clinic, met with Esterline Defense Plant employees in September. They measured the workers' BMI and body fat, and talked with each one about nutrition, diet, cholesterol, exercise, tobacco, and diabetes. Placemats on portion size and Act 811 cards were given to all 66 who attended.

Rebecca and Rhonda gave a presentation on health department services to parents at the Ouachita Child Enrichment Center on September 13th. They spoke about the importance of getting a flu shot, signs and symptoms of the flu, flu vs. common cold, disinfecting, and the upcoming mass and school flu clinics.

They also set up a booth at the Harmony Grove Parent/Teacher Conference to provide parents with information on health unit services, injury prevention, and upcoming flu clinic information.

Ouachita County Health Unit staff set up a booth at the County Fair to inform the public on services provided. ACT 811 cards and magnets listing emergency numbers were distributed.



Bonnie Carr, RHS, Montgomery County, Editor
Joni McGaha, HHI Regional Coordinator
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Janet McAdams, HHI Regional Manager

**"KEEPING YOUR
HOMETOWN HEALTHY"**

**SOUTHWEST REGION
HOMETOWN HEALTH**

www.healthyarkansas.com

National Fire
Prevention Week

October 9-15

For additional information about fire
safety visit the USFA's website at
www.usfa.fema.gov



Love alone didn't save her.

Practicing fire safety did.

Children under the age of five are twice as likely to die in a fire than the rest of us. That's why parents and others who care for babies and toddlers need to pay special attention to fire safety. Keep matches and lighters out of reach, test your smoke alarms monthly, change the batteries at least once a year, and practice a home fire escape plan.

PREPARE. PRACTICE. PREVENT THE UNTHINKABLE.
A Fire Safety Campaign for Babies and Toddlers
For a free Parents' Guide, visit www.usfaparents.gov



IN PARTNERSHIP WITH THE AMERICAN ACADEMY OF PEDIATRICS, NFPA, NATIONAL SAFE KIDS CAMPAIGN, AND ZERO TO THREE

Protect Your Family From Fire

Fires can strike anywhere – in structures, buildings, automobiles, and the outdoors – but fires that affect our homes are often the most tragic and the most preventable. **Over 75% percent of all fire fatalities occur in home fires.**

This year's [National Fire Prevention Week](#) theme is "**Protect Your Family from Fire.**" You can protect your family by:

- Installing smoke alarms on every level of your home
- Testing smoke alarms once a month
- Changing smoke alarm batteries at least once a year
- Making and practicing a home fire escape plan

The USFA's National Fire Incident Report System from September 2011 showed that:

- Bedrooms (55 %) are the leading location where civilian fire fatalities occur in residential buildings
- Ninety-one percent of all civilian fatalities in residential building fire involve thermal burns and smoke inhalation
- Fifty-one percent of civilian fire fatalities in residential building occur between the hours of 10 p.m. and 6 a.m. This period also accounts for 49 % of fatal fires
- Seventy percent of fire victims in residential buildings were escaping or sleeping at the time of their deaths.