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Governor Mike Beebe has declared the week of August 7 through August 13, 2011, to be "State Employees Appreciation Week." "All state employees are to be commended for their commitment to the total process of making Arkansas government work smoothly for the benefit of all citizens," declares Governor Beebe. "I urge my fellow citizens to join me in expressing gratitude to these public servants for a job well done."

Busy Getting Healthy in Sevier County

Community leaders gathered recently to roll out plans for a college-based community health center in DeQueen. Plans are to open the clinic by December of this year. Steve Cole, Cossatot Community College U of A (CCCUA) Chancellor, said "the time is here". The group of local leaders including the college, health department, emergency services and local physicians have been working toward this goal for some time. The college is donating use of a building on campus for the new federally qualified health care center. The group will be part of Healthy Connections Community Health Center out of Mena. Several representatives from Healthy Connections met with the

group to discuss details. The clinic plans to include mental health counseling and a medical clinic with possible expansion for prescription drug and dental services. Healthy Connections offers years of experience with electronic medical records. The clinic will provide an added benefit for the nursing students to get more on-site clinical experience. The Sevier County Coalition hosted a free children's health fair "Racing to Health" using the "Cars 2" movie theme. The event was held July 27 at CCCUA in DeQueen. Fifteen vendors offered health screenings, information, and free school supplies. Approximately 200 children,

accompanied by their parents, took part in the health fair. The children were able to get their ID's and fingerprints from SW EMS and De Queen Police Dept, t-shirts donated from State Farm Insurance, and needed school supplies. Since physicals were not provided, a referral slip to a local physician who will provide the physical at a reduced price was provided for those without insurance and who don't qualify for AR Kids. In recognition of World Breastfeeding Month, the health unit sponsored a 3D information booth during the month of August. Health unit visitors have the opportunity to receive information and sign up for a basket of goodies that will assist during breastfeeding.

More Act 811 Promotion

Debbie Henderson, Nevada County Health Unit Administrator, was interviewed by KTSS-TV 55 and by Super-country 105 radio. She announced the effective date of Act 811 of 2011, the new smoke-free car law that expands Act 13. She explained that the Act is a primary offense and that anyone can be stopped if they are smoking in the car with a child 14 and under. She discussed

second hand smoke and its major health effects. The Nevada County Picayune ran a great article on the new Act to raise awareness within the community. Calhoun County Health Unit employees developed

an Act 811 bulletin board for their waiting room. They also developed a smaller Act 811 poster.



Growing Nashville into a Healthy Community

As part of the Growing Healthy Communities (GHC) initiative in Nashville, Southwest Arkansas Radio will be airing a new program dealing with health issues and promoting healthy nutrition and active lifestyles each Thursday during the lunch hour. The name of the program is “4-G Radio” where people are encouraged to “**G**et Informed, **G**et Active, **G**et involved and **G**et Healthy”.

The program will include pre-recorded interviews as well as live discussions about upcoming and on-going events. Program topics that have been recorded focus on nutrition, physical activity, childhood obesity, chronic disease prevention, Coordinated School Health, stress

management, healthy cooking, knowing your numbers, garden workshops, and information on local health resources and programs.

The first program aired August 4th and hosted Sarah Powell as she discussed the Worksite Wellness initiative and offered suggestions and resources for any local worksites that may be interested in establishing an employee health program. Upcoming programs will host other ADH resources including Cheryl Byrd and Donna Webb along with the Nashville Park Director, Cooperative Extension, CCCUA, Farmers Market, Community Garden leaders, Beekeepers Association, and Nashville Schools.



As part of National Volunteer Month, the GHC Committee is planning a Volunteer Fair that will be held in late

September. The event will host vendors consisting of organizations that operate through volunteers. The public is encouraged to attend to learn about local programs and be able to offer their volunteer services. An award ceremony that recognizes current volunteers and a training offered by the Division of Volunteerism will also be part of the event. The new on-line Resource Directory and Community Calendar will also be introduced at the event in a “live” format.

Back to School Bash & Fire Safety in Magnolia

The HEALTH Coalition of Columbia County partnered with South Arkansas Youth Services to provide a Back to School Bash. The goal was to offer an entertaining event for the kids while providing resource information to parents at the Family Care Fair.

The event was held on Tuesday, August 2nd and had a wonderful turn out. There were fifteen informational booths to provide education to the parents. Over 600 back packs filled with school supplies were distributed to the children. Lunch consisting of hot dogs and fixings was also provided. Music was provided by a local DJ group from Southern Arkansas University. Members of



the Springhill, LA and Magnolia Fire Departments were on hand to provide fire safety training.

To promote health in the community, the Magnolia Fire Department has been committed to increase awareness regarding fire safety. In

May, Magnolia Fire Department (MFD) was awarded a \$1,800 “Good Neighbor” grant by State Farm Insurance to fund the purchase of several hundred smoke detectors for low-income families. However, the

MFD abandoned the plan to focus on low-income families and opened the program to anyone in need. Not only is MFD proving the detectors, they are also installing them and teaching citizens about fire safety as well. The MFD is working with Central Arkansas Development Council, DHS, Columbia County Health Unit, and Marshall Medical to assist with compiling lists of those in need of the smoke detectors.



Exercise as Summer Fun in Dallas County

The DASH Coalition in Dallas County has been able to work with their local Civic Center to help sponsor a Summer Fun program. The program is partially funded from money saved from the Blue & You Grant they were awarded. The program started on July 18th and will continue until school starts and is available Monday through Friday beginning at 10:00 am. The target is fifty children up to the age of seventeen, who are not participating in any sports during the year. The program is free to any child who wishes to participate. The first day of the program there were forty-one children registered. The goal is for participants to exer-

cise 5 days a week in the program and then do 2 days on their own. Each child will keep a log of exercise every day, such as minutes



walked or sports played. Some of the activities will be walking with DJ Jukid as he uses entertainment to prompt movement commands as part of a song, such as “lift your

legs high and pump your arms”. The DJ will yell out various directions to incorporate body movements as they walk to upbeat music.

Once a week DASH volunteers speak to the participants on health topics including nutrition, self-esteem, gardening, hygiene, and healthy weight loss. Healthy food choices are promoted through the snack options offered. Other activities include a Wii station, exercise band station, and some hydro exercise with DJ Jukid. Blood pressure and heart rates were recorded before the program began and will also be measured at the end to monitor progress.

Company Encourages Employees to “Be A Quitter”

In an effort to create healthier lifestyles among employees, Hines Trucking in Prescott, AR recently started a program to encourage employees to quit smoking. In addition to all of the health benefits participants will receive when they stop smoking, Hines Trucking will also reward them for each milestone reached on the path to becoming a quitter.

After 3 months of being smoke-free, employees will be given \$75. At the six month mark, they will get \$100. For 9 months of not smoking, they receive \$125, and when they reach the one year milestone of being a non-smoker, they will be given \$200. Upon one year of not smoking, employees will have received a total of \$500.

Hines Trucking wants the entire fam-

ily to be healthy too. If an employee’s spouse is a smoker, he or she is eligible to enroll in the program as well. For every 3 months the spouse is smoke free, he or she receives \$25. Each program participant receives a starter pack full of information and goodies that will assist them on their journey to becoming a quitter. So far, Hines Trucking has had to shell out the dough to 8 employees and 2 spouses.

Instilling Healthy Behaviors at an Early Age

Andy Threlkeld presented to a group of Mena youth in a career orientation summer program. The focus of the presentation was Polk County Health Unit services.

Andy ensured his presentation was age appropriate by explaining each program in detail such as immunizations, flu shots, WIC and emergency preparedness.

Andy also spoke to an after school



Martial Arts program for kids on healthy choices and demonstrated different exercises to stay fit. He emphasized the importance of healthy eating, being tobacco free, and not using drugs.

Bags with SOS, nutrition, healthy habits information, and a bottle of water were presented to each participant.



SOUTHWEST REGION HOMETOWN HEALTH

Sarah Powell, Editor - RHS
Janet McAdams - HHI Regional Coord.
Bonnie Carr - RHS
Joni McGaha - HHI Coordinator

Keeping Your Hometown Healthy!

www.healthy.arkansas.gov

2011 World Breastfeeding Week around Southwest Region

The Clark County Health Unit held a World Breastfeeding Week Celebration for all pregnant and breastfeeding mothers. The event offered cake and punch along with breastfeeding items for the mothers. Several door prizes were donated by local business.



Calhoun County Health Unit converted a small unused office into a breastfeeding room. It is in the waiting room and is totally private. Hampton Baptist Church donated the rocking chairs and other items were provided by the unit or the county.

Polk County celebrated World Breastfeeding week by presenting a certificate honoring the Breastfeeding mothers that were in the unit

during the week of August 1st thru August 5th. Each certificate was signed by Sue Kester-son who serves as the breastfeeding consultant for the unit and included the mother's and child's name.



2nd Annual Door Decorating Contest



Nevada County



Clark County



Hot Spring County



Sevier County

The Hempstead County Health Unit promoted Breastfeeding Awareness Month by having the City of Hope Mayor

Dennis Ramsey sign a Breastfeeding Proclamation.

