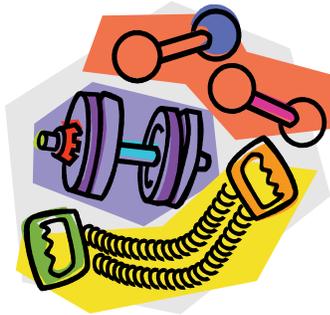


Serving a Central Region County Near You

HOMETOWN HEALTH IMPROVEMENT NEWS

Celebrating Diversity in the Gym



Some Central Arkansas PE teachers recently spent a day with Dr. Lance Bryant, Assistant Professor in the Department of Health, Physical Education, and Sport Sciences at Arkansas State University – Jonesboro.

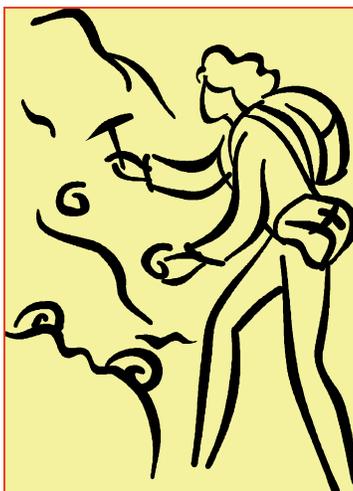
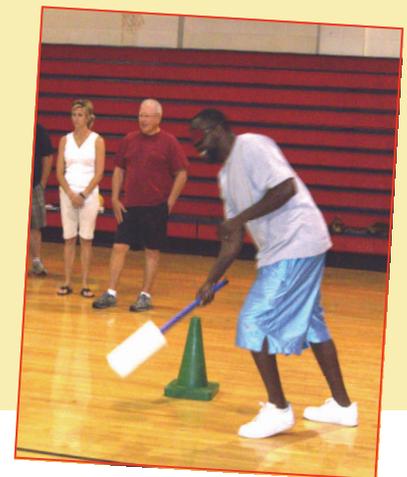
Dr. Bryant has done extensive research in adapted sport for individuals with disabilities. Participants explored options for inclusion of students with various disabilities in the public school physical education program.

Through group activities, Dr. Bryant also provided an opportunity for participants to experience many of the adaptations that can be made in the physical education setting to better serve students with special needs.

This workshop, hosted by Central Region and the North Little Rock School District was open to PE teachers in all Central Region counties.

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Parks offer:

Special activities in your county
A place to explore & learn
Family fun in a natural setting

Community Garden in Southwest Little Rock

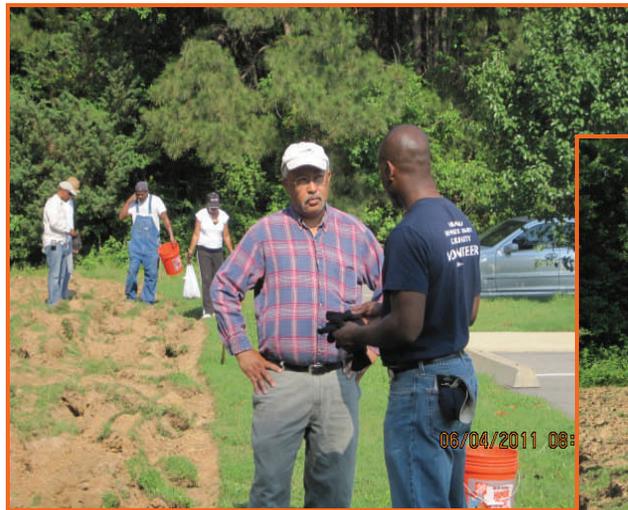
A new community garden has begun with the collaborative efforts of the members of Longley Baptist Church in Southwest Little Rock, McClellan High School, the SWLR Hometown Health Improvement Coalition and the surrounding neighborhood associations and residents.

One of the neighbors, Mr. Eldon Webb, donated his time and tractor to begin preparing the ground for planting. Next, volunteers helped remove the grass from the freshly turned earth. Once the garden plot is prepared, they will plant a late summer crop and later a fall garden.

The church is donating plants and seeds to the effort. They are calling on coalition members and neighbors who are interested in having fresh vegetables to come and invest some “sweat equity”. If they donate their time to working in the garden, then they are welcome to come and harvest the vegetables.

The group expects to plant rows of different vegetables and share the harvest. Fuller & Sons Hardware will donate a rack of plants. Mr. Ron Paulk at Longley Baptist is heading up this project.

Community members working together can create a healthy environment



Perry County Celebrates With Annual Awards

The 2011 Annual Outstanding Awards for Perry County HHAT members went to Andrea Crowder, Curriculum Coordinator for Perry County Schools; Myra Graham, Superintendent of the East End School District; and Tommie Waters Johnson, recently retired Director of the State Prevention Office.

Andrea was given the Outstanding Health Partner Award because she provided in-school programming that emphasized making healthy lifestyle choices. She also helped with data collection to enable the school to have a baseline and then be able to chart the progress of the students as they heard about healthy lifestyle choices.

Myra received the Outstanding Community Partner Award for being strongly involved in the Coordinated School Health activities in Bigelow.

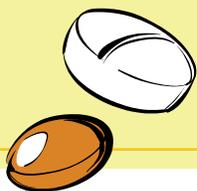
The Outstanding Prevention Partner Award went to Tommie Waters Johnson for her tireless efforts to help HHAT find and write grants and increasing their skills abilities in securing grants.



Medication Administration Training

On Saturday, June 11th, approximately 25 childcare providers from Pulaski, Lonoke, and White counties participated in the American Academy of Pediatrics' (AAP) Medication Administration in Early Education and Child Care training.

Central Region HHI hosted the training to provide education for personnel in child care settings who give medication to children but are not licensed healthcare providers. Emphasis was placed on best practice recommendations for center policy regarding administration of medication and proper documentation. Participants also learned how to recognize and respond to adverse reactions to medication.



Stomping in Hot Springs



Janice Ray, with Bonnie Clinton as her assistant, presented the “Tobacco Stomp” at the Coordinated School Health Conference in Hot Springs.

The concept behind the “Stomp” is that children learn more effectively when they have a chance to move, because movement increases blood flow and fuels the brain with oxygen. This is also a way to increase their daily physical activity level.

Imagine children dancing to music while interjected between the songs are tobacco facts or any subject’s facts you want to focus on. In addition, you can add a specified circle area where just one person’s dancing will be highlighted.

All that is needed for this project is a radio and/or CD player, a way to mark the circle area, and the dancers.

Don't Get Heat Stroke Beat The Heat

Recognize these warning signs:

- * Pale skin
- * Fatigue, weakness
- * Dizzy or nauseous
- * Sweating profusely
- * Rapid pulse
- * Fast, shallow breathing
- * Muscle weakness or cramps

If you experience any of these symptoms:

- Rest in a cool, shady place
- Drink plenty of water or other fluids containing sugar and salt
- Do NOT drink alcohol- that can make it worse
- If you don't feel better within 30 minutes- contact your doctor or dial 911



PREVENTION IS THE KEY

- Be extra careful when the heat index is 90 degrees or above
- Stay indoors and use a fan or the air conditioner
- Always drink plenty of water when the heat index is high and avoid caffeine and alcohol
- When outdoors take frequent breaks inside or in the shade

Source: <http://www.news-medical.net/news/20090805/Tips-to-avoid-heat-stroke.aspx>



NE Regional News

June-July 2011 Issue



A Time to Remember. A Time to Prepare. “This September we will observe the 10th anniversary of one of the most significant events ever to occur on American soil. Many will remember where they were that morning on September 11, a decade ago. The response this country has made over the years stands as a living memorial to those who lost their lives that day. The actions that have been taken make everyone better prepared for disasters in the future, both natural and man-caused. Since 2004, September has been recognized as National Preparedness month. This year’s theme is, “A Time to Remember. A Time to Prepare.” This serves as a call to action that urges communities to remember the disasters of our past while preparing for the disasters in our future. It is important to stress that preparedness is for ALL hazards, both natural and man-caused. For more information please go to: www.Ready.Arkansas.gov.

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PERSONNEL CARE AIDS PRESENTATION



Izard County—May 26, 2011, Izard County Personal Care Aids received presentations from Marilyn Cone, Community Health Nurse Specialist and Amanda Harvey, Health Educator, AHEC North Central on Oral



Health and Tobacco, including harmful effects of tobacco; second-hand smoke; SOS Quit-line and ACT 811. The DVD entitled, “Smoking: Truth or Dare” was also viewed.

The educational information shared included local health unit services; breast care; WIC and family planning. Attendees included 42 personal care aides and two supervisors.



STAMP OUT SMOKING
ARKANSAS DEPARTMENT OF HEALTH
1-800-QUIT-NOW



1-800-784-8669

SECONDHAND SMOKE—Arkansas was the first state to implement a law protecting children from secondhand smoke in vehicles.

Act 811 Campaign, became effective July 27th. It is now **ILLEGAL** to smoke in a vehicle with children under 14.

Arkansas Protection from Secondhand Smoke for Children Act—Act 811 of 2011

There is no safe level of exposure to secondhand smoke; even brief exposure can be harmful to children.

For more information and resources on this Act visit:
<http://www.stampoutsmoking.com>



CRITTENDEN COUNTY-EARLE UNIT

Crittenden County—A tornado struck Northeast Arkansas May 2, 2008. The city of Earle including the Crittenden County Health Department-Earle Clinic was hit badly with much destruction. The building had major damage, including collapsed walls, roof damage and water damage to much of the structure. Nearby buildings were completely destroyed, with church members from Earle being active in the initial clean-up.

The Earle Unit was built in 1996 while Stephanie Williams was LHUA for Crittenden County, West Memphis & Earle. Ramona Taylor had been the LHUA in the early 1990s and was instrumental in the building of a unit in Earle and the facility is named in her honor.



Right: photos some of the tornado damage and during reconstruction

Picture at left taken at Open House, June 21st .

The road to reopening the clinic has been a long one. The City of Earle, with the assistance of Mayor Sherman Smith, Representative Otis Davis and Karen Sagaskey, ADH-Health District Manager, wrote and received two grants from the Arkansas Department of Economic Development. The building was slowly rebuilt, with assistance provided from the Crittenden County Judge Melton Holt and the Quorum Court.

Now-Mayor Otis Davis was active in finishing touches for the building. It has a new coat of paint in every room, stained and broken ceiling tiles and floor tiles have been replaced and the floors waxed. The staff of the West Memphis Unit, with the help of regional staff, spent days and a lot of sweat equity into working to put the finishing touches to the building. Sometimes it was hard-especially when the outside temperature was over 100 degrees and the one air-condition unit went out. Many days were spent with inside temperatures reaching 90 degrees. The Earle City Council graciously voted to purchase a 2nd unit and it is now comfortable inside the building. The City of Earle Workers spent hours cleaning glass from the yard and helping with the many tasks required for a successful reopening.



Above front row, L-R: Susan Brewington and Karen Sagaskey. Back row, L-R: Dr. Halverson and Bill Farris

The Open House was held June 21st. Guests were welcomed by Susan Brewington, Crittenden County Health Dept's Acting Administrator. The Earle Local Health Unit Staff were introduced: Maria Rowell-Luckett, Cathy Durham, Pat Sturghill, Susanne Sorrell, Beth Stevens, Amber Elliott and Erica Hall. Closing comments were made by Karen Sagaskey, Health District Manager; Rita Richmond, Clerical Supervisor, gave the invocation. Guests were then treated to a tour of the building, followed by refreshments. The community support of the clinic has been wonderful.

Many community members attended the event, representing City Council, Earle City Officials, Crittenden County Quorum Court and County Officials. We were honored by the presence of Dr. Paul Halverson, Director of State Health Officer, Katheryn Hargis, Governmental Affairs Policy Director and Bill Farris, Northeast Region Director and Ramona Taylor, the building's namesake.

Dr. Halverson graciously expressed Governor Mike Bee's congratulations for a successful reopening of the clinic.

Pictured left is Ramona Taylor, Director of Development for Crittenden Regional Hospital and Earle Unit's namesake.



TEENS MOCK APPOINTMENTS



White County—Susan Winkler, White County LHUA, shared at the last LHUA Meeting about a special “after-hours” outreach activity that occurred July 7th at the Searcy Unit. Six DHS Foster Teens, Independent Living Program (ILP), participants were invited to an after-hours “Mock Appointment” event. They were “walked-through” the various steps of a family planning appointment from scheduling to visiting with the RNP. Susan gave many thanks to her Searcy LHU staff who gave their time; purchased food and gifts for this event: Donnette Donnell, RN; Melinda Snider, RNP; Susan Roetzel, LPN; Beth Bullard, HSSII; Barbara Nespor, HSSI; Donna Scott, RN; Marquita Watson, RN; Becky Snodgrass, CDNS; Cory Godwin, PHN and Susan Winkler, LHUA. Information shared with the teens also included AIDS/HIV/STD; Immunizations; Reproductive Health/Family Planning.

INNOVATIVE READINESS TRAINING



Cross County—RT, Innovative Readiness Training, provides real world training opportunities for own service members and units to prepare them for their wartime missions while supporting the needs of America's underserved communities. It gives the military the ability to train its medical personnel by providing medical care in rural, underserved areas. On June 8th - 19th these medical units setup in five towns, Wynne was the only one in the NE Region, in AR providing dental, primary care, pharmacy, pediatrics, hearing, veterinary and diagnostics (blood glucose, cholesterol). Each site had some of these services depending on need of the county and services provided depended on the military's resources at the time of the mission. Everyone living in these counties were eligible.

Residents in Wynne were given a list of resources compiled of local health care providers for referrals at the time of their visit for follow-up care but any cost due to follow-up care were the patients' responsibility. The LHU Administrators were involved at different levels but the Local Health Units did have representation there to share LHU services and assist with providing resources. In Cross County, the first day 505 individuals were seen. After the first day, an average of 170 individuals were seen per day. The information center was manned 8:00am-4:30 pm even on Saturday and Sunday. Total patient count, 2,205.

One patient with vision and dental problems was so grateful she went home and made lunch for everyone. There also were several people who were so overcome with thankfulness from the medication they could not afford they began to cry.

The CrossRidge Community Hospital Auxiliary provided home-made cookies each day and several local organizations provided lunch several days.

The volunteers in Cross County included: Kitty Bingham, Cross Co. LHUA; Treva Engelhardt, IZard Co. LHUA; Rhonda White, Stone Co. LHUA; Debra Neal, Woodruff Co. LHUA; Karen Sagaskey, Health District Manager, District 2; Jennifer Lynch, CHPS; Laura Cook, CHNS; Donna O'Neal, Cross Co. HSSI; Sandra Futrell, Cross Co. PHN; Joy Shepherd, Director of Community Outreach, CrossRidge Community Hospital and Ruby Bolden, Senior Community Service Employment .

FAS AWARENESS DAY...Fetal Alcohol Syndrome

"Minute of Reflection": 9th minute of the 9th hour of the 9th day of the 9th month, September 9th, 9:09 am. This event is to remember those living with Fetal Alcohol Syndrome disorders and to remind women not to drink during the 9 months of pregnancy, while breastfeeding or planning to conceive. Ring a hand bell or get your church or other organization to ring bells at the precise time so that the message can be heard around the world during this international campaign.

- ⇒ FAS is the leading known cause of cognitive deficits.
- ⇒ FAS causes serious social and behavior problems.
- ⇒ Each year in the US 5,000 babies are born with FAS.
- ⇒ Ten times as many are born with alcohol related disorders (FASD).
- ⇒ No amount of alcohol is known to be safe during pregnancy.-
- ⇒ Alcohol causes more damage to the developing fetus than any other substance, including marijuana, heroin, and cocaine (institute of medicine, 1996).
- ⇒ More children are born with FAS than Down Syndrome or Spina Bifida (1991 Journal of American Medical Association).
- ⇒ **It is 100% preventable.**
- ⇒ It is not Curable – the effects are lifelong.



SENIOR CHALLENGE PICNIC



Cross County—East AR Senior Challenge picnic had 40 individuals from the Wynne Senior Center celebrating the completion of the Senior Challenge. They received t-shirts and certificates for their accomplishment. They enjoyed: line dancing, Zumba, Bean Bag Baseball, Balloon Bust Relay and a Talent Showcase. The emceed for the talent show was the former Ms. Senior AR, Judith Burgess of Paragould. They were also served a healthy lunch as well. A good time was had by all.

CRAIGHEAD COUNTY EVENTS

Craighead County—(At Left) "Guys for the girls 5 K," Men's only run/walk to benefit Komen for the Cure, Breast Cancer awareness will take place Sat., August 27th. Everyone is encouraged to come out and To register go to the link: www.racesonline.com

"Hearts of the Caribbean" Red Dress Gala 2011, Awareness of Women and Heart Disease, (right) is scheduled for Sat., Aug. 13th, 7 pm at St. Bernard's Auditorium. Tickets available at 870-931-4044 or www.ARKHEARTFOUNDATION.ORG

GREENE COUNTY RELAY for LIFE



Photo above the Greene Co. LHU site, below the spirit stick .



Greene County LHU site at the Relay for Life at right



Greene County—participated in Relay for Life all year with Friday night, June 10th, being the big yearly fund raising event, at which time over \$2,000 was collected. Tessa Lancaster, Greene Co. HSS was in the talent show, winning 1st place; the Greene County LHU site won 2nd place and they also got 2nd place for their spirit stick. The theme was the “80’s.



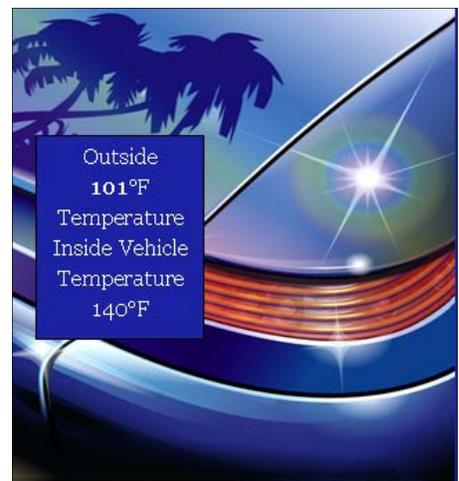
Tessa is pictured above and below the Greene Co. LHU sign, “Passionate Pink Providers.”

HOT as an OVEN! NEVER leave a child alone in a car—EVEN for a MINUTE!

PLEASE HELP IN GETTING THE WORD OUT TO THE PUBLIC—

- 49 children died from heat exposure last year in the US
 - Dial 911 immediately if you see an unattended child in a car. EMS professionals are trained to determine if a child is in trouble.
 - Never leave a child unattended in a vehicle, even with the windows slightly open.
- Routines and distractions have caused people to mistakenly leave children behind in cars.
 - Place an item that is to be carried from the car, such as a cell phone, purse, briefcase, or gym bag, in the floor in front of the child in the backseat. This triggers adults to see children when they open the rear door & reach for their belongings.
 - Be especially careful if you change your routine for dropping little kids at daycare. Have a plan with your daycare if your child is late that you will be called within a few minutes.
 - Set your computer calendar program, such as Outlook, to ask, “Did you drop off your child at daycare today?”
- Prevent trunk entrapment
 - Teach children not to play in any vehicle
 - Lock all vehicle doors and trunk after everyone has exited the vehicle—especially at home.
 - Keep keys out of children’s reach. Cars are not playgrounds or babysitters.
 - Check vehicles and trunks first if a child goes missing.

These flyers are available for distribution with handy tips please ask your Local Health Unit Administrator and the Hometown Health Support Staff for copies and record your outreach when sharing this information.



Several counties had a “blitz” of posting these flyers all over their county to get the word out about this very real preventable danger and injury. We thank you!!

COMMUNITY AWARENESS FAIR



Mississippi County—The focus of Walter Holloway, Mississippi County LHUA, presentation was Men’s Health Issues and education on all services provided at LHUs in Blytheville and Osceola. There were 40 individuals who attended the St. Mark African Methodist Episcopal Church as part of their Community Awareness Fair, June 11th.

TPCP TEACHER IN-SERVICE

Fulton County—Mammoth Spring School District, July 8th was the site for the staff in-service on harmful effects of tobacco and ACT 811 presentations. Many handouts were shared with the participants and for the parent-teacher center. Tobacco activity books will be used in the classrooms. Marilyn Cone, CHNS, provided two CPR/AED classes to 12 teachers and coaches. Wanda Koelling, Fulton Co. LHUA provided information on the local health unit services.



INJURY PREVENTION INFORMATION SHARED



Newport-ASU—Gary Ragen, Statewide Injury Prevention Coordinator from AR Children’s Hospital, graciously joined the HHI-LHUA meeting, July 21st to share a presentation on Injury Prevention. AR is #1 in motor vehicle accidents. The Statewide Injury Prevention Program (SIPP) focus is to reduce mortality rates in AR in motor vehicle safety; home safety; recreational safety; intentional injury prevention and professional education development. They have five staff members whose job is to get people trained. They are also identifying evidence-based programs: 1) vehicle crash, car seat (car’s owners manual) child safety seat (push in August); 2) home safety falls; 3) Recreation activity safety, ATV; 4) Intentional injury (for example: bullying). You can contact Gary at: GRagen@uams.edu.



BREASTFEEDING IS PROMOTED



White County—Searcy celebrated National Breast-feeding with the staff decorating their doors, while the Beebe Unit decorated their lobby bulletin board. This created mutual messages throughout the clinics. Patient’s interest was raised and this gave the staff an additional opportunity to discuss and educate on breastfeeding. A fun activity to celebrate an important awareness effort.



FULTON COUNTY FIT & FUN CAMP



Salem Fairgrounds—The partnership between the LHU, Co. Extension Office, the HHI Coalition, local businesses, Malinda Gray, Fulton Co. Extension agent; Marilyn Cone, CHNS; and Wanda Koelling, LHUA, to provide the Fulton County Fit & Fun Camp has been a most successful one for several years. Tobacco education was provided as well as nutrition education, “Fruits & Veggies” presented by Jennifer Lynch, CHPS, with games and discussion on diet and physical activity. The children learned the importance of staying physically active; drinking milk and water; washing hands; the role of the organs in the body; dangers of tobacco; healthy nutrition; water safety; sun safety and the use of sunscreen.



This event reached 90, 1st through the 6th graders, 20 high school students, parents and community volunteers.



STD/ABSTINENCE PRESENTATION AT LYON COLLEGE

Independence County—Mariesa Bolin, Independence Co. Public Health Nurse and Marilyn Cone, CHNS, presented the DVD, “Sex Still Has a Price Tag” with their STD Abstinence materials for high school students, grades 10th—

12th grader in the Math/Science, Upward Bound Project at Lyon College, July 7th. Statistics were provided, along with materials on Gardasil, T-dap and Minactra vaccines. Participants were also educated on the harmful effects of smoking, SOS Quit-line, second-hand smoke and spit tobacco. Ms. Davidson is to display brochures and handouts in the student centers. There were 55 students attending with 2 instructors.



CPR TRAINING



Izard County—Northcentral Educational Cooperative was the site, July 11th of a CPR Training by Marilyn Cone, CHNS and Becky Lamb, CHNS, who partnered for the training as well as educate school staff regarding the harmful effects of tobacco and ACT 811. The attendees received education on tobacco presentations, which could be presented in the schools for students. Heartsaver /AED training was provided to 12 coaches and teachers. Participants were from ICC, Cave City, Batesville JH, Mt. View, Cedar Ridge, Melbourne, Southside, and Timbo schools. These trainings will impact over 7000 students and staff.

BMI, VISION & HEARING TRAININGS

Independence County—July 18th at University of AR Community College-Batesville, a BMI, Vision and Hearing trainings for school nurses was presented by Marilyn Cone and Becky Lamb, both CHNS, for LPN to RN students. This will enable student nurses to assist school nurses in area schools with screenings. Participants were educated on the harmful effects of spit tobacco, second hand smoke, smoking, AR Tobacco Quit-line, ACT 811 and SIDS. Attendees included one school nurse, 20 nursing students and one nursing instructor. Many handouts were shared including: Tobacco pamphlets, ACT 811 and Tobacco Quit-line referral forms will be distributed in the student center. Sonia Nix, Independence LHUA, provided TA with Quit-line referral forms and pamphlets.



REACHING ADOLESCENTS WITH STD/HIV/TEEN PREGNANCY PREVENTION MESSAGE

University of Central AR—40 attendees of the Health Education Summer Academy for Health & PE teachers Conference enjoyed the presentations by Becky Snodgrass, NE Region CDNS, and Marilyn Cone, NE Region CHNS, July 21st at the University of Central AR in Conway. “Reaching Adolescents with STD/HIV/Teen Pregnancy Prevention Messages” also included school nurses and counselors in the audience. The participants were educated on the LHU resources, family planning, STD prevention, immunizations and presentations which could be presented to school staff and students. Family planning posters were also displayed.



2nd ANNUAL CORPORATE OLYMPICS



Craighead County—The 2nd Annual Corporate Olympics, sponsored by the Clopton Clinic Charitable Foundation, took place Friday, June 10th at the ASU Football Complex. This event included the following businesses as participants: Simmon’s First Bank, Liberty Bank, Clopton Clinic, St. Bernard, Ritter Communications, Cardiology Associates, Delta, Wal-Mart, and Jonesboro Occasions. The day included tournament style competitions between the teams in 3 on 3 Basketball; Flag Football; Punt Pass Kick; Obstacle Course; Canoe Races; Bag 0; Ping Pong & Pie Eating Contest. Clopton Clinic are the 2011 Corporate Olympic winners.

WHITE COUNTY KIWANIS CLUB



White County—Emerging Tobacco Products" display and power point presentation was used to increase awareness of new products and tactics used by tobacco companies at the Kiwanis Club, July 28th to 25 attendees. These products were developed to acquire new tobacco users and to provide products that enable current smokers to continue their nicotine addiction in smoke-free environments. Pamphlets regarding dangers of tobacco use and AR Quit-line information were provided. The presentation was presented by Linda Robinson, Rural Health Specialist and Jennifer Lynch, Community Health Promotion Specialist.



NE Region Hometown Health Support Staff:

- Sherry Chamblee, HHI Clerical, 870-886-3201
- Marilyn Cone, Community Health Nurse Specialist, 501-837-8627
- Laura Cook, Community Health Nurse Specialist, 870-219-4978
- Karen Davis, Community Health Nurse Specialist, 501-454-2871
- Kelli Dunegan, HHI Coordinator, 870-612-7085
- Ray Edwards, Grant Administrator, 501-288-2601
- Nancy Green, NE & NW CHNS/CHPS Supervisor, 501-253-7298
- Becky Lamb, Community Health Nurse Specialist, 501-454-2869
- Joy Laney, NE Region HHI Manager, 501-882-9455
- Jennifer Lynch, Community Health Promotion Specialist, 870-271-9557
- Kim McCray, Public Health Educator, 870-273-9576
- Linda Robinson, Rural Health Specialist, 870-362-9423
- Kathy Smith, HHI Coordinator, 870-219-2960



July 2011

Arkansas Department of Health

Summer Edition

Special points of interest:

- Act 811 takes effect on July 27, 2011.
- This law protects children under the age of 14 from second-hand smoke while in vehicles.
- Violating this law is a primary offense.
- On their first offense, violators can avoid the \$25 fine by providing enrollment in a program to quit smoking.

Inside this issue:

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Change in Arkansas Law Protects More Kids from Secondhand Smoke

Effective July 27th, an amended Arkansas law will protect 78 percent of Arkansas children from secondhand smoke in vehicles – a significant increase from the law's previous 34 percent protected. Act 811 of 2011 makes it a primary offense to smoke in a vehicle with children under 14, and violators can be pulled over and ticketed.

The Arkansas Protection from Secondhand Smoke for Children Act of 2006, also known as Act 13, previously protected children under 6 and weighing less than 60 pounds. During the 88th General Assembly, Sen. Percy Malone filed a bill to increase the age of protection, and after passing the Arkansas Senate and House of Representatives, Governor Mike Beebe signed the bill into law on March 30th.

The concentration of secondhand smoke in vehicles can exceed that in homes and bars

by 10 to 100 times due to their confined space. Children's developing respiratory, immune, and nervous systems are especially vulnerable to the dangerous health effects of secondhand smoke, and we are thrilled this law will protect more of them.

Children exposed to secondhand smoke are at an increased risk for Sudden Infant Death Syndrome, lower respiratory infections, middle ear disease, more severe asthma, and slowed lung growth. Cigarette smoke contains hundreds of toxic chemicals – at least 69 of which cause cancer, and each year, 470 Arkansans die from secondhand smoke.

Even with open windows, smoke can stay trapped in a car, exposing children to high levels of particulate pollution. In a short time, pollution levels from a single burning cigarette can build to a hazard level equivalent to the vicinity of an

outdoor forest fire. According to the 2008 Adult Tobacco Survey, 73 percent of Arkansas adults would support a stronger law that protects all children under 18 from exposure to secondhand smoke in vehicles.

For more information, call the Arkansas Tobacco Prevention and Cessation Program at (501) 661-2953, or to quit smoking call the Arkansas Tobacco Quitline at 1-800-QUIT-NOW.



Just Say YES

Extreme Youth Leadership of Midland, TX, and Ruby Moore from the San Marcos, TX, School Safety Center conducted the 9th Annual SAY YES Youth Leadership Initiative (YLI) designed to promote leadership among 7th through 12th grade Arkansas youth. It was held at the Arkansas 4-H Center in Ferndale in June.

Reducing access and consumption of tobacco among Arkansas' youth is the focus of YLI. Twenty-one new Tobacco Control Youth Board Members were trained and will lead the way in the 2012 Fiscal year. Thirteen youth sponsors attended the Mini-Coordinator's Camp that was held in conjunction with the conference.

There were three YES YA (Youth Advisors), the collegiate arm of the Arkansas YLI, that assisted, along with four YLI Staff members: Genine Perez-Porch, Program Coordinator, Edwina Williams, Program Assistant, Sheena Eggerson, Program Intern, and Sandra Mitchell, Volunteer Parent. Among the participants was our very own Scotty Manning!



For more information, please visit :

<http://www.cdc.gov/tobacco/calendar/jul/>

To find out if you are eligible for free BreastCare services, please call (877) 670-CARE.



Meshell Ward, Miss Arkansas Alyse Eady, and Scotty Manning

Declare Your Independence: Freedom from Nicotine Addiction

The Centers for Disease Control (CDC) encouraged everyone to commemorate this 4th of July by declaring freedom from nicotine addiction, or encourage the smokers in your life to declare their freedom from cigarettes.

The design and contents of tobacco products make them addictive. They deliver more nicotine and deliver it quicker than ever before. Filtered and low-tar cigarettes are every bit as addictive and are no safer than other cigarettes. Nicotine is the highly addictive drug in cigarettes that keeps people smoking even when they want to quit. Like heroin or cocaine, nicotine changes the way the brain works and causes smok-

ers to crave more and more nicotine. Many teens who try cigarettes don't know how easy it is to become addicted. In fact, most smokers became addicted as teenagers.

Breaking nicotine addiction is harder for some people than others. Despite this challenge, more than half of all adults who ever smoked have succeeded in quitting. If you are trying to quit or considering it, keep with it! It may take several attempts before you successfully beat the addiction. Don't give up!

Breaking free from nicotine dependence is not the only reason to quit smoking. Smoking cessation can improve your

health by lowering your heart rate; reducing carbon monoxide levels in the blood; lowering the risk for lung and other types of cancer; reducing the risk for coronary heart disease, stroke, and peripheral vascular disease; reducing respiratory symptoms, such as coughing, wheezing, and shortness of breath; and lowering the risk of developing Chronic Obstructive Pulmonary Disease (COPD). Different treatments work for different people. The most important thing is to try, try, and try again until you succeed! You can find an effective way to quit. Smokers can receive free resources and assistance by calling 1-800-QUIT-NOW or by visiting smokefree.gov.

Saving Lives in Searcy County

A Health and Safety Fair hosted by the Searcy County Health Department, Searcy County Prevention Coalition, 5 Star Committee, and the Department of Human Services was held in May. Among the booths and displays that were stationed inside and outside the center, one showed children how to escape a burning building with actual smoke detail in the Fire Safety House. This is

a training and learning device where children are monitored as to how they would stay low to the floor and find an escape route during a fire episode.

The Fire House was just one of the many opportunities that attendees at the event were able to take part in. Approximately 200 people attended the day's activities. The UAMS mobile mammogram unit ad-

ministered 29 mammograms and 8 men were screened for prostate cancer with 3 individuals signing up for future colonoscopies.

There were over 30 local, state, and federal organizations present providing information on health and safety. In our opinion, the event was a huge success.

Prevention is Serious Business

Alyse Eady, Miss Arkansas 2011, was the guest speaker for the AR Prevention Certification Board's annual banquet held in Little Rock on June 7th. Ms. Eady entertained banquet goers with her ventriloquism/puppet act and yodeling, which helped her earn her title.

The Arkansas Prevention Certification Board (APCB) oversees

and evaluates the certification process for the state. APCB believes all individuals working in the field of prevention have a responsibility to the general public, their clientele, their employers, and themselves to be positive role models. As the only prevention certification board in Arkansas, they are committed to providing support,

networking opportunities, advanced training, and certification of professional competency for those working in the prevention field.

Currently there are 54 Certified Prevention Specialists (CPS) and 39 Certified Prevention Consultants (CPC) in the State of Arkansas, including our very own Meshell Ward.

Nancy Does it Again

At a recent statewide conference, Nancy Marsh was named recipient of the Jim Smith Lifetime Achievement Award by the Arkansas Prevention Network. This award is in honor of Jim Smith, who made a significant impact on the field of prevention throughout his career. The annual award is given to one individual in the state of Arkansas that had dedicated his/her life to the field of prevention.

Nancy has worked for the Arkansas Department of Health for the past 26 years. Her dedication to prevention is not only seen in her day-to-day job but in her numerous volunteer roles

as well. Eleven years ago, Nancy, along with another concerned medical professional, started the Madison County Health Coalition (MCHC), a 501c3 organization. She currently serves on the Executive Board as the Vice President and has served in this position since its inception. Due much in part to Nancy's dedication and hard work, the coalition has grown exponentially. They now receive close to half a million dollars yearly in grant funding and are the leading health education resource in the county.

Nancy has not only contributed to the health of the community

through the MCHC, but also through the Madison County Medical Group Clinic. She helped the Medical Group board apply for its non-profit status in 2007 and the clinic opened that same year. Before clinic opened its doors, there was only one clinic in the entire county. That clinic was overwhelmed by the number of patients needing to be seen, with some patients having to wait sometimes months to see a doctor. Nancy serves on the clinic board as the Treasurer.

Congratulation Nancy!!!!



Nancy Marsh receiving Jim Smith Lifetime Achievement Award at Mid South Summer School.

County to County Collaboration at it's Best

Kingston Schools in collaboration with the Madison County Community Health Coalition, has been awarded \$25,800 in Joint Use Agreement Grants through the Arkansas Department of Education. The town of Kingston, which is officially in Madison County, is part of the Jasper School District in Newton County. This crossing over between the counties has created some unique problems

and success (like this one) for the school.

Two grants, one for the high school and one for the elementary school, were applied for and approved. The high school grant will be used to allow the weight room to be open for community use and the elementary grant will be used to erect new playground equipment on the school grounds

that will also be made available for public use.

These grants were made possible by the Governor's Office and the Arkansas Tobacco Excise Tax. The funds are to be used to aid schools in adoption and implementation of joint use policy and to form collaborative partnerships with local community resources with the intent of increased physical activity.

The Jasper School District has also taken the necessary steps to become an unfunded Coordinated School Health Program.

Welcome Aboard

We would like to take this opportunity to welcome our newest Public Health Specialist, Leigh Ann Owensby, who is taking Sara Daniel's place. Leigh Ann is not a stranger to some of you. She is a Registered Dietitian and has been working with the agency in Harrison as a WIC Nutritionist since December 2009.

Leigh Ann is originally from Valley Springs and graduated from the University of Arkansas with a degree in Human Environmental Sciences with an emphasis in Nutrition. She then moved to St. Louis, where she completed her dietetic internship at St. Louis University.

Leigh Ann and her finance, who lives in Russellville, are getting

married in October. This enabled us "steal" her from the WIC program, as it is hard to live so far away from each other once married. Along with her dog Marley, her new family of three will soon reside in Pottsville. Although the WIC program was very sad to see her go, we are very glad to have her as part of our HHI team and look forward to working with her!



Leigh Ann Owensby, Public Health Specialist

Annual Youth Summit is a Huge Success

The 3rd Annual Youth Summit was held May 17th, in Fairfield Bay. South Side, Clinton, Shirley, and Marshall schools were all represented with a total of 74 teens in attendance. Presentations were given to the students throughout the day on various issues. The summit was kicked off with Scott Bradley giving a sobering presentation on Texting and Driving. Cody Hiland, the 20th Judicial District Prosecuting Attorney, gave a stern presentation about sexual assault and the consequences that follow the crime. Jason

Raport followed with a tear jerking presentation and shared his personal testimony of losing his best friend due to choices that led to his death at the age of 23. The teens also listened intently to Bryce Humbrecht of Batesville, share his personal story of an alcohol related car accident that left him paralyzed from his neck down. Nancy Green ended with an informative presentation on "What the Tobacco Companies Won't Tell You."

While there were some very serious topics discussed

throughout the day, Tim Smith, the principal of South Side High School, was also there to provide some humorous games, fun, and entertainment. The kids enjoyed breakout sessions and group activities after lunch where they were educated on prescription drug abuse, tobacco prevention, peer pressure, and bullying.

Ozark Health Foundation \$500 scholarships were also given by Foundation Coordinator, Tawny Laymon, to one student from each school.



Attendees at 3rd Annual Youth Summit

Boone County Receives More Grant Funding

Hometown Health in Boone County has some very exciting new projects in store for this year. They were recently awarded a 5 year grant totaling \$75,000 per year from the Arkansas Children's Trust Fund to provide case management for pregnant and parenting teens in Boone County! Hopefully the Boone County Health Unit will be able to work very

closely in this grant with WIC, family planning, immunizations and the maternal infant program. It will fund 1.5 FTE's to run the program which will be called "*The Circle of Life.*"

The coalition was also awarded the Arkansas Cancer Coalition Grant for \$66,010! This is very exciting because it will allow them to continue the fight

against tobacco issues as well as other Cancer related issues.

Both of these programs will be wonderful in moving closer to making the community a healthy place to live, work and raise children.

Teen pregnancy and unplanned pregnancy among young adults is at the root of a number of important public health and social challenges.

Franklin County Plays

The Franklin County Right C.H.O.I.C.E.S. Coalition had 250+ attendees at their annual Town Hall meeting on April 21st. The Coalition addressed the prevention of underage drinking and the abuse of prescription drugs and smokeless tobacco through a local version of "Minute to Win It." The games were tied to local statis-

tics which allowed for a fun, memorable way to get Franklin County data out to the general public. One example would be the game "Bottoms Up." In this game, three contestants had alcohol free key chains dangling from a belt loop. Contestants had one minute to knock down four 12oz. cans. After the game was over, the crowd was edu-

cated on the fact that Binge Drinking consists of four (number of cans in the game) or more drinks in one sitting and that, due to the efforts of the Coalition, binge drinking has been reduced by 10.9% in just three short years. Several games were played throughout the night, all of which were tied to local APNA data.





Linda Thompson, NWR HHI Manager

Kathleen Holloway, HHI Regional Coordinator

Meshell Ward, HHI Regional Coordinator

Jennifer Dean, Public Health Specialist

Leigh Ann Owensby, Public Health Specialist

Scotty Manning, Public Health Specialist

Nancy Marsh, RN, Community Health Nurse Specialist

Mary Glasscock, RN, Community Health Nurse Specialist

Miranda Curbow, RN, Community Health Nurse Specialist

Cheria Lindsey, RN, Community Health Nurse Specialist

Sarah Brisco, Community Health Promotion Specialist

Christine Reifeiss, Community Health Promotion Specialist

Patricia Brown, Tobacco Grants Administrator

Nancy Green, BSN, RN, CHNS & CHPS Supervisor

Congratulations to the following FY 2012 Tobacco Grantees in the Northwest Region:

Coordinated School Health

- Yellville—Summit School District—Marion County
- Conway County Comm Svc—Pope County
- Harrison School District—Boone County
- Springdale School District—Washington County
- Fayetteville School District—Washington County
-

Community

- St Francis House NWA Inc—Washington County
- Rogers Development Foundation—Benton County
- Conway County Comm Svc—Pope County



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HOT as an OVEN! NEVER Leave a Child Alone in a Car

49 children died from heat exposure last year in the U.S.

- Dial 911 immediately if you see an unattended child in a car. EMS professionals are trained to determine if a child is in trouble.
- Never leave a child unattended in a vehicle, even with the windows slightly open.

Routines and distractions have caused people to mistakenly leave children behind in cars.

- Place an item that is to be carried from the car, such as a cell phone,

purse, briefcase, or gym bag, in the floor in front of the child in the back-seat. This triggers adults to see children when they open the rear door and reach for their belongings.

- Be especially careful if you change your routine for dropping little kids at daycare. Have a plan with your daycare if your child is late that you will be called within a few minutes.
- Set you cell phone to remind you to drop your child off at daycare.

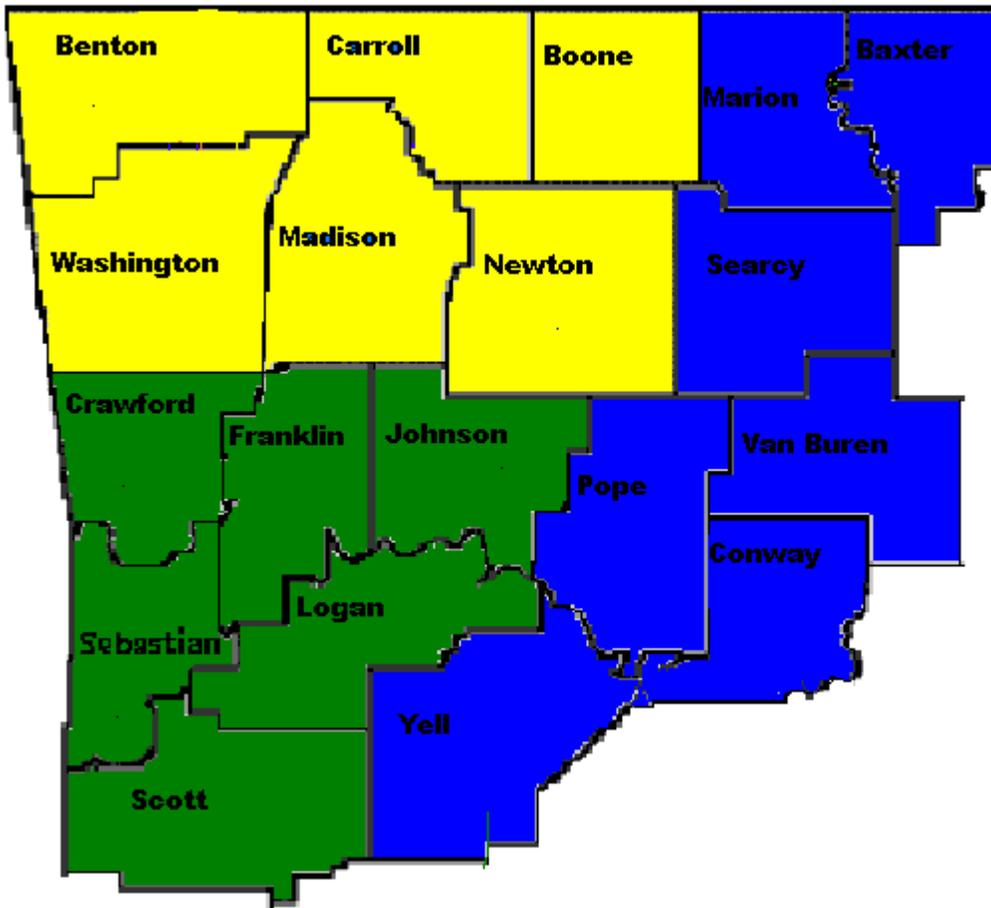
- Set your computer calendar program, such as Outlook, to ask, "Did you drop off your child at daycare today?"

Prevent trunk entrapment.

- Teach children not to play in any vehicle.
- Lock all vehicle doors and trunk after everyone has exited the vehicle.
- Keep keys out of children's reach. Cars are not playgrounds or baby-sitters.
- Check vehicles and trunks first if a child goes missing.



Points of Contact



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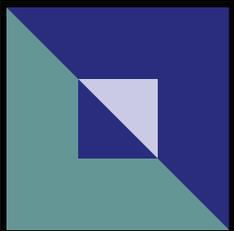
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Jennifer.L.Dean@arkansas.gov

- Leigh Ann
- Scotty
- Jennifer



Southeast Region Hometown Health Improvement Newsletter

Arkansas Department of Health

July 2011

Razorback Arkansas Medical Innovative Readiness Training

Razorback Arkansas Medical Innovative Readiness Training (IRT) provided real world training opportunities for service members and military units to prepare them for their wartime missions while supporting the needs of America's underserved communities. The IRT gave the military the ability to train it's medical personnel by providing medical care in rural, underserved areas. One of our local health unit administrators has described the IRT as a "great public health event". A team of 300



Army Reserve medical and civil affairs soldiers, along with medics from the Navy Reserve and Air Force Reserve, brought an 11-day medical clinic mission to residents of Chicot, Cross, Desha, Lee and Phillips counties June 8-18. Our local health unit (LHU) administrators were involved at different levels and LHU staff helped at the clinics and provided referrals to a wide range of ADH programs and services.



More than 5,000 people and not a small number of pets gratefully received the free medical, dental, pharmacy and veterinary services at clinics in Helena-West Helena, Marianna, Wynne, McGhee and Eudora. Army personnel, especially appreciative of our LHU support, awarded a military coin (that's high praise among soldiers) and certificates. In McGhee alone, 1,100-plus clients were served.

In Marianna, there were 993 patient encounters, which included, 447 dental exams, 339 extractions, 173 fillings and 132 dental x-rays. The pharmacy filled more than 500 prescriptions. Also, in Helena-West Helena, some 103 dogs and 85 cats were spayed and neutered by appointment at no cost to their owners or the event sponsor, the Humane Society of the Delta.

The IRT program is a civil-military program of the U.S. Department of Defense. In addition to Arkansas Department of health, sponsors included Delta Regional Authority, the cities of Wynne, Marianna, Helena, McGhee, Eudora, Delta AHEC, Helena Regional Medical Center and the University of Arkansas Phillips County Community College.

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Grand Prairie Health And Wellness Expo



Pictured are visitors browsing the booth displays.

On Thursday, June 23rd, the Grand Prairie Health and Wellness Expo was held in the Grand Prairie Center located in Stuttgart. There were several vendors in attendance with medical supplies, kitchen products, baby products and clothing. HIV/AIDS test, blood glucose, and blood pressure screenings were provided. Baptist Health-Stuttgart, Arkansas Department of Health, along with several others provided services free to the public along with educational materials for those that attended. There were several activities set up for children such as the Body Walk, outdoor train rides, and other games. The Stuttgart Fire Department held a demonstration on the use of the Jaws of Life. Other facilities offered a

range of health activities such as a cooking class for adults. The Local Health Unit Administrator, Wanda Vestor, hosted a fun cooking class for youth, which taught basic cooking skills, dangers in the kitchen, and how to incorporate a healthy diet teaching a total of 102 children how to make breakfast Sundaes.

County Health Rankings Presented to Arkansas County

Arkansas County Partners in Health (ACPIH) hosted a community wide meeting on June 14 where Emily Harris, Arkansas Assessment Initiative Program Manager and Cheryl LeDoux, Epidemiologist of the Arkansas Department of Health presented a review of the County Health Rankings published in 2011. "Where we live matters to our Health," as documented in the County Health Rankings materials. "In this model, health outcomes are measures that describe the current health status of a county. These health outcomes are influenced by a set of health factors. These health factors and their outcomes may also be affected by community-based programs and policies designed to alter their distribution in the community," as stated in the County Health Rankings booklet. The data reviewed the county specific data for Arkansas County and gave comparisons to the overall state data and the number one ranking county and the poorest ranked county. Arkansas County was ranked 66 out of 75 counties for health outcomes and 62nd in health factors. Arkansas County's best component was being 23rd in clinical care. When comparing the recent data to the 2010 data, Arkansas County shows an improvement in health factors. Emily commented that improvement in health outcomes is a long range goal, and it is a very positive finding to note improvements in health outcomes. ACPIH has focused their activities within the county on primarily improving nutrition, increasing physical activity, and reducing tobacco usage along with broad based educational activities. Emily Harris praised ACPIH for having a very active community coalition and encouraged ACPIH to continue their activities to improve the health of Arkansas County.



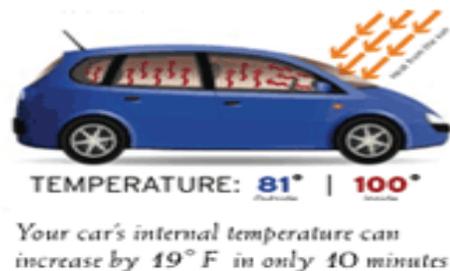
Pictured above from left to right are: Cheryl LeDoux, Emily Harris and Wanda Vestor.

The Dangers of Summer Heat

While the danger is always there, as the temperatures climb we need to be aware of the deadly combination of children and the heat in a vehicle. The temperature in a car rises quickly. The organization Kids and Cars gives us several dot points to think about regarding this issue:

- A child's body temperatures rises 3-5 times faster than an adults
- Even with windows cracked, the temperature in a vehicle can reach 125 degrees within minutes
- On average, a child dies every 10 days
- In 2010, 49 children died from this issue-the highest number in one year
- Already 10 children have died in 2011
- From 1998-2010, 495 children have died
- 54.25% of these situations is due to someone unknowingly leaving children in a vehicle
- The biggest danger is to think that that it cannot happen to you

Remember to always follow licensing procedures to ensure no child is ever left in a vehicle. Also, please be aware of the temperature of the vehicle you place the children in. Our goals are all the same-to keep children safe.



A Few Tips for Staying Cool:

- When outdoors, make sure to drink plenty of fluids, especially water.
- Try to avoid drinks with large amounts of caffeine, alcohol, or sugar as these can inhibit your body's cooling process.
- Start drinking before you get thirsty. When temperatures get extremely high, make sure to go someplace cool, out of the heat.
- If you exercise outside, try to do it in the early morning or late evening, when temperatures are cooler. Wear lightweight, loose, light-colored clothing, including wide-brimmed hats.

Drew H.E.A.L.T.H Walk at Lunch Event.



Pictured above is Betty Wahlquist, RX Assistance Advocate and Lindsey Watson, Community Encourager at the sign in table.

Members of the Drew H.E.A.L.T.H. coalition met at the University of Arkansas-Monticello Weevil Pond on June 10th. This is a National event that is celebrated every year to help you incorporate physical activity into your workday and encourages you to increase your daily physical activity by walking at lunch. The original Walk at Lunch day was April 27th, however; due to weather conditions the event was held on June 10th. There were 20 participants who all received a water bottle and pedometer for participating in the event. The participant ages ranged from 1 to 75, so that is proof that exercise is important no matter what age you are! Drew H.E.A.L.T.H is looking forward to more events such as this one in the future to help promote physical activity for the community

Be Well—Live Well: Lincoln County

You can put life back in your life by considering a Be Well-Live Well workshop. This workshop is aimed at adults 40 and older with an ongoing health condition. At the workshop participants found support, practical ways to deal with pain and fatigue, discovered better nutrition and exercise choices and better ways to talk with your doctor regarding your health. Conditions such as diabetes, arthritis, high blood pressure, heart disease, chronic pain, anxiety are all that the Be Well, Live Well workshop taught to take charge of in your life. The workshop was held for about 2 to 2 ½ hours one day a week for six weeks and there is a trained volunteer that assisted in setting your own goals and make your step-by-step plan to improve your health and your life. Theresa Horton with the South Central Center on Aging, a trained leader for the Be Well-Live Well workshop, conducted these workshops at the Star City Civic Center beginning May 25th thru June 29th. There were approximately 15 people at the workshops.

A Special Thanks Given

A special award was presented toCarolyn Blissett, for her outstanding service. Military personnel of the IRT presented Carolyn with a certificate of appreciation for the hard work of her and the community. Carolyn was dedicated in making sure that each person within the community who needed these services was helped. Veronica Sellers was presented with a military coin from Brigade Command Sergeant Major Parks of the Southeast Medical Readiness Support Group. A coin represents the heart and soul of the military.

They are given to a soldier as a token for outstanding service, performance of duty, as a tool to build morale or for an act worthy of recognition. She also received 2 awards at the awards ceremony on Saturday, June 18th. The 4010th U.S. Army Hospital in New Orleans, Louisiana presented her with a plaque for outstanding support to the Arkansas Delta IRT Medical Mission and received a Certificate of Appreciation from the 431st Civil Affairs Battalion for extraordinary support during Task Force Razorback.



Smoke Free Cars– It’s the Law in Arkansas

The level of air pollution in a car caused by smoke from a cigarette is so severe that breathing it is dangerous for anyone. Children breathe quicker than adults; they are still developing physically and have little or no control over their indoor environments. As a result, children exposed to secondhand smoke run a greater risk of damaging health effects.

Children who breathe secondhand smoke on a regular basis are at a higher risk for middle ear infections. Exposure to secondhand smoke can cause asthma in children who have never previously shown any symptoms. Babies and children younger than age 6 who are exposed to secondhand smoke regularly are more likely to get respiratory track infections, such as pneumonia and bronchitis.

Recent legislative action in Arkansas that strengthens Act 13 of 2006, a law that prohibits smoking in privately owned vehicles while children are present, has brought significantly more attention to the issue of the risks to children associated with exposure to secondhand smoke, particularly in vehicles. There is overwhelming evidence of the harms associated with exposure to secondhand smoke that is specific to children and specific to enclosed environments.

Secondhand Smoke and Children:

- Secondhand smoke contains more than 250 chemicals known to be toxic or carcinogenic (cancer-causing), including formaldehyde, benzene, vinyl chloride, arsenic, ammonia, and hydrogen cyanide. Children who are exposed to secondhand smoke are inhaling many of the same cancer-causing substances and poisons as smokers.
- Because their bodies are developing, infants and young children are especially vulnerable to the poisons in secondhand smoke.
- Secondhand smoke exposure causes acute lower respiratory infections such as bronchitis and pneumonia in infants and young children.
- Secondhand smoke exposure causes children who already have asthma to experience more frequent and severe attacks.
- Children exposed to secondhand smoke are at increased risk for ear infections and are more likely to need an operation to insert ear tubes for drainage.
- In 2006, the U.S. Surgeon General reported that the only way to fully protect yourself and your loved ones from the dangers of secondhand smoke is through 100% smoke-free environments.

If you are a smoker, the single best way to protect your family from secondhand smoke is to quit smoking. In the meantime, you can protect your family by making your home and vehicles smoke-free by only smoking outside.

Smoking is a privilege; breathing clean air is a right.



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Southeast Region Tidbits

Ashley: 4H youth and community members planted the 2nd annual community garden.

Desha: On June 30th, the SNAP Fitness Center opened in Dumas. This is a great opportunity for the citizens of Desha County.

The coalition through their Grow an Extra Row garden program with Farmers Market has provide fresh home-grown vegetables to community members every Friday in the Month of June.

Senior Citizen Day was held with 108 participants present for a healthy lunch, exercise (dancing) and health booth with SOS and other chronic disease information.

D-HIPP sponsored its 6th Health Matters with education on Chronic Disease provided by Theresa Horton with the South Central Center on Aging. A healthy brunch was provided by ADRDN funding.

Drew: Physical Activity is being encouraged with the utilization of the walking trail around Weevil Pond at UAM. Also the city has put up lights at the Monticello School Walking trail so people can walk at night. A sidewalk has been completed starting at the Presbyterian Home and going to the Monticello High School.

Jefferson: Local Sororities partnered with the Jefferson County LHU and held an Asthma Prevention and Management forum. Kim Hooks, CHNS and Dr. Jennifer Casey were present to speak on the disease and to answer any questions.

Lee: The annual Tobacco Free Walk/Community Fair was held with about 127 participants. This was a partnership between the Lee County HHI Coalition and the Tobacco Prevention Cessation Program Community Grantee. The walk was at 9:00 and community fair at 10:00. Tobacco prevention and cessation education materials were provided to those that attended.

Phillips: The LHU participated in a Father's Day Program at the West Helena Housing Authority on Father's Day. An educational booth was set up targeting men's health issues including physical activity, injury prevention, nutrition, tobacco/smoking cessation, diabetes and prostate cancer.

A presentation was made at the Freedom for Youth summer program on good dental hygiene: this program serves 22 youth ages 13-24. The presentation included information on how to properly brush teeth, dangers of tobacco smoking and effects it has on oral hygiene.

Southeast Region HHI Monthly Meeting Schedule

Arkansas County 2nd Tuesday
 Ashley County 4th Tuesday
 Bradley County 3rd Wednesday
 Chicot County 2nd Wednesday
 Cleveland County 2nd Wednesday
 Desha County 2nd Tuesday
 Drew County 1st Wednesday
 Jefferson County Quarterly
 Lee County 2nd Wednesday
 Lincoln County 2nd Wednesday
 Monroe County 4th Tuesday
 Phillips County 3rd Tuesday
 Prairie County 2nd Thursday
 St. Francis County 1st Tuesday



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Southeast Region HHI Support Staff

Kaye Murry-HHI Regional Manager

Quranner Cotledge-HHI Regional Coordinator

Kimber Knight- Grants Administrator

Shealese Washington- Public Health Educator

Kandra Torrence -Public Health Educator

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July is Park and Recreation Month!

There are five week-ends in July 2011.

Create a healthy week-end habit by going to a:

- Park
- Trail
- Playground
- Swimming pool
- Natural area
- or other public space every week-end!

Check out <http://www.nrpa.org/july/> for more ideas.

SW Region CHNS address Infant Mortality

The SW Region Community Health Nurse Specialists (CHNS) sponsored a School Nurse Workshop on Infant Mortality at the Southwest Co-op in Hope on June 13.

The training included school health strategies to reduce infant mortality rates. It was open to all school nurses in the Dawson, De-Queen/Mena, South Central, and Southwest Co-ops and provided 5.5 continuing education hours to participants.

The workshop addressed not only infant mortality, including Sudden Infant Death Syndrome, but also trends in adolescent sexual health and behavior. Portions of the DVD's "Sex

Has a Price Tag" and "Mothers/Fathers Too Soon" were shown.

Community Health Promotion Specialist Emily Lyon presented information on folic acid and its importance during pregnancy.

CHNS Edie Greenwood, Cheryl Byrd, Rhonda McDonald, and Tommie Rogers also took the opportunity to discuss Act 811 and the harmful effects of tobacco use with participants.

Act 811 of 2011, which goes into effect July 27, makes it a primary offense to smoke in a vehicle when a child under the age of 14 is present. The driver can

be pulled over by law enforcement and issued a ticket.

Participants were asked to complete pre and post tests for evaluation purposes. There was a 77% increase in knowledge from the pre to the post test.

Thirty-three nurses attended the training.



L to R : Edie Greenwood, Cheryl Byrd, Rhonda McDonald, Emily Lyon, and Tommie Rogers

Local media coverage received on Act 811

Melinda Harrell, Columbia County Health Unit Administrator, was interviewed by the Banner-News of Magnolia recently in regard to Act 811, which will go into effect on July 27. The Act makes it unlawful to smoke in a vehicle with a child under the age of 14 present.

Harrell expressed that she was thrilled this new law will protect more children since their "developing respiratory, immune, and nervous systems are especially vulnerable to the dangerous health effects of second-hand smoke." She also stated that "the con-

centration of second-hand smoke in vehicles can exceed that in homes and bars by 10 to 100 times due to their confined space."

Smokers who want to quit were urged to call the Arkansas Tobacco Quitline at 1-800-QUIT-NOW.

Prevention taught in SW Co-op district

Community Health Nurse Specialist (CHNS) Edith Greenwood has been active in the schools and community recently educating about tobacco use, family planning, teen parenthood, STD's, and prescription drug misuse.

Last month she educated 7th-11th grade students in Lafayette, Miller, and Nevada County schools on the prevention of teen pregnancy and STD's, as well as the consequences of these problems and where to go for help.

She also addressed adolescents age 11-17 through "Camp Save-A-Life", which was held on the UACCH campus in Hope this past June. Students learned about communicable diseases, including but not limited to STD's, their causes, and how they can be prevented. Glo-Germ was used to demonstrate how a sneeze travels and

the importance of hand washing. Students also learned the harmful effects of tobacco use.

Health unit administrators from the SW Region were shown the PowerPoint slideshow *The Clinicians Role in Fighting Tobacco Use* at one of their recent meetings. A pre and post test was administered to assess knowledge. There was a 13 percent increase overall in knowledge from the pre to the post test with a 36 percent increase in knowledge of the Quitline number and an increase of 39 percent in the 2 A's and an R concept.

She also showed the video *We Have a Problem in Arkansas* to the Stamps Rotary group. It is produced by Rotary Arkansas. The video discusses the problem Arkansas has with the misuse of prescription drugs by teenagers and the

take back initiatives in the state to properly dispose of prescription drugs. Act 811 and how it differs from Act 13 was also discussed with the group, as well as how tobacco and alcohol are gateway drugs.

Greenwood conducted 3 Heartsaver CPR classes in June. Morning and afternoon classes were offered in the Prescott School District in early June and 13 teachers and coaches took advantage of the opportunity. Another workshop was held at the SW Educational Cooperative for school staff on June 22. Tobacco cessation, heart and lung health risks of tobacco use, and Act 811 were discussed with those in attendance. None of the four knew that Act 811 prevented smoking in a vehicle with a child under the age of 14.

2nd annual Food, Fun, & Fitness Camp a success

Article contributed by Nashville City Park

The 2nd Annual Food, Fun, & Fitness Camp was held at the Nashville City Park the week of June 6-10, 2011. Participants included (photo left to right) Alexis Bullock, Khawan Scott, Jonathan Hagler, Kyrion Starr, Amiya Benson, Joe Sperka, Allison Dauzat, Whitney Mullins, Bravyn Bell, Joshua Rodgers, Cali Dauzat, and Garrett Lance.

Campers participated in many activities during the camp that were aimed at helping them learn to make healthy lifestyle choices including exercise, sports, healthy snacks and meals, arts,

and outdoor activities.

Some of the activities were daily exercise, theatre, nutrition, sports, healthy cooking, ATV safety, basic first aid, tobacco education, gardening and herbs, fishing, and self image. Students also had time for crafts and nature hikes and learned to identify animal tracks and wildlife skins and skulls.

Volunteers and sponsors for the program in-



Food, Fun, & Fitness Program participants

cluded: Arkansas Cooperative Extension Service- Howard County, Arkansas Game & Fish Commission- Grandview, Bell's Gym, Elberta Arts Center, Howard County Farmer's Market, Howard County Health Coalition, Howard County Health Unit, McDonald's, Nashville Parks & Recreation, Papa Pablans, Salon Britt 218, Simple Simon's Pizza, Sonic, Southwest EMS, Subway,

and Tyson.

Providing assistance in Polk County

Polk County Health Unit offered free car seat inspections to clients on June 28. Bonnie Carr, Rural Health Specialist with AR Department of Health and certified Child Passenger Technician, instructed parents on the proper way to install their child's car safety seat. Plans are under way to offer this



Bonnie Carr shows a parent how to properly install her car seat in her vehicle.

service again in the future to clients as well as anyone interested in properly transporting children.

Polk County Health Unit Administrator Brenda Huff represented the Quality of Life Coalition by attending an *Assisting Victims of Violent Crimes* workshop at Rich Mountain Community College on June 29th. The workshop was sponsored by

Southwest Domestic Violence/Crisis Center. The course is designed to provide a practical guide to those assisting victims of violent crimes.

Presenters from the Arkansas State Crime Lab and Arkansas Crime Victims Reparations Board spoke to members of the Polk County Sheriff's Department, Western Arkansas Guidance and Counseling, Mena Police Department and the Polk County Health Unit.

Health official responds to county ranking

The Arkansas Democrat-Gazette recently published results of a new study that shows the lifespan of women in 19 Arkansas counties is declining due to unhealthy lifestyle choices.

Since Ouachita County was tied for the 65th place in the rankings, health unit administrator Rebecca Wright was asked to make a statement.

Although she declined to comment until she had time to study the report, she was contacted by staff from the Camden News within the week and provided a response.

Wright told the Camden News that health department programs and A Healthy Ouachita County (AHOC), the local Hometown Health coalition, have programs in place to educate today's generation and hopefully have an impact on future ones.

The coalition sponsors Walk Across Ouachita County annually in conjunction with the Ouachita County Cooperative Extension Service. The eight week fitness program features team competitions and encourages healthy lifestyle changes.

AHOC Coalition members have assembled a speakers' bureau and provided local businesses with a list of topics to choose from. Subject matter includes healthy eating, exercise, tobacco use, injury prevention, diabetes, substance abuse, depression, health literacy, and stroke and heart attack prevention. The training segments are approximately twenty minutes in length and are appropriate for "Lunch & Learns", staff meetings, health events, etc.

The group also addresses tobacco and other drug use, tobacco-free parks, and tobacco cessa-

tion through presentations at civic clubs, school assemblies and parent and town hall meetings, as well as focused campaigns throughout the year.

In addition, WIC, a supplemental food and nutrition program at the health department helps families to make healthy food choices and provides a nutritionist for one-on-one counseling.

Wright acknowledged that it takes several years to change behavior but hopes they are on the right track.

Research for the study was conducted by the Institute for Health Metrics and Evaluation at the University of Washington. For more information or to view statistics for your county go to www.CountyHealthRankings.org.

Garden benefits Dallas County residents

First picking at the Dallas County community garden was done the last week in June and the produce was taken to the Senior Center to be shared. It included squash, zucchini, and peppers.

DASH members are hoping for a bountiful harvest this year to increase vegetable consumption in the community and help supplement the diet of residents who are on a fixed budget.



Keith Gresham and Kathy May from Extension Office

The garden has recently been producing cucumbers, peas, tomatoes, and okra and the corn will be ready in a few days.

Keith Gresham the new County Cooperative Extension Agent has been checking the garden every day, including weekends. He has already planted



Hand therapy

some more squash and plans to replant more peas soon.

Therapists from St. John's Place, a local nursing home who provides land for the garden to benefit the community besides just providing produce. They are using pea shelling as hand therapy exercise! Once they're shelled, the peas are then cooked and served to residents who are quite happy about the arrangement.

Clark County Health Unit sponsors prostate screenings

A prostate screening clinic was held the afternoon of Friday, June 17 at the Clark County Health Unit. Dr. Bryan McDonnell from the Arkadelphia Medical Clinic volunteered to conduct the exams and the Prostate Foundation supplied the clinic supplies for testing and prostate educational materials. Clerical intake, routing, and venipuncture services were provided by the health unit.

An information booth was set up in the waiting area. Brochures were available on several

topics, including local health unit services, tobacco cessation, cardiovascular health, STDs, men's health, and car seat safety.

Prostate health shower cards, coffee mugs, and pens were given out to the 65 in attendance.

Health unit staff who worked the event included Terry Sims, Cindy Humphries, Rita Stokes, Janet Thornton, Derek Scrivner, Shontrese Brock, Whitney Moore, Karen Ashcraft, Ann Caldwell, and Darlene Partridge.



Dr. Bryan McDonnell and Terry Sims, PHN

Sun-Sensible Tips

Article from the Corporate Wellness Advisor newsletter

Exercising good sun sense is important even if you don't work outside. The most effective way to avoid the harmful effects of UV radiation is to make it a habit, an indispensable part of your daily routine. This includes applying sunscreen that protects against both types of radiation from the sun: UVA and UVB rays.

UVB rays are the ones primarily responsible for sunburn, affecting the outer layer of the skin, while UVA rays are linked to deeper skin damage and cancer. The FDA has recently mandated that sunscreens labeled as "broad spectrum" protect against both kinds.

Other ways to preserve healthy skin include wearing protective clothing such as wide-brimmed hats and sunglasses while outdoors.

Summer and sun go hand in hand, and there's no reason to hibernate until September. A few precautions and some common sense go a long way.

Follow these FDA sun protection tips:

- Plan your outdoor activities to avoid the sun's strongest rays. As a rule, seek shade and remember that the sun's UV rays are the strongest between 10am and 4pm. You can also use the "shadow rule"; the sun's UV rays are strongest when the shadow you cast on the ground is shorter than you are.
- Use extra caution near water and sand because they reflect damaging UV rays and increase your chance of sunburn and other damage to the skin and eyes.
- Wear protective clothing such as wide-

brimmed hats, and long pants and long-sleeved shirts made of tightly woven fabric to reduce sun exposure.

- Wear sunglasses that provide 100% UV ray protection (look for models that advertise both UVB and UVA protection). For best results, apply sunscreen 30 minutes before sun exposure and reapply every 1.5 to 2 hours even on cloudy days and after swimming or sweating.
- Carefully examine all of your skin once a month. Early detection of melanoma can save your life. A new or changing skin lesion should be evaluated by a dermatologist.



2011 School Health Conference held in Hot Springs

The 3rd Annual School Health Conference, A Design for Success: Constructing a Healthy School Environment, was held at Hot Springs Convention Center June 28-30, 2011. Participants from all over Arkansas and a few from out of state attended the statewide event. There were over 300 attendees and they ranged from school nurses, teachers, coaches, and school administration to Department of Health and Department of Education staff.

SW Region Community Health Nurse and Promotion Specialists (CHNS/CHPS) attended the conference to assist in facilitation of workshops, teach

CPR for school personnel, and staff an informational booth. CHPS Emily Lyon co-presented on the Nutrition and Physical Activity Self-Assessment for Child Care (NAP-SACC) program with Christine Reifeiss and Sarah Brisco and shared her experiences on implementing it in the SW Region. NAP-SACC is a statewide program aimed at improving the eating and physical activity environments in child care centers.

Howell Wechsler, EdD, MPH, was the keynote speaker. He is the director of the Division of Adolescent and School Health and supervises the management of its three surveillance systems -

Youth Risk Behavior System, School Health Policies and Programs Study, and School Health Profiles.

Among the multitude of topics were Breakfast in the Classroom, Smiles for a Lifetime, Healthy Learning and Moving, Tobacco Stomp, Health Promotion for Staff, Childhood Obesity, School Wellness, Camp Fit and Fun, Joint Use Agreements, School-Based Tools for Injury Prevention With Youth, Teen Pregnancy, Young Moms, No Kid Hungry Campaign, Youth Drinking Reduction Strategies, Child Health Advocacy, Asthma, School Based Mental Health, and many more!

Baby Safety Showers address injury prevention for infants

Alison Rose with AR Children's Hospital held a two-day training in Arkadelphia on July 7 and 8 on injury prevention for infants. The training is a learning party for pregnant women called Baby Safety Showers. The injury prevention course is a coordinated system of evidence-based education, interventions, and research programs developed to target children who are most vulnerable to serious injuries.

Eight women from the SW Region were trained

on the first day of the workshop to prepare and lead Baby Safety Showers. As part of the workshop, the new educators were invited to participate in an actual training that took part on day two in which 20 expectant moms and family members or friends participated.



Alison Rose explains the program to women.

Each "shower" lasts 1 ½ hours and every participant leaves with safety items to help make their home safer. Participants are also given an appointment for the next week to follow up with a car safety inspection volunteer so they can learn how to properly install their car seat to keep their infant safe.

Garden goodness

Now that summer is here, fruit is in season and gardens are rich with colorful, healthy produce. If they are not already, before long, gardeners will be sharing an overabundance of their crops with friends and coworkers.

Zucchini is a summer favorite. Enjoy it roasted or sautéed and flavored with grated parmesan cheese and a dash of black pepper, or a dash of sea salt and an Italian-herb blend.

Also be sure to explore the unique flavor of grilled vegetables. Some great options are onions, sweet peppers, asparagus, eggplant, mushrooms, zucchini, and corn on the cob. For a sweet treat, grill some peaches or pineapple. Try frozen grapes, blueberries, or pineapple chunks for a cool delight or blend ice and skim milk or juice with mixed berries.

Antioxidants, potassium, vitamin C, and fiber make blueberries a powerful superfood. In season, they are rich with natural sweetness. Freeze them and eat like popcorn, or add to yogurt or oatmeal.

When green beans, summer squash and tomatoes are plentiful in backyard gardens and farmers' markets, try this quick recipe:

Braised Green Beans & Summer Vegetables

Ingredients

1 tbsp extra-virgin olive oil
1 small onion, halved and sliced
1 tbsp finely chopped fresh oregano, or 1 tsp dried
1/2 cup reduced-sodium chicken broth
1 pound green beans, trimmed
1 medium summer squash, or zucchini, halved and cut into 1-inch pieces
1 cup halved cherry or grape tomatoes
1/4 tsp salt
1/4 tsp freshly ground pepper
1/4 cup finely shredded Parmesan cheese



Preparation

Heat oil in a large skillet over medium heat. Add onion and oregano and cook, stirring, until softened and beginning to brown, about 2 minutes. Add broth and bring to a boil. Add green beans, reduce heat to a simmer, cover and cook for 10 minutes, stirring once or twice.

Add summer squash (or zucchini) and tomatoes and continue cooking until the vegetables are tender, 8 to 10 minutes more. Season with salt and pepper. Serve sprinkled with Parmesan cheese.

Nutrition per serving: 92 calories; 4 g fat (1 g sat , 2 g mono); 2 mg cholesterol; 10 g carbohydrates;

0 g added sugars; 3 g protein; 3 g fiber; 158 mg sodium; 290 mg potassium.

Find more healthy recipes at www.eEatingWell.com.

Healthy Lungs and Healthy Skin workshop held

Dawson Co-op in Arkadelphia was the host site for the Healthy Lungs and Healthy Skin Workshop presented on June 14 for 4th-8th grade science teachers. The 6 hour workshop was presented by Dr. Robert Burns, Director of the Partners in Health Sciences program and Professor in the Department of Neurobiology and Developmental Sciences at UAMS.

The "Healthy Lungs" component was designed to increase the trainee's knowledge and understanding of the pulmonary components of the cardiopulmonary system and its major diseases, lung cancer and emphysema. The "Healthy Skin" component was designed to increase the trainee's knowledge and understanding of the basic functional anatomy of the skin and the three major types of skin cancer.

Each of the 36 participants received a resource kit that contained lung and skin models, syllabus with laminated color images, and a CD of all PowerPoint images for use with students.

The workshop was co-facilitated by CHNS Tommie Rogers and CHPS Emily Lyon who are housed in the Dawson Co-op.

Senior Health Fair held in Montgomery County

Kim Adams, Administrator of the Montgomery County Health Unit, organized the second annual Mini Senior Health Fair at the Senior Center on June 13, 2011. Participants were encouraged to attend each booth for different screening services, such as blood pressure, urinalysis, BMI, weight, blood sugar, skin cancer, balance, strength, flexibility, memory, and bone density. They were also able to get their Medicare card laminated and pick up information on Assisted

Living and Hospice. The Senior Center provided fruit, cookies, and juice.

All 55 attendees seemed to appreciate the services provided and the Center staff invited everyone to come back next year to continue the popular event.

Other health department staff helping with the health fair included Bonnie Carr, Sue Watkins, Susan James, Sharon Farley, and Ellen Young.



Sue Watkins and Susan James take part in Senior Health Fair .



Joni McGaha– SWR HHI Coordinator
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

Nashville Community Garden

A new community garden has been started in Nashville with funds from a Healthy Communities Grant. These photos show how the garden looked on first planting day (by seed) on May 17 and how much it had grown by June 24. The middle pictures are from a drip irrigation workshop that was held on June 13.



Around the Region..

Clark County- An ATV Safety Program presentation was made at Goza Middle School in Arkadelphia on June 8. The speakers were Shane Eoff, ATV Safety Research Coordinator for Arkansas Children's Hospital (ACH) and Sarah Bemis, trauma nurse with ACH.

Sixth through 8th grade students heard about injuries resulting from ATV use, as well as the importance of wearing a helmet and rider training, among other safety tips. Bemis then shared some of the medical equipment (IV's, Ambu bag, catheters, chest tubes, neck braces, feeding tube, diapers, etc.) that is commonly used on patients with serious ATV injuries.

This ATV Safety Program was funded by the Ross Foundation and piloted in Clark County.

Hempstead County - The Christian Benevolent Ministries and Women of Hope sponsored a health fair on June 25 in Hope.

Edith Greenwood, Community Health Nurse Specialist, staffed a booth that provided information on tobacco and smoking cessation, STDs, and teen parenthood.

Secondhand Smoke, and Tips for Quitting Tobacco pamphlets were also distributed.

Each person who visited the booth was asked if they used tobacco and if they did not, they received a bracelet or dog tag with an SOS message. In addition, education of the new Act 811 of 2011 was provided. The fair drew a diverse crowd of approximately 100 people.

Ouachita County Health Unit Administrator Rebecca Wright spoke at the Governor's Dislocated Workers Task Force meeting in Camden on June 23. The workshop was held for workers who had been laid off from Esterline Technologies.

At the beginning of the presentation, participants were asked if they knew there was a toll-free number they could call for smoking cessation assistance. None of the 15 knew about the number or Quitline service. By the end of the presentation they were all aware of the Quitline and how to reach it. A locally developed brochure outlining health department services, including those offered in Ouachita

County, and the 1-800-QUIT-NOW number was given to everyone in attendance.

Polk County Health Unit staff hosted MASH (Medical Application of Science Health) students at the unit on June 29. Carolyn Dugan, RN, gave a guided tour of the unit to the group of 12. Upon completion, the participants were given bags with information on health unit programs and questions were answered by staff members. MASH is sponsored by the Mena Regional Health System.





Central Region

Hometown Health Improvement



FAULKNER - GARLAND - GRANT - LONOKE - PERRY - PULASKI - SALINE

CARES CONDUCTS SHOULDER TAPPING



Coalition for Action, Recovery, Education and Support (CARES), an active member of the Garland County Hometown Health Coalition, conducted a “shoulder tapping” program, which consists of students asking adults entering tobacco stores to purchase tobacco for them. The students then give the adult a card with information about the consequences of buying cigarettes for minors. The program was conducted in Garland, Hot Spring and Clark counties.



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Teen Challenge Fundraiser

The Teen Challenge fundraiser, “Let it Begin With Me”, was co-hosted by the Hot Springs Documentary Film Institute, Garland County CARES, Quapaw House Inc., and Teen Challenge. Let it Begin With me raised money and volunteers to help rebuild the Teen Challenge facility which was destroyed during the April 25th tornado. The event was well attended and considered a success!



STATE DRUG DIRECTOR SPEAKS

Arkansas Drug Director, Fran Flener, addressed the quarterly meeting of Garland County Coalition for Action, Recovery, Education and Support (CARES), a drug and alcohol prevention coalition.

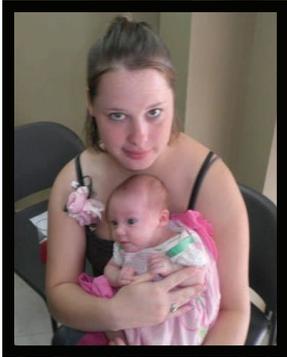
Flener spoke about the problem of juvenile prescription drug abuse. She said that while inroads are being made through education campaigns and Take Back events, the efforts must continue.

CARES is a subcommittee of Project Hope. Both CARES and Project Hope are active representatives within the Garland County Hometown Health Coalition.



Arkansas Drug Director, Fran Flener, addressing CARES.

Birthing Project Baby Shower



Grant County Hometown Health Improvement (HHI) is an active supporter of the Birthing Project. On July 23rd they gave a baby shower to the little sisters that participate in the program. They currently have 6 little sisters and 10 big sisters.



Volunteers are called “big sisters” and are not medical people. They are citizens who are concerned about the many problems teens face during pregnancy.

The big sisters offer emotional support to the teen mom or “little sister”

The Birthing Project is a volunteer organization that helps teen moms during their pregnancy and for one year after

as well as education on nutrition, dangers of tobacco use, help with prenatal appointments and having realistic expectations of the future.



Union Pacific Railroad Health Fair

Approximately 200 employees had the chance to attend the July 26th, North Little Rock Union Pacific Railroad Health Fair. The fair offered free health screenings, such as prostate and cholesterol checks, and informational booths. North Little Rock Health Unit was well represented. Carey Woods, Constance Fowler and Bonnie Clinton all took turns giving out both tobacco and nutrition information.



It is clear that Union Pacific Railroad Corporation cares about their employees. You can see it in all the safety posters and hear about it when you talk to their Health Nurses. In addition to the annual health fair, Union Pacific also provides regular in-services which emphasize safety and healthy lifestyle information.



August 2011

England Fitness Center Hosts Hometown Health

Shannon Hollis, Executive Director for the England Fitness Center and champion of healthy lifestyles for adults and children, hosted the July 19 Lonoke County Hometown Health Improvement Coalition meeting. Ms. Hollis provided lunch for the group.

The picture shows the meeting presenters from left to right: Milton Garris, Administrator for Lonoke and Cabot Local Health Units, Bonnie Bradley with the Diabetes Section of the Arkansas Department of Health, Shannon Hollis, and Brandy Lee with the Prevention Resource Center.

Annual events for Lonoke County HHI are the Fitness Challenge, Healthy Lifestyle Poster Contest, and a calendar with pictures from the poster contest pictures.



Let's Welcome Dee Dee to Central Region HHI

Dechantria Wallace, better known as Dee Dee, has been partnering with Hometown Health Coalitions for over three years. First, when she was with Family Service Agency's Prevention Resource Center. You may remember Dee Dee as Hayse Miller's cute "Vanna" at the easel during mini-grant briefings. She was the Assistant Coordinator for two years. More recently Dee Dee worked for UALR in Health Sciences where she was the department Academic

Advisor.

On the personal side, Dee Dee is married to Frederick (Fred) Wallace and they have a son, Drayce Simon, who is eighteen months young.

On the work side, Dee Dee is very familiar with Hometown Health Improvement coalitions, working closely with communities, and grant writing. She said "I have a passion for helping people to work together".



Barriers to Quitting Smoking in Pregnant Women

Cigarette smoking before, during, and after pregnancy can cause health problems for the newborn as well as pregnancy complications for the mother. The 2009 PRAMS survey asked Women to choose from 10 potential barriers to smoking. They could select as many as they felt applied to them.

The top three reasons for not being able to quit smoking were:

1. Cravings for a cigarette
2. Other people smoking around you
3. Loss of a way to handle stress

For a recent report with general information on pregnant women and smoking in Arkansas: <http://www.healthy.arkansas.gov/programsServices/healthStatistics/Documents/Prams/PRAMS>

YOU DON'T HAVE TO QUIT
COLD TURKEY.

PROTECT YOURSELF.

PROTECT YOUR FAMILY.

DIAL:

1-800-QUIT-NOW



You Are Invited to a Special Presentation

Pulaski County Health Rankings As compared to our state & nation

With speaker **Emily Harris**

**Program Manager with
Hometown Health Arkansas Assessment Initiative
(Hometown Health AR-AI)
&
SWLR Hometown Health Coalition**

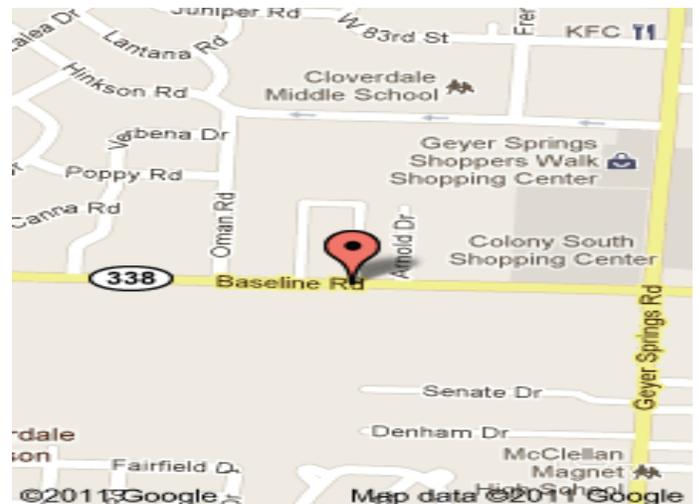
For more information call:

Joan Brush at 501-554-5049
or
joan.brush@arkansas.gov

Date: September 19th

Time: 11:00-12:30

**Southwest Little Rock
Community Center
6401 Baseline Road**





NE Regional News

Summer 2011 Issue

Sharp & Fulton Counties Back to School



Fulton and Sharp Counties—Highland Assembly of God Church hosted their annual “Backpack Extravaganza”. In addition to pencils and notebooks, medical doctors were on hand to provide free screenings for the children. Lion’s Club also provided free eye exams. ADH colleagues, Marilyn Cone, CHNS; Renee Brink, HDM; Dollie Baney, HHNI; and Deanna Saunders manned an educational booth including



pamphlets on WIC, immunization, family planning, environmental, oral health, smoking cessation and physical activity. Over 800 people attended this event that also included bounce houses, free hot dogs, a fire truck and a Mark Martin’s race car on display. This is a community effort to ensure kid’s needs are met.



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Infant Mortality Awareness Campaign, Celebrate Day 366...Every Baby Deserves a Chance, to celebrate living beyond the first year of life.

With the infant mortality rate so high across the U.S, infants living beyond their first birthdays is a huge accomplishment for many families. In 2009, 315 babies in Arkansas died before their first birthday. African American babies accounted for 33 percent of the total deaths, even though they accounted for only 20 percent of the total births. Arkansas has historically had one of the highest infant mortality rate. During September, the Arkansas Pregnancy Risk Assessment Monitoring System Survey program, the Office of Minority Health and Health Disparities and the Family Health Branch will focus on increasing the awareness of the high rate of infant mortality in Arkansas.



STAMP OUT SMOKING
ARKANSAS DEPARTMENT OF HEALTH
1-800-QUIT-NOW

1-800-784-8669



In 2009, the infant deaths mortality rate for AR overall was 7.9 infant deaths per 1,000 live births. **The Healthy People 2020 target rate is 6.0.**

18th Annual Shots for Tots and Teens

White County—Day of Caring 2011 was held in Searcy on July 23rd with more than 1,600 White County residents receiving assistance at the 15th Annual A Day of Caring. In conjunction with this event was the **18th Annual Shots for Tots and Teens**, as 21 immunizations were given. This was sponsored by ASU/Searcy School of Nursing; Harding University College of Nursing; Junior Auxiliary of Searcy; Searcy Kiwanis Club; Searcy Optimist Club; Searcy Rotary Club; White County Health Department, and White County Medical Center.

This year at the Day of Caring, more than 530 volunteers united to serve and there were 37 local organizations booths providing educational materials to participants on health and social services. Physicians, dentists, eye doctors and pharmacies donated time and services. There were 120 medical exams, 238 dental screenings and 117 eye screenings performed and 131 prescriptions being filled. Pap exams, prostate screenings and blood sugar checks were also given. A total of 640 bags of school supplies were given to children present.



Pictured above left to right: Jennifer Lynch, Community Health Promotion Specialist, and Kelley Garringer, Nutritionist, worked the White County LHU booth at the 15th Annual “Day of Caring”. Susan Winkler, LHUA, provided information for display.

Hair stylists gave 89 haircuts, 423 bags of groceries were distributed and 1,006 Bibles were given out to participants. Other items given out included personal care products, diapers, children’s socks and underwear. Also, 1,400 lunches were distributed to participants and volunteers.

CROSS COUNTY HHI COALITION ANNOUNCES NEW OFFICERS

Cross County: The new officers for Cross County Hometown Health Coalition have been selected for 2012-2013. Janis Waddy (far right) was named chairperson and Ellen Wheeler was named co-chairperson. Janis is the Family Caregiver Coordinator with East Arkansas Area Agency on Aging and Ellen Wheeler is the Vice President of the Advisory Council for Meyers Senior Center. The coalition meets the third Tuesday of each month at Cross Ridge Community Hospital Cafeteria at 3pm.



SOUTHSIDE MIDDLE SCHOOL



Marilyn Cone, CHNS, presenting to Southside Middle School

Independence County— On August 24th at Southside Middle School, Marilyn Cone, CHNS, presented two classroom presentations to Ms. Mead and Ms. Carlile's 5th and 6th grade classes, which included the harmful effects of tobacco, second hand smoke, ACT 811, bicycle/helmet safety, Hot as an Oven/heat safety. The DVD titled: "A Wad of Trouble" was viewed by students. They were also educated on increasing physical activity and fruits and vegetables. A verbal pre and post test was given on ACT 811 and Spit tobacco—5% of class answered the ACT 811 question correctly on pretest and 95% answered correctly on the post test. 23% answered the Spit tobacco question correctly on the pretest and 100% answered correctly on the post test. Mr. Gross Mouth, Tar in a Jar and Clem's Phlegm were displayed. Sonia Nix and Kelli Dunegan provided technical assistance with displays, tobacco posters, postcards and pamphlets. ACT 811 posters will be displayed throughout the school.

WHITE COUNTY SCHOOL NURSES'



White County—On August 12th, the White County School Nurses Training in Searcy had 17 attendees. Presentations included Physical Activity & Injury Prevention; discussion of the importance of activities at all stages of life. How physical activity will improve mood, sleep & ability to learn. Discussed how to use the pedometer & calculating miles walked/jogging, time spent walking/jogging & calories burned by Jennifer Lynch, CHPS. This outreach effort was for the White County School Nurses. It was our first time to gather the nurses in this venue and it appeared to be successful. There were various presentations on topics, and all evaluations indicated it was a successful first time event. Presenters were: Susan Winkler, LHUA; Becky Lamb, CHNS; Joy Laney, HHIM; Linda Robinson, RHPS; Kelley Garringer, Nutritionist; Jennifer Lynch, CHPS; Marilyn Cone, CHNS; all from ADH and Denice Eaves from SafeKids Coalition.



CHECK PRESENTED FOR THE CPPW GRANT



Independence County, Arkansas, is tackling obesity throughout the rural community, which is home to 34,634 residents. The adult obesity rate in Independence County is 27.9%. Additionally, 38.5% of the students enrolled in the Independence County public-school system are overweight or at risk for becoming overweight, which is higher than the state average of students who are overweight or at risk for becoming overweight. Further, 23% of youth in the county live under the Federal poverty level, compared to the 18% of children nationwide who live in poverty. Research suggests that students from low-income families have less opportunity to participate in extracurricular activities, including athletics and other physical activities; they are also more likely than others to consume less nutritious food. In addition to obesity-prevention efforts aimed at Independence County's general population, certain initiatives specifically target youth.



Community change is taken place after the county was awarded \$668,206 from the Communities Putting Prevention to Work grant. Dr. Halverson presented the check to Susi Epperson, CPPW Grant Coordinator with the check on August 16th.

*Above: Dr. Halverson presents Susi Epperson with CPPW check
Below: Several members of the Independence County Hometown Wellness Coalition.*

SCHOOL HEALTH NURSE CONFERENCE

By Jennifer Lynch, CHPS

A DESIGN FOR SUCCESS: CONSTRUCTING A HEALTHY SCHOOL ENVIRONMENT was the focus this year at the 2011 School Health Conference provided by Coordinated School Health in Arkansas. More than 300 participants joined together at the Hot Springs Convention Center this past week to learn about existing and upcoming programs, grant funding and many more opportunities to help improve the wellness in our schools. This year, participants were offered pertinent and informative breakout sessions and speakers, as well as resources and ideas to incorporate into action plans that will improve the health behaviors and environments of students and staff within their school/district.

Tuesday morning opened with Arkansas Dignitaries, Governor Mike Beebe, The First Lady of Arkansas, Ginger Beebe, Dr. Joe Bates, ADH, John Selig, Director, DHS and Tracy Tucker, ADE followed by Keynote Speaker, Howell Wechsler, EdD, MPH, who serves as director of the Division of Adolescent and School Health (DASH). He presented on the Youth Risk Behavior System, School Health Policies and Programs Study, and School Health Profiles.

Following were breakout sessions that ranged from CPR/AED Training, Kids & Asthma, Medicaid in Schools, Breakfast in the Classroom, Health Promotion for Staff, Injury Prevention and much more. With over 40 sessions to choose from, participants probably had a hard time deciding but no matter which they attended, they received helpful information and hand-outs, program ideas and resources, and on-site technical assistance.

Statewide School Nurse Conference

Little Rock—A collaborative effort between Nancy Marsh, NW Region CHNS, and Marilyn Cone, NE Region CHNS, on August 2nd provided a presentation on the School Nurse and CHNS partnership, which had 55 participants and included: school health topics; tobacco prevention education; nutrition and physical activity; immunizations; required screenings; infant mortality and teen sexuality; injury prevention and wellness committees. This presentation reached school nurses through out the state. Becky Lamb, NE Region CHNS, provided technical assistance with the resources and copied the information for the school nurse packets.

Each school nurse received a packet of resources, which included Tobacco-free school policy, guides to education policies concerning HIV infection, Health room: the blueprint, Immunizations-Exemptions, blood pressure levels for girls/boys by age and height percentile, sample care plans for seizures, Asthma, food allergies, tracheotomy, ER care plan. Resources regarding confidential information, AED sample policy, and resources on FERPA and HIPAA..



Above:
Marilyn Cone, CHNS, and
Nancy Marsh, CHNS

BREASTFEEDING PROMOTION MONTH IN MISSISSIPPI

Mississippi County LHU promoted breastfeeding month by decorating the lobby and giving away breastfeeding gift baskets to lucky winners in their clinic. Walter Holloway wrote an article for the local newspaper to further educate the community on this important issue.

Walter has also been busy doing presentations for WIC outreach on food and nutrition. He provided hands on activities for the kids during the presentations. He made the presentation interesting while educating the participants on fruits, vegetables, and the important nutrients. He also did another presentation on the importance of choosing your drink and how water is the best choice especially when it comes to taking care of your teeth. The children also learned how many times they should brush their teeth daily and how often they should visit a dentist. After that presentation each child was given a toothbrush and a bottle water to take home with



Pictured: Haley Higgs winner of the Breastfeeding Gift Basket and Jeanette Kelley Public Health Technician of the Blytheville Health Unit



Pictured: Mississippi County Health Department Administrator Walter Holloway, Angela Hall Winner Breastfeeding Gift Basket, Stacey Hines LPN, and Patricia Burgess LPN

Cross County—August 1st, Cross County LHU observed the World Breastfeeding Week with a booth staffed by the Cross County Extension Officer who shared flyers, gifts, program materials and information on WIC, there 50 attendees.

WORLD BREASTFEEDING WEEK



CLAY COUNTY LHU & EMERGENCY PREPAREDNESS FAIR BOOTHS

Clay County—Clay County displayed two booths at their county fair—one on the services of the local health unit and one on emergency preparedness.

Drew Pannell, Emergency Preparedness Coordinator, is available to come to your community or coalition meetings to discuss the essentials of emergency preparedness. His e-mail is drew.pannell@arkansas.gov.

FEMA has a website with a lot of information and resources www.ready.gov.

The best way to prepare for an emergency is to prepare, plan and stay informed.



INJURY PREVENTION

Independence County—A collaborative effort between Marilyn Cone, CHNS and Jennifer Lynch, CHPS, was done to present two ATV safety presentations to Southside School District with certain classes from grades 5th—12th. The presentation for the 5th and 6th grade students included education on safety gear and riding tips for ATV's and the DVD titled : A Trip Unplanned, An ATV Safety Story" was shown to students.

The presentations for the 9th—12th grades included: Safe teen driving; ATV safety gear; gun safety; and ATV riding tips. The safe teen driving component included seat belt use, cell phone use and texting, night time driving, underage drinking and teen passenger safety. Students self-reported that 0% of students used helmets when riding ATV's. Students verbalized understanding the importance and the safety needs of using helmets and safety gear after presentation. Malcom Long, Health Teacher, stated the pamphlets on each the ATV and Teen driving would be their homework for the next day and each would be discussed again. Approximately 150 students attended the presentations.



Izard County— On August 8th at the North Central Educational Cooperative eleven attendees from ICC, Melbourne, Mt. Pleasant, Norfolk and Calico Rock received the training—Heartsaver/AED for teachers and coaches. Marilyn Cone, CHNS and Patti Smith, Melbourne School nurse, collaborated to provide the training and also educated the group ACT 811, SOS Quit line, Injury prevention in the schools, which included ATV safety and Hot As An Oven flyer. Verbal Pre- and Post-test given on ACT 811 0% of participants answered the question correctly on the pretest and 100% answered correctly on the post test. These handouts will be used in the parent/teacher centers and displayed in the schools.

An ATV Safety Guide for Parents and Kids, SOS Quit-line referral forms, Hot as an Oven! Never leave a child alone in a car - handout, Act 811 if 2011 flyer were distributed to the attendees to take back to their schools.

HEARTSAVER/AED TRAINING



Marilyn Cone, CHNS, demonstrates the Heartsaver/AED to a group of teachers and coaches from Izard County

A Healthier Future For All Arkansans
SAVE THE DATE: February 28 & 29, 2012
 Wyndam Riverfront, North Little Rock
2012 HHI Sustainability Conference

Look for agenda and registration info after Dec 15 on www.healthy.arkansas.gov

Mental Health Awareness



Mississippi County—Dr Keneshia Bryant, PhD, RN, FNP-BC was the speaker at the Mississippi County Coalition for a Tobacco Free Arkansas’ monthly meeting on Monday, September 19, 2011.

Dr. Keneshia Bryant is currently an Assistant Professor at the University of Arkansas for Medical Sciences in the College of Nursing. Her research career is dedicated to the prevention, early diagnosis, and treatment of depression, particularly among African American men. Additionally, Dr. Bryant is devoted to educating the community about common mental health disorders with the mission to increase awareness, detection, and early intervention.

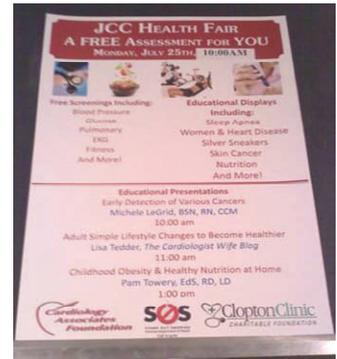


Craighead County Health Unit raises awareness during July for UV Safety Month!



Craighead County—Linda Frazier and Dawn Reeder pose for a photo after Ms. Reeder’s recent pick-up as a participant of the PIP program.

Craighead County—Cardiology Associates Foundation showed its appreciation to the Jonesboro Country Club on Monday, July 25th by host a free health screening for all employees and members. During this screening attendees had the chance to get their BMI, cholesterol, glucose, blood pressure, and EKG checked. Educational information was provided on nutrition, tobacco cessation, and heart disease. Three educational presentations were also offered on Early Detection of Various Cancers, Adult Simple Lifestyle Changes to Become Healthier, and Childhood Obesity & Healthy Nutrition at Home.

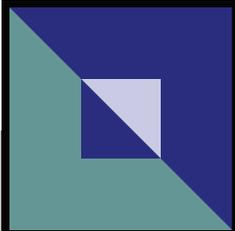


WHITE COUNTY FAIR BOOTH



White County Hometown Health Coalition set up an “Emergency Preparedness” educational booth at the White County Fair. The booth contained an emergency kit for a family of four that showed viewers how to be prepared for under \$100, including the container. English and Spanish brochures were available, as well as, contact information for the LHU and the Regional Public Health Preparedness Coordinator if the public wanted more information. After the fair, the White County-Searcy Health Unit set up a poster during the month of September for Emergency Preparedness Month in the waiting room for all clients to view.





Southeast Region Hometown Health Improvement Newsletter

Arkansas Department of Health

August 2011

Georgia-Pacific Goes Tobacco Free



The Ashley County Hometown Health Improvement Coalition has been working with the Georgia-Pacific Corporation (GP) paper products mill for more than a year to become tobacco free. Georgia-Pacific manufactures building products and related chemicals such as Dixie cups, plates, office paper, and away-from-home tissue products. As the largest employer in the area, the mill employs 1,260 people. The company has eight facilities in Arkansas in addition to wood and fiber supply in Crossett.

As part of worksite wellness, Ashley County Hometown Health Improvement Coalition has helped Georgia-Pacific go tobacco free as of July 1, 2011. Through the Georgia-Pacific Foundation, the company partnered with Ashley County Hometown Health Coalition to make investments that improves the quality of life in communities where GP employees live and work. To make a meaningful impact, GP decided to go tobacco free not only for the employees but residents of his county.

Banners were placed at both plant entrances to notify all visitors and employees of the mill's tobacco-free status. They posted SOS Quitline posters around the building's entrances as well. The LHU Administrator has made numerous presentations to management at the mill and provided SOS Quitline information and support to employees. In addition, the Bemis Company, Inc. Paper Bag Division, a smaller Crossett worksite mailed notices to its employees earlier this month that the Bemis worksite will become tobacco free in January 2012. In a related effort, the Arkansas Department of Health Tobacco Prevention and Cessation Program has begun work with employers to get them to provide tobacco cessation benefits within their insurance package.

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ADH Warns of Heat Related Illness



Hot temperatures and high humidity are a dangerous mix that contributes to illness and death each year. There have been between five and twenty-three deaths attributed to heat in Arkansas in every year since 2001. On average, there are 400 heat-related deaths a year in the U.S. The 1995 heat wave in the Midwest contributed to 716 heat-related deaths in the U.S. that year alone. The heat wave of 1980 was an especially hard one for Arkansas 153 heat-related deaths.

The following heat disorders are progressive and should be attended to immediately:

- **Heat cramps.** These are the result of prolonged muscular pain caused by severe salt depletion due to heavy sweating. Treatment includes salt replacement, cooling down and gentle massage.
- **Heat exhaustion.** This is the most common illness caused by heat and often occurs while the person is working outside or attending outside events in extremely hot, humid weather. Other symptoms include dizziness, nausea, headache and confusion. The person should be moved to a cooler place and wet cloths applied for cooling down. Fluid and salt should be replaced.
- **Heat stroke (also called sunstroke).** This is a life-threatening condition in which the victim's temperature-control system stops working. The symptoms of heat stroke include sudden high fever, dry skin, delirium, convulsions and seizures. Heat stroke is a medical emergency, call 911 and cool the person as fast as you can. Ice, a cold bath, and wet sheets are recommended until medical help arrives.

During the hot and dry weather in Arkansas, public water is high in demand. Many water systems in the state struggle to maintain normal tank levels in the face of heavy demand. However, the individual water customer can have the single greatest impact on a water system's ability to keep up with consumption. Wise use of water by individual customers can make a dramatic difference where shortages are experienced.

The following is a list of water saving measures for homeowners to cut water usage.

- Water your lawn only when it needs it. Deep soak the lawn rather than sprinkling lightly which tends to evaporate quickly.
- Water during the cool part of the day such as early morning.
- Put a layer of mulch around trees and plants. Mulch will hold moisture longer and slow evaporation.
- Use automatic dishwashers and washing machines only with full loads.
- Don't let the faucet run when cleaning vegetables or washing dishes. Rinse them in a stopped sink or pan of clean water.
- Keep a bottle of drinking water in the refrigerator. Running tap water to cool it off for drinking is wasteful.

Fun, Food, and Fitness Camp in Prairie County



Mrs. Keys demonstrating how to can salsa

Children in Prairie County enjoyed a day of food, fun, and fitness on July 27th at the Hazen Community Center. 4-H teen volunteers along with members of the Hometown Health Coalition and Extension Homemakers led the children in craft projects, physical activity, healthy snack preparation and tobacco prevention education.

Safe food handling and hygiene were emphasized as the children prepared their own chicken quesadillas for lunch and prepped the vegetables for canning their own homemade salsa. DaWanna Keys, Extension Homemaker, demonstrated the

proper techniques for canning the salsa and each student left with their own jar to enter in the county fair. Becky Lamb, CHNS, from the Wilbur D. Mills Educational Coop, spoke with them about the hazards of tobacco and passed around display models demonstrating the hazards. 4-H teens led the children through some communication and teamwork activities and games.

D-HHIP Fun and Wellness Day

On July 27, 2011 Desha County Hometown Health Improvement Project (D-HIPP) held a Fun and Wellness Day in McGehee located at Gazebo Park. There were around 266 youth and adults which attended the days event. Presentations were given throughout the morning on healthy options such as healthy choices of meat, healthy choices of fruits and vegetables, Stamp Out Smoking (SOS), and oral health. While the presentations were taking place, vendors set up to provide health screenings and other resources that are essential for the community. The emcee, which was the County Judge Mark McElroy announced throughout the day the importance of making healthy choices. In order to promote physical activity, people were engaged in jump rope, hula hoops, body bubbles, jump houses, dunking booth, hopscotch, and other physical activity and exercise. Children were provided with these items to take home in order to continue their own get up and move activities.



Children waiting in line for a healthy lunch



Blood pressure screening

D-HHIP Community Garden and Farmers Market



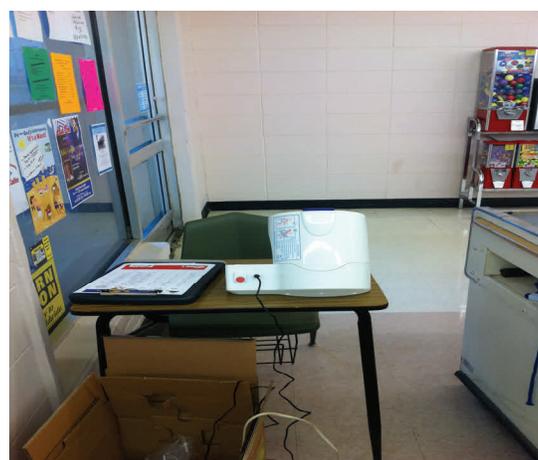
Pictured: AmeriCorps volunteers, Vermar King, Sheila Briscoe, Desha County Judge Mark McElroy and Lexus Callison (youth volunteer)

The Desha County Hometown Health Improvement Project (D-HHIP) “Plant an Extra Row” was a success. “Plant an Extra Row” is part of the county’s community garden and Farmers Market. D-HHIP provided \$1,800.00 for seed to growers all over Desha County. The growers supplied the farmers market stand with fresh vegetables. They also shared these fresh vegetables throughout the county with their families, friends, and neighbors. The purpose of the community garden is to sell fresh vegetables to the community at an affordable price. “Plant an Extra Row” partners are now at 50 growers. The same 50 growers share their produce weekly at the Farmers Market, which was held

every Friday in McGehee, until the end of July. Gardens have not only provided healthy access to vegetables and encouraged physical activity, but it also allowed people who have not grown gardens before to take part.

Know Your Numbers

Chicot County Hometown Health Improvement Coalition “Know your Numbers” program currently has 12 blood pressure machines located in several grocery stores, drug stores, restaurants, and senior citizens homes located through out Lake Village and Eudora. These machines have also been placed in churches where nurses can assist the community with blood pressure readings. The “Know Your Numbers” program targets people within the community who may not have access to blood pressure screenings. Along with each machine set up, signs are posted with information regarding what to do if you have a high reading and other educational materials. Currently, over 200 community members have checked their blood pressure using these machines.



Blood Pressure self check machine in Chicot County

Monroe County Community Garden

The Monroe County TEA/Hometown Health Improvement Coalition members picked the first batch of produce from the Community Garden located in Brinkley and distributed vegetables to the Mid-Delta Senior Citizen’s Center in Brinkley. The seniors picked from purple hull peas, sweet peppers, squash and green beans. This is a new project for Monroe County, but the coalition plans to plant more vegetables such as greens this coming fall.



Pictured are: seated Ms. Odessa Miller left to right, DeAndre Morman, Ms. Emma Cohen and Elijah Washington

Barriers to Quitting Smoking for Pregnant Women

Cigarette smoking before, during, and after pregnancy can cause health problems for the newborn as well as pregnancy complications for the mother. Approximately 18% of pregnant women in Arkansas smoke during the last three months of pregnancy.

What makes it difficult to quit smoking?

The 2009, Pregnant Risk Assessment Monitoring System (PRAMS) survey asked women to choose from 10 potential barriers to smoking. They could select as many as they felt applied to them.

The top three reasons for not being able to quit smoking were:

1. Cravings for a cigarette
2. Other people smoking around you
3. Loss of way to handle stress



PRAMS Recommendations

- **Prevent smoking initiation among young people** - Increasing the unit price for tobacco products and conducting mass media campaigns in combination with school and community interventions can prevent young people from initiating smoking.
- **Help pregnant women quit smoking and prevent relapse** - Because pregnant women who have received brief smoking cessation counseling are more likely to quit smoking, clinicians should offer effective smoking cessation intervention to pregnant smokers at the first prenatal visit and throughout pregnancy.
- **Many women who are unable to quit smoking are suffering from depression.** - It is important that these women receive help for their depression, which may make it easier to quit smoking.

Help to Stop Smoking

Arkansas Department of Health Quitline

The Arkansas Department of Health offers a personalized Quitline to help pregnant women quit smoking through personalized, motivational, and supportive sessions with a QuitCoach. Pregnant women are provided 10 supportive sessions with a QuitCoach. The Arkansas Department of Health "Stamp Out Smoking" program lists several helpful hints to stop smoking:

- Set a quit date and mark it on the calendar
- Make a list of reasons to stop smoking and place the list where it can be seen often
- Once a pregnant woman has quit smoking, she should reward herself

Southeast Region Tidbits

Ashley: The Crossett Senior Citizens Center was given a blood pressure machine purchased through ADRDN funding. 15 participants learned how to use the machine and a “Know your Numbers” presentation was given.

Arkansas: At Turning Point Ministries, 57 teenagers and adults were educated on reproductive health, STD’s and pregnancy. Information regarding infant mortality and injury prevention was also given.

Chicot: Zumba classes are being held in Eudora and Lake Village Community Center, both classes are being supported by the Chicot County ADRDN funding.

Desha: Emily Harris and Cheryl LeDoux presented County Health Rankings to the Desha Hometown Health Improvement Project on July 12,2011.

Jefferson: July 21, 2011 The local health unit participated in the Minority Health Commission Health Forum held at the Pine Bluff convention center. Information was shared on health unit services and information regarding chronic disease.

The local health unit and Hometown health improvement support staff assisted a SEARK nursing student in conducting a two day Health Fair at USA Drug Store . Pamphlets on infant mortality, nutrition, tobacco, and immunizations were given.

Phillips: Emily Harris and Cheryl LeDoux presented County Health Rankings to the Phillips County Hometown Health improvement coalition on July 19, 2011.



STAMP OUT SMOKING
ARKANSAS DEPARTMENT OF HEALTH
1-800-QUIT-NOW

Southeast Region HHI Monthly Meeting Schedule

Arkansas County 2nd Tuesday
Ashley County 4th Tuesday
Bradley County 3rd Wednesday
Chicot County 2nd Wednesday
Cleveland County 2nd Wednesday
Desha County 2nd Tuesday
Drew County 1st Wednesday
Jefferson County Quarterly
Lee County 2nd Wednesday
Lincoln County 2nd Wednesday
Monroe County 4th Tuesday
Phillips County 3rd Tuesday
Prairie County 2nd Thursday
St. Francis County 1st Tuesday

Southeast Region HHI Support Staff

Kaye Murry-HHI Regional Manager
Quranner Cotledge-HHI Regional Coordinator
Kimber Knight- Grants Administrator
Shealese Washington- Public Health Educator
Kandra Torrence-Public Health Educator

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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

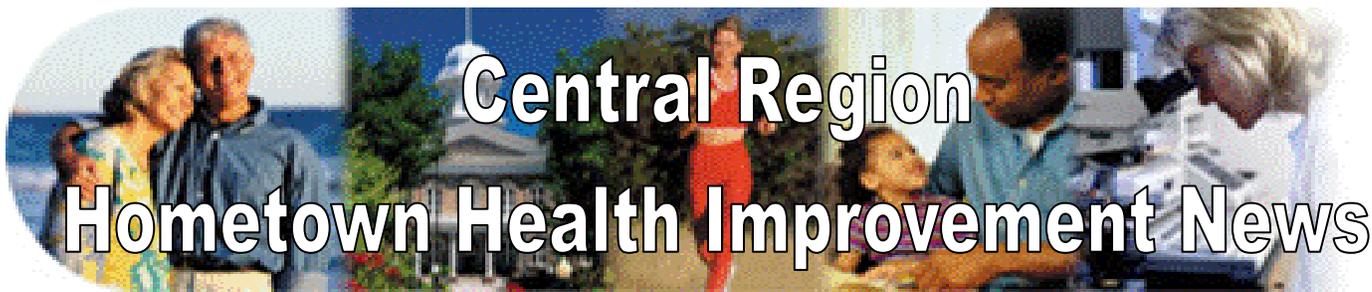


Sevier County

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

Dennis Ramsey sign a Breastfeeding Proclamation.





FAULKNER-GARLAND-GRANT-LONOKE-PERRY-PULASKI-SALINE

September is National Infant Mortality Awareness Month

In 2009, 315 babies in Arkansas died before their first birthday. African American babies accounted for 33 percent of the total deaths, even though they accounted for only 20 percent of the total births.

September is National Infant Mortality Awareness Month, a campaign that reminds us there is work to do to reduce the death rate of our babies.

One thing we can do is work together to make sure that all pregnant women have the opportunity to access early and continuous prenatal care. Communities can also ensure that people are educated about the dangers of smoking and secondhand smoke.

In addition, communities can promote health education:

- Folic acid campaign
- “Back to Sleep” campaign
- Smoke free environments

For more information go to: <http://www.cdc.gov/nchs/products/hestats.htm>
Or <http://www.cdc.gov/prams/>



North Little Rock is Fit 2 Live!

North Little Rock is health conscious and to prove it they have recently initiated Fit 2 Live, an employee wellness program that emphasizes good nutrition and physical fitness. The program is free and offers discounts to city employees on health and fitness.



Bernadette Gunn is the Fit 2 Live Coordinator in North Little Rock. She is partnering with Dee Dee Wallace, Health Educator with Hometown Health Improvement. They have talked about offering HHI programs, such as the bathroom stall information sheets called “Install News”, in city offices.

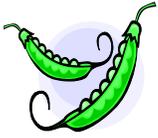
For more information, you can visit www.nlrpr.org/employeewellness or contact Bernadette Gunn, Fit 2 Live Coordinator at : 501-975-8777 or bgunn@northlittlerock.ar.gov

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Love Your School at Western Hills



Teachers returning to school this year at Western Hills Elementary School, and Midtown Health Alliance members, heard about the Love Your School program. Love Your School is an Impact Service Initiative to encourage children to eat more vegetables and increase their weekly physical activity.



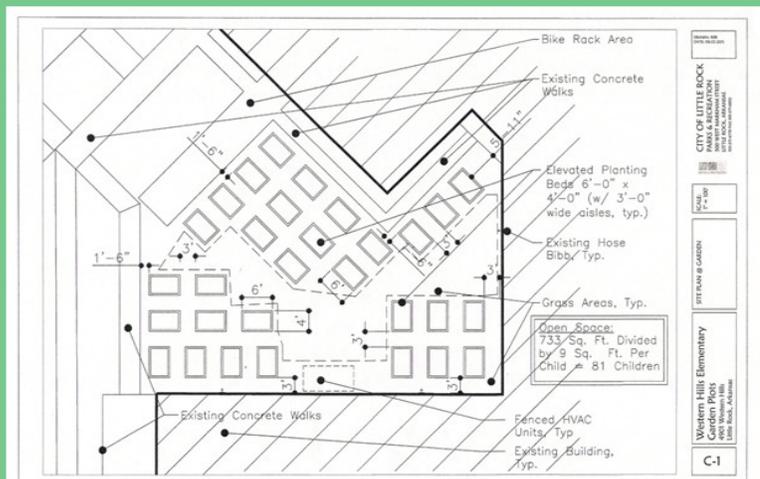
Students will receive age appropriate nutrition instruction via the SNAP-ED curriculum. The Pulaski County Cooperative Extension Service will provide the weekly presentations. In addition, they will have the option to receive a 5'x5' raised bed garden at their home complete with all garden materials.



The physical activity component will be 1 hour a day, 4 days per week, of intense physical exercise in the form of a supervised and escorted walking program. The program, underwritten by "WALK IT OUT!" will provide student incentives as well as off-campus walks led by local celebrities.

Lastly, parents will be invited to attend cooking classes which will be conducted by local chefs and the Pulaski County Cooperative Extension Service staff.

Love Your School is sponsored by City of Little Rock. It will run one complete school year with the option to extend for a second year.



Western Hills Elementary School has agreed to offer community garden space to local residents. This is a drawing of the 30 elevated planting beds.

Southwest Little Rock Coalition Celebrates

Southwest Little Rock Hometown Health Coalition had their annual celebration that included a potluck luncheon and a chance to vote on their new officers. During the luncheon attendees viewed and enjoyed a slide show of activities from the past year.

Members in good standing voted on slate of officers presented by the nominating committee. The newly elected officers are: Kamesha Lindsey as President, Peter Noonan as Vice President, Joan Brush as Secretary, and James Duffy, Parliamentarian.

Guest speaker, Janice Ray, spoke to members about Act 811 that went in to effect on July 27, 2011. This law protects children age 14 and under from secondhand smoke while riding in cars. Violating the law is now a primary offense, meaning drivers may be pulled over and ticketed if seen smoking in a vehicle with a child.



Jacksonville Encourages Good Nutrition

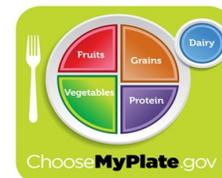


Pictured here are Jacksonville Health Unit Administrator, Patricia Henderson, and Health Educator, Dee Dee Wallace. They want everyone to know the latest nutrition information can be found at:

<http://www.choosemyplate.gov/>

Jacksonville Health Unit wants their patients to learn about the new *Choose My Plate* nutrition information. Gone is the old food pyramid. We now have *My Plate* which clearly shows that half of our food should be fruits and vegetables, while the other side should be protein and grains.

When you visit the *My Plate* site, you will see it is user friendly and has an easy to follow index. One of my favorites is the interactive tools that offer a *Daily Food Plan*, *MyFoodapedia*, *Food Tracker*, *Food Planner*, and more!
Visit *MyPlate.gov* today.



1 2 3 4 5 6



A MAN HAS A ONE IN SIX CHANCE OF DEVELOPING PROSTATE CANCER DURING HIS LIFETIME.



Some men have an even greater risk, and that is why we recommend that every man be screened to establish a baseline Prostate Specific Antigen (PSA) score at the age of 40.

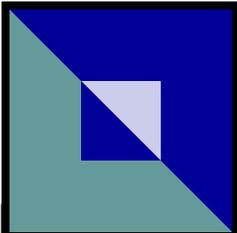
FREE PROSTATE CANCER SCREENING & EDUCATION
SEPTEMBER 27, 2011
5:00 PM to 7:00 PM
Saline Memorial Hospital Outpatient Department
1 Medical Park Drive
Benton, AR
OPEN TO THE PUBLIC
REGISTRATION PREFERRED
TO REGISTER, CALL:
(501) 776-6020 and leave your name and phone number
Sponsored by Saline Memorial Hospital & APCF
SALINE MEMORIAL HOSPITAL
A Not-For-Profit, Government-Related Organization

Is a prostate cancer screening right for you? Before you can decide, you need to know the facts. Don't miss your opportunity to speak with health professionals and learn more about prostate cancer.

Free prostate cancer screenings will be provided by the Arkansas Prostate Cancer Foundation (APCF). Get the knowledge you need for your health and the health of your family! Visit us at the screening!

For more information, call 1-800-338-1383 or visit www.arprostatecancer.org.

Stay in the game. Know your score.



Southeast Region Hometown Health Improvement Newsletter

Arkansas Department of Health

September 2011

Teen Driving Education Provided Throughout the Southeast Region



Chicot County coalition members listening to presentation



Desha County coalition members listening to presentation

Strengthening injury prevention and control is a strategic initiative of the Arkansas Department of Health (ADH). Currently, injury prevention efforts include promotion of policy changes, education, and support of communities as they engage in injury prevention activities.

Currently, all causes of death in the United States motor vehicle crashes among ages 14-18 is around 41%. The crash rate per mile driven for 16-19 years of age is **4 times** higher than the risk of drivers over the age of 70.

The University of Arkansas for Medical Sciences (UAMS) and Arkansas Children's Hospital has launched a new campaign aimed at parents of teens old enough to drive. Mary Porter and Maurice Long from

UAMS/ Arkansas Children's Hospital in Little Rock, Arkansas have traveled throughout the Southeast region to share the teen driving presentation with hometown health coalition members. This presentation shows the importance of the Graduated Drivers Licensing program. According to the Centers For Disease Control (CDC) the Graduated Driver License programs save lives.

The presentation shared the belief that, parents are key to the success of the program. The teen driving program shows the important role parents can play in keeping teen drivers safe. The new Arkansas Code 27-16-04 is the Graduated Driver Licensing program. The student driver begins with a learner license, followed by a intermediate license and then the full license. This program extends the supervised driving period from 16-18 years of age. In addition, it restricts known distracting factors, such as cell phone use and teen passengers.

By presenting this education to the region the coalition members were able to learn the importance of the teen driving program, and how it will affect the citizens of each county.

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Ashley County Presents Bicycle Safety Program



August 9, 2011, The Local Health Unit Administrator Tammy Cook taught bicycle safety and the importance of wearing bike helmets to the Boys and Girls club in Crossett. There were 23 students and 2 teachers in attendance. Students were given a crossword puzzle as a “pre-test” to gauge their knowledge of road signs, hand signals, and general bike safety. Instruction sheets were given to students in which they had to identify road signs and tell what each one meant. Each student then demonstrated the proper use of hand signals and were given a sheet of what each looked like. Students were then taught the importance of using reflectors on their bikes, as well as wearing reflective clothing. Bike Safety tips that included checking your tires, breaks and bike components were discussed. Students were taught to ride with the flow of traffic, to keep both hands on the handlebars and not have other riders on your bikes. Students were also taught not to ride at night, look both ways before entering traffic, and always obey all traffic signs. At the end of the program each child was given a Jr. deputy badge and recited an oath to obey all traffic laws, and given a bike safety quiz as an evaluation to see what they learned.

Forrest City Goes Back to School

A Back to School Fair was held on Saturday, August 13, from 10:00 A.M. until 12:00 P.M. This event prepared parents, students and community for the 2011-2012 school year. There were several community organizations, civic clubs, school staff and community helpers on hand to distribute school supplies and various information. The Adult Subcommittee for Hometown Health offered SOS bags filled, with germ-x hand sanitizer, pencils donated from the adult literacy council, a healthy snack, calculators and notepads. Adults were given flyers, brochures, and handouts about healthy snacks and food. They were also given information about appropriate portion sizes, as well as information concerning the hazards of smoking. Families received several recipes for easy, healthy after school snacks that they could prepare ahead of time for their children, as well as those that would be simple for the children to make. The East Arkansas Literacy Council provided information on maintaining a household budget, and information about Adult Literacy Programs.



Lincoln County Senior Fair

The Lincoln County Extension Homemakers sponsored their 4th Annual Senior Fair on August 3, 2011. There were approximately 25 educational booths held by a variety of agencies, businesses and organizations. The Lincoln County Health Unit was represented with two booths with information on hypertension, cardiovascular issues and breast care, which are all very important for the older population. Approximately, 190 visitors made their way around the fair for the opportunity to have blood pressure checks, glucose screenings and to receive educational pamphlets.



Pictured: left to right: Local Health Unit administrator Debbie Riley, Regional Coordinator “Q” Cotledge



Pictured: right to Left: Community Health Worker, Joann Spencer and AmeriCorps volunteer, Sheila Briscoe,

FTC Reports Smokeless Tobacco Marketing Is On the Rise

LITTLE ROCK, Ark. (Aug. 5, 2011) – A recently released report by the Federal Trade Commission (FTC) found that advertising and promotion spending by major manufacturers of smokeless tobacco in the U.S. has risen from \$354.1 million in 2006 to \$547.9 million in 2008. This represents a nearly 55 percent increase in spending in just two years. Alarming, this trend extends to Arkansas' youth, namely high school boys. In 2010, 30.9 percent of white Non-Hispanic males in grades 9 through 12 reported using smokeless tobacco products, an increase of 24 percent from 2005. Among African-American and Hispanic high school-aged males, 6.5 percent and 12.9 percent used smokeless tobacco products respectively, significantly higher than the overall usage rates for adults of the same ethnicities.

Many attribute the increase in smokeless tobacco use to an increase in smoke-free policies in workplaces and public places. Tobacco companies have marketed their smokeless products as a way to obtain nicotine when smoking isn't an option, specifically encouraging the use of these products in offices and airplanes. The tobacco industry's marketing efforts dwarf what states spend to keep youth from starting to use tobacco and helping tobacco users quit, outspending such programs at a rate of Smokeless tobacco is not a safe alternative to smoking cigarettes. According to the CDC, smokeless tobacco contains 28 cancer-causing agents and is a known cause of several types of human cancer. Since the tobacco is typically held between the lips and gums, smokeless tobacco has severe consequences for oral health. In addition to cancer, smokeless tobacco is associated with recession of the gums, gum disease and tooth decay.



STAMP OUT SMOKING
 ARKANSAS DEPARTMENT OF HEALTH
 1-800-QUIT-NOW

Southwest and North Central Arkansas, as well as some Delta counties, maintain the highest concentrations of smokeless users in the state. The Centers for Disease Control and Prevention (CDC) ranked Arkansas third in the nation for smokeless tobacco use based on 2006-2007 data.

Coordinated School Health Luau



The annual Southeast Arkansas Education Service Cooperative Coordinated School Health Luau was held on August 2nd and 3rd. Lisa England, Community Health Nurse Specialist (CHNS), coordinated and facilitated this workshop. The workshop offers staff development opportunities for PE and Health teachers as well as other educators and wellness committee members. Workshop highlights included Dr. Blair Dean, Chairperson for the Arkansas Governor's Council on Physical Fitness. Dr. Dean provided presentations on "Seven Habits of Highly Effective PE Teachers," "Taking the Dread Out of Fitness Testing," as well as innovative low cost ideas for use in increasing student physical activity and fitness. Gary Ragen, from UAMS/ACH Injury Prevention provided information regarding injuries in Arkansas, the prevention of injuries, and resources available to educators. SE Region Health Educator, Kandra Torrence, provided "My Plate" training and information on resources to aid educators in teaching nutrition. Participants received plenty of resources and training aids to benefit their health related programs within the schools.

Southeast Region Tidbits

Arkansas County: Held its annual community wide back to school event which focused on nutrition, physical activity, injury prevention, and tobacco cessation. Over 500 people attended.

Chicot County: Held a Women's Conference on August 6th. The focus was on "Why would anyone care if you smoked?" Information was shared on Act 811 and Smart Reasons to be Tobacco Free.

The LHU Administrator assisted with a mini health fair at the Lake Village Developmental Center by providing Blood Pressure Self Checks to 22 employees. Information on diabetes, HIV, stroke, second hand smoke, oral health and injury prevention were distributed.

Cleveland: The annual Relay for Life event was held with a special Luminaire ceremony in memory of loved ones who did not survive, and to honor cancer survivors. Approximately 125 people participated this year.

Desha: Back to School Carnival Kick Off was held in McGehee on August 25th. There were about 20 vendors.

Monroe County: The Clarendon Senior Citizen's Center were the recipients of fresh vegetables from the community garden through the HHI coalition.

Prairie County Hosts Diabetes Lunch and Learn



Sherwood Urgent Care in Des Arc, was on hand to provide a presentation and education to Diabetics about the link between tobacco use, stroke, and diabetes. Sherwood Urgent Care helped participants understand how diabetes affects the cardiovascular system. After the presentation, a question and answer session was held to answer questions from the audience.

A healthy lunch was served by members of the Prairie County Extension Homemakers Council. Senator Eddie Joe Williams was also a guest speaker who shared information regarding aging and medical issues. Mitzi Osborne, with Biscoe Extension Homemakers, presented information about a program available to Medicare recipients to help with their premiums and co-pays.

Southeast Region HHI Monthly Meeting Schedule

Arkansas County 2nd Tuesday
 Ashley County 4th Tuesday
 Bradley County 3rd Wednesday
 Chicot County 2nd Wednesday
 Cleveland County 2nd Wednesday
 Desha County 2nd Tuesday
 Drew County 1st Wednesday
 Jefferson County Quarterly
 Lee County 2nd Wednesday
 Lincoln County 2nd Wednesday
 Monroe County 4th Tuesday
 Phillips County 3rd Tuesday
 Prairie County 2nd Thursday
 St. Francis County 1st Tuesday



Southeast Region HHI Support Staff

Kaye Murry-HHI Regional Manager
Quranner Cotledge-HHI Regional Coordinator
Kimber Knight- Grants Administrator
Shealese Washington- Public Health Educator
Kandra Torrence- Public Health Educator

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**September is National
Preparedness Month**

Emergency Supply Kit:

- Water, one gallon per person per day (3 days)
- Food, at least 3 day supply of non-perishables
- Battery-powered radio and a NOAA weather radio with extra batteries
- First aid kit
- Whistle to signal for help
- Dust mask, plastic sheeting, duct tape
- Moist towelettes, garbage bags with ties
- Wrench or pliers to turn off utilities
- Can opener

Spit tobacco user shares his story with Clark County youth

Rick Bender, national speaker on spit tobacco and smoking cessation, came to Arkadelphia on August 19th to speak to teens.

Rick Bender knows first-hand the devastating effects of spit tobacco. He started chewing tobacco at the age of 12 when he saw pro baseball players chewing and spitting.

Ten years later while playing semi-pro baseball in the California Angels system he noticed a sore on the side of his tongue.

He was scheduled for a 2 1/2 hour surgery to remove the dime-sized bump. The surgery ended up taking 12 hours because they had to remove 1/3 of his tongue, half his jaw and all of the flesh connecting the right side of his neck. He also lost much of the use of his right arm.

Rick impressed upon the students that tobacco in any form is bad news.

In all, over 490 students assembled to hear Rick's story, including 9th grade students at Arkadelphia High School and 6th - 8th grade students at Goza Middle School.



The message he left the kids with is "Don't do what I did...don't believe them (tobacco companies)...don't wind up looking like I do."

The Dawson Co-Op brought Bender to Arkadelphia through a grant so he could share his story with local teens. Tommie Rogers, Community Health Nurse Specialist, worked with the schools to facilitate the presentations.

Rogers and Emily Lyons, Community Health Promotion Specialist, also staffed informational booths on tobacco, nutrition, and physical activity at the Health & Fitness Expo held at the Arkadelphia High School and attended by more than 300 teachers in August.

One table featured information on spit tobacco and smoking cessation. "Mr. Gross Mouth" and "Jar of Tar" visuals, as well as two graphic display boards, were used to convey the dangerous consequences of tobacco use. Information was provided on the Tobacco Quitline and Act 811, which prevents smoking in cars with children under the age of 14.

Keys to successful volunteer program taught

"Keys to a Successful Volunteer Program" was held on August 23rd and sponsored by DASH, the Dallas County Hometown Health Coalition. Community members learned how to recruit, retain, and recognize volunteers at the 3-hour workshop conducted by the Division of Volunteerism.

The County Judge, as well as representatives from the Office of Emergency Management, Cooperative Extension Office, Chamber of Commerce, health department, and DASH Coalition were among the 16

participants in attendance.



Donna Ferguson, Dallas County Health Unit Administrator, stated that "the training fills a need for recruiting volunteers and gives us tools to help retain the volunteers we have."

Money and awareness raised in Nevada Co.

Members of the Nevada County Cancer Association (NCCA) held the annual Jim McKenzie Memorial Golf Tournament Saturday, Aug. 27, at the Prescott Country Club. Debbie Henderson, health unit administrator, is president of the Association.

There were twenty-five \$100 hole sponsors plus silent auction items and door prizes donated by local businesses. Thirty-three four-man teams played a four-man scramble.

Each player received a goody bag which contained snacks and the brochure "Prostate Cancer Facts" The 1st, 2nd, and 3rd place teams received prizes. A barbecue lunch was provided by the NCCA and local restaurants.

The tournament raised over \$8,500 dollars to help with transportation costs for Nevada County residents diagnosed with cancer. The event was deemed a huge success.



NCCA members prepare for tournament. Picture contributed by John Miller.

Nevada County held its first "Baby Safety Shower" at the Nevada County Library on Monday, August 29th. The showers are learning parties during which all the activities revolve around home and motor vehicle safety themes.

Maternity patients in their last trimester are invited to come and bring a grand-parent, spouse, or friend.

The showers teach important safety measures to ensure a safe and healthy environment. Each of the six expectant mothers left with a prevention kit and an appointment with a car seat safety technician to learn how to install and use their car seat correctly.

New ACT 811 law is highlighted in Montgomery County

Bonnie Carr, ADH Rural Health Specialist, stationed in Montgomery County, recently submitted an article on the new ACT 811 to the Mt. Ida PTO Lion Cub Courier. The article included facts about Act 811 and listed the information for the Stamp Out Smoking Quitline.

The purpose of the article was to inform the parents of the new law and to provide those who are interested in quitting smoking with the 1-800-Quit-Now number.

The newsletter goes home with every student in grades K-6 at Mt. Ida School.

That means the newsletter reached a total of 725 people including the household members of the 325 students who it was sent home with.

Bonnie also took the opportunity to educate the public about ACT 811 at the Montgomery County Fair on August 16th. She set up a booth to highlight the new law by providing ACT 811 Fact Cards, as well as other tobacco educational materials. Brochures were left at the booth for fair goers.

Approximately 200 people went through the educational building during the fair.



This untouched sunrise picture taken 8/29/11 from the banks of Shangri-la Resort in Mt. Ida features a rarely seen red sky. Photo by Phil Carr.

Diabetes education conducted in Dallas County

Quarterly diabetes workshops were held August 16 in Sparkman and Fordyce with 20 in attendance.



Tom Womack, a retired pharmacist, was the guest speaker at the Sparkman Library. He has diabetes

himself and shared his personal experiences with an insulin pump. He also talked to the group about diabetic drugs and their side effects.

Kristen Teague spoke to the Fordyce group the same day at the Dallas County Health Unit. Dr. Teague is an optometrist in Fordyce. She showed the group pictures of diabetic eye diseases and talked about the importance of regular eye exams.

Participants at both locations enjoyed a diabetic meal and received recipes, as well as instructions for preparing them.

The workshops are sponsored by the DASH Coalition as part of a grant from the Blue and You Foundation.



Basic Health and Food Safety Workshops held

Food Service Workshops were held in August for school food service personnel in each of the educational service cooperative areas in the Southwest Region.

Community Health Nurse Specialists (CHNS) and the Community Health Promotion Specialist (CHPS) from Dawson, DeQueen/Mena, South Central, and Southwest Arkansas Education Service Cooperatives provided screenings and presentations for food service workers in cooperation with local partners and health-related agencies. Locations included Arkadelphia, Gillham, Hope, and El Dorado.

Height, weight, BMI, HIV, blood pressure, blood glucose and cholesterol screenings were offered. There were also informational booths on HIV/AIDS, cardiovascular health, tobacco, and nutrition.

Presentations at the different workshops included Know Your Numbers, Signs of Heart Attack and Stroke, Breakfast in the Classroom, Food



Food Service Workshop at TAC House in El Dorado with 125 in attendance.

Safety, Choose My Plate, the importance of nutrition and exercise, tobacco cessation, ACT 811, and First Aid in the Kitchen, which incorporated prevention, poison control, allergic reactions, proper glove donning, how to treat bleeding, and many other first aid topics into the discussion.

Besides CHNS Cheryl Byrd, Edie Greenwood, Rhonda McDonald, and Tommie Rogers and CHPS Emily Lyon, other ADH presenters were Environmental Health Specialists Ashley Nale and Sundee Braley. Diane Smith, RN with Ouachita Family Valley Clinic, Liz McKay, Union County Cooperative Extension Agent, Lori Dather with the Midwest Dairy Council, and Charity Loudermilk with Allcare Pharmacy in Arkadelphia also presented.

Community Health Nurse provides trainings

Community Health Nurse Specialist (CHNS) Edie Greenwood provided several presentations and trainings recently.

On August 2nd she conducted CPR training for 6 early childhood staff members at the Southwest AR Educational Co-Op in Hope. She took the opportunity to advise smokers to quit and explained the heart and lung health risks of tobacco use. Quitline and ACT 811 information was distributed.

She also presented Pathogen Transmis-

sion to 65 staff members at a daycare and adult care facility on August 5th. The focus of the presentation was on blood borne pathogens, non-blood borne pathogens, and colds and flu. Greenwood demonstrated the Heimlich maneuver and talked about first aid for bleeding and burns.

Additional discussion topics included proper hand washing techniques, universal precautions, cough etiquette, and Act 811 since the act affects the population served by the facility. She also stressed the need for influenza and

Tdap immunizations.

Other activities conducted during the month of August included participation in a mini health fair with UAMS AHEC SW to provide cholesterol and blood sugar screenings on August 10th.

Then on August 31st, she gave a presentation to 29 UAMS senior nursing students on the University of Arkansas Community College at Hope campus. She explained the role of the Community Health Nurse Specialist to them and provided flu training.

Blevins School Employee Health Fair

It was the teachers' turn to learn at the "Back to School Wellness Fair" held on August 24th in Blevins.

Teachers rotated through fourteen different educational booths to receive important health information. Hempstead County Health Unit and Hometown Health coalition



representatives were on hand to provide information at each booth and hand out brochures and fliers.

Jeannine Wilson, Hempstead County Health Unit Administrator, (pictured) used real pig's lungs to demonstrate the decreased lung ca-

capacity of a smoker's lungs. Teachers watched as the lungs were inflated and the healthy one expanded while the brittle, diseased (simulated) one leaked air.

Other booths included information on emerging tobacco products, skin cancer, highlights of the local Hometown Health coalition, and ACT 811 the new AR law to protect children under age 14 from second-hand smoke while riding in a car.



Janet McAdams– SWR HHI Manager
Bonnie Carr, RHS, Montgomery Co.

Joni McGaha– SWR HHI Coordinator
Sarah Powell, RHS, Hempstead Co.

SOUTHWEST REGION HOMETOWN HEALTH

Keeping Your Hometown Healthy

www.healthyarkansas.com

Health Education in Miller County

Approximately 3,000 youth and adults attended the 16th Annual Wild About Wellness Children's Health Fair on Saturday, July 30th, at the Four States Fair Grounds in Texarkana. Sixty agencies and businesses participated at the fair providing free wellness screenings and immunizations.

Information and materials on food and nutrition, WIC, STD's, Family Planning, Immunizations, Smoking, Oral Health, Poison Prevention, Fire Safety, Alcohol and Drug Prevention and Women's Health were distributed.



ADH personnel from the SW Region spoke at a workshop for the DHS Foster Care Program in Texarkana on August 11. Several persons attended from various counties in SW Arkansas. WIC nutrition information was presented by Barbara Claybrook, Registered Dietician. Jo Ann Yother, RN, Community Disease Nurse Specialist, talked about communicable disease in Arkansas and immunizations. Cynthia White, RN, Miller County Health Unit Administrator discussed all services available through the health department. Edith Greenwood, RN, CHNS, presented information about the new ACT 811.

Pamphlets for WIC Services, income guidelines, immunizations, different communicable diseases, heart disease, tobacco cessation and consequences of use, physical activity, and other topics were distributed.

Around the Region...



Glenda Gotcher, **Calhoun County** Health Unit Administrator, accepts a check for \$2,500 from the Ouachita County United Fund for use in their hometown health UCRC Coalition work.

The **Southwest Region** School Nurse Training was held at the Southwest Co-op in Hope on August 8. There were 52 school nurses present. The training included information on Medicaid in the Schools (Tracy Starks, RN), School Nurse Guidelines (Deborah Jones, RN with the Arkansas State Board of Nursing), School Nurse Updates (Paula Smith, RN), and IEP's for Children with Special Health Care

Needs. (Cheryl Lindly, RN).

Southwest Region CHNS, Cheryl Byrd, Rhonda McDonald, Tommie Rogers and Edie Greenwood assisted with the workshop. Pamphlets on smoking cessation, Act 811, teen sexual health, and the harms of tobacco were distributed.

The 4th annual Terry Todd Memorial Men's Health Day was held at the **Montgomery County** Health Unit on Saturday, August 27th. It was sponsored by the Montgomery County Health Unit, Montgomery County Health Education Advisory Board, Healthy Connections Inc., St. Joseph Clinic, Arkansas Cancer Coalition, Arkansas Prostate Cancer Foundation and the Office of Minority Health and Disparities.

Screenings for prostate, cholesterol, blood sugar, blood pressure, oral health and skin cancer were provided free of charge to the 53 men who participated. They were also given information by assisting staff on cardiovascular health, nutrition, physical activity, oral health, skin cancer, prostate cancer and tobacco use.

Dr. Jeff Jones, PA, and Toni Pfister with the Montgomery County Community Health Clinic and health unit personnel Bonnie Carr, Kim Adams, Susan James, and Sue Watkins all helped with the screenings.

The 4th annual **El Dorado** School District Office of Coordinated School Health (CSH) Health Fair was held August 15th at the new El Dorado High School. Over 325 staff and volunteers participated in the fair. There were 63 volunteers including the 28 vendors who provided either screenings or information. Twenty-four local businesses donated items for door prizes.

Blood pressure, blood sugar, cholesterol, and BMI screenings were offered, as well as breath carbon monoxide monitoring.

CSH Coordinator Karen Magee reports hearing many positive comments since the event. Some of those were in regard to how much they enjoyed it but others reported that they are now exercising or checking with their doctor to follow up on negative screening numbers.

ADH - OMHHD ADVISORY COMMITTEE
QUARTERLY CENTER REPORT

3rd Quarter (JUL-SEP) 2011

The purpose of this quarterly report is to assist OMHHD in tracking Center involvement as it addresses the HP2020 goal to **Achieve Health Equity, Eliminate Disparities, and Improve the Health of All Groups**. OMHHD continues to be committed to monitoring ADH's progress in achieving health equity and eliminating health disparities. Reports are placed on the OMHHD website (internet and intranet).

The Center for Health Advancement **Jane F. Costello, MPH**
10/31/2011

Provide a brief summary of activities within the last quarter that your Center has worked on in the areas of minority populations, health disparities, cultural awareness/diversity, training and professional development.

CHRONIC DISEASE

Diabetes Prevention & Control (DPCP) epidemiologist Joyce Biddle co-authored a paper along with Wen Wang, MD, PhD, Appathurai Balamurugan, MD, MPH, and Kimberly Rollins, BSN, RN, CDE, titled *Diabetic Neuropathy Status and the Concerns in Underserved Rural Communities: Challenges and Opportunities for Diabetes Educators*.

In September, The DPCP staff attended and participated in the Mexican Consulate Mini Health Fair to provide information and guidance to individuals receiving services from surrounding states regarding prevention of diabetes, increased risk categories, and reducing the complications of diabetes by linking people providers and resources.

FAMILY HEALTH

Women's Health Section Chief and Family Planning Nurse Coordinator are members of the Region VI Health Equity Partnership (HEP) whose mission is to strengthen collaboration between State Public Health and HHS Office of Family Planning and Office of Minority Health. Little Rock hosted the third Annual HEP Partnership meeting this year on September 8th and 9th.

NUTRITION/WIC

The WIC Program hosted the 2011 National Maternal Nutrition Conference October 5 – 7 in the ADH Lab Training Room. Registered dietitians, nurses, and family and consumer science specialists were eligible to attend. During this conference, speakers addressed topics on minimizing disparities among minority populations, including "Developing Messages for Advocacy and Policy," "Black Mother's Breastfeeding Club," and "Food Insecurity in Minority/Immigrant Populations." WIC hopes these sessions will help our practitioners in recognizing and addressing issues appropriately.

ADH - OMHHD ADVISORY COMMITTEE

QUARTERLY CENTER REPORT

3rd Quarter (JUL-SEP) 2011

Mary Jane Cagle and Ruth Ann Looney serve on the Patient Education Subcommittee of the Diabetes Advisory Council. The subcommittee is developing a Diabetes Education Toolkit designed to complement and reinforce diabetes education taught in a formal diabetes self-management program. The toolkit is very basic and includes pictures and easy-to-read language for low-literacy individuals. The toolkit will be made available to laypeople all over Arkansas.

Mary Jane Cagle and Ruth Ann Looney serve on the Gestational Diabetes Collaborative. A goal of the collaborative is to increase awareness of the high risk of type 2 diabetes in women with a history of gestational diabetes and close the gap in the delivery of care to ensure that women receive appropriate postpartum follow-up of gestational diabetes.

Ruth Ann Looney represents the Arkansas WIC Program at the No Kid Hungry coalition. A goal of the coalition is to increase participation in food assistance and hunger relief programs across the state to end childhood hunger in Arkansas.

The Arkansas WIC Program provides bags containing breastfeeding promotion/education materials to pregnant women in fiscal year 2012. The materials are available in English and Spanish.

The Arkansas WIC Program is developing a cookbook to provide to WIC participants. The cookbook will include healthy, budget-friendly recipes that use foods available through Arkansas WIC.

OFFICE OF ORAL HEALTH

Carol Amerine, Program Manager and recent Master's graduate, completed her thesis research by proposing a solution to the poor oral health of residents in long term care facilities and nursing homes—the dental hygiene champion as an alternative model for oral health care delivery. This champion would be a dental hygienist working in the facility to provide clinical procedures, to make appropriate referrals, to initiate and maintain oral care plans, to provide in-service training and on-going hands-on support to caregivers and to promote oral care in daily hygiene routines.

TOBACCO PREVENTION & CESSATION (TCP)

TCP prevention and cessation activities serve several different disparate populations. This quarter included:

African-American Tobacco Users

- UAPB's Minority Sub Recipient Grant Office is in the final stages of developing a media campaign targeted to African American tobacco users whose smoking rates have remained stubbornly high over the years. Titled *I Can't Imagine* the campaign features

ADH - OMHHD ADVISORY COMMITTEE QUARTERLY CENTER REPORT

3rd Quarter (JUL-SEP) 2011

Ronnie Brewer, a former Razorback and current Chicago Bulls player. Elements include TV and radio spots, a microsite and print ads.

Tobacco Users with a Mental Illness Diagnosis

- TPCP staff met with the program director, program managers and nurses at Birch Tree Communications to discuss systems change and tobacco free policies. Dr. Carolyn Dresler delivered a presentation showing that smoking interacts with medications. Birch Tree has implemented policies to address tobacco dependence among clients and staff. Both clients and staff who successfully quit earn incentives. Program managers and nurses are now addressing tobacco dependence during day treatment in all 14 facilities.
- On October 6 at 2:00 pm at the State Capitol, participants from ADH, Division of Mental Health Services, and the Mental Health Council of Arkansas delivered a press release to announce receiving the CDC-awarded Mental Health Grant. In partnership with mental health providers, TPCP will promote cessation of tobacco use among mental health populations. Strategies include training mental health clients to become peer advocates, providing peer-to-peer tobacco cessation education to other mental health clients and providing resources to the Arkansas Tobacco Quitline.

Pregnant Women Who Smoke

- TPCP staff visited Craighead & Mississippi (Blytheville) County LHUs on September 23. These LHUs are participating in a Pregnancy Incentive Project aimed at decreasing smoking among pregnant women by providing incentive-based (i.e., cash) reinforcement therapy.
- Another infant was delivered while the mother participated in the Pregnancy Incentive Program. Due to undisclosed serious health conditions of the participant that resulted in her admission to ICU, the infant was delivered at 31 weeks gestation. The LHU has received an update that mother and child are doing well. This delivery occurred after the participant was active in the pregnancy program for 25 weeks (six months) without a relapse. Throughout her participation, this individual showed great motivation by walking to the LHU, never missing an appointment and never relapsing. However, the new infant and lack of transportation has presented a challenge to the mother's continuing the program. **Although the participant has not returned to the health unit to continue the post partum phase of the program, it is worth noting the participant went 25 weeks without relapse!** *Note: Patient's name and LHU location withheld per HIPAA.*

**ADH - OMHHD ADVISORY COMMITTEE
QUARTERLY CENTER REPORT**

3rd Quarter (JUL-SEP) 2011

Incarcerated Tobacco Users

- Antionne Alcorn met with Ben Udochi of Arkansas Department of Corrections (DCC) Field Services on 9-26-11 to discuss ways to enhance the current partnership and to discuss how DCC plans to implement tobacco cessation as part of their treatment for individuals currently participating in drug courts, parole, and probation services.
- Brenda Howard met with Myra Summers and Donna Boxley of the Arkansas Department of Community Corrections – Community Punishment Centers (CPC) on 9-26-11 to discuss tobacco cessation counseling for inmates in community correction facilities around the state. They scheduled a follow up meeting to determine the feasibility of providing a peer-to-peer program.

ADH - OMHHD ADVISORY COMMITTEE
QUARTERLY CENTER REPORT
3rd Quarter (JUL-SEP) 2011

The purpose of this quarterly report is to assist OMHHD in tracking Center involvement as it addresses the HP2020 goal to **Achieve Health Equity, Eliminate Disparities, and Improve the Health of All Groups**. OMHHD continues to be committed to monitoring ADH's progress in achieving health equity and eliminating health disparities. Reports are placed on the OMHHD website (internet and intranet).

The Center for Local Public Health – Submitted by Zenobia Harris, DNP, MPH-C

1. FIELD MANAGEMENT TEAM MEETINGS –

From April through July of 2011 Managers in the Center for Local Public Health held 21 Field Management Team meetings attended by over 250 LHU Administrators, LHU Clinic Coordinators, LHU Lead Clerks, District Managers and Regional Directors and Managers. The focus was community engagement, local health unit performance and a discussion with Randy Lee. These summaries represents a collection of the most common comments or feedback received on the topics discussed.

Community Engagement

Question: Of all the programs/services you provide, which one do you think has the most potential to make a lasting, positive impact on the health of your community? Immunizations, Family Planning Services, Hometown Health Improvement/Community Outreach and WIC were the most frequent answers.

Question: What is the most compelling public health issue facing you today? Obesity, Teen Pregnancy, Meeting demands for services/lack of insurance or health care access and STD were the most frequent answers.

Local Health Unit Performance

Question: If circumstances forced you to decide, what program/service would you absolutely keep and which one would you eliminate? Family Planning, Immunizations, Communicable Disease screening and follow up and WIC were the most frequent answers regarding which services to keep. Maternity, BCCP and WIC were most frequently mentioned as programs to eliminate.

Due to the overwhelmingly positive response to these meetings, they will be continued in 2012. In addition, effective immediately, the Center for Local Public Health plans to host quarterly video-conferences with Field staff to keep them abreast of current agency and public health issues of the day.

2. Hometown Health Improvement -

Southeast Region

Georgia-Pacific is the largest employer in the area, employing 1,260 people. The company has eight facilities in Arkansas in addition to wood and fiber supply in Crossett. As part of worksite wellness, **Ashley County** Hometown Health Improvement Coalition has helped Georgia-Pacific go tobacco free as of July 1, 2011. Through the Georgia-Pacific Foundation, the company partnered with Ashley County Hometown Health Coalition to make investments that improves the quality of life in communities where GP employees live and work.

Southwest Region

Ouachita County Health Unit Administrator Rebecca Wright spoke at the Governor's Dislocated Workers Task Force meeting in Camden on June 23. The workshop was held for workers who had been laid off from Esterline Technologies. At the beginning of the presentation, participants were asked if they knew there was a toll-free number they could call for smoking cessation assistance. None of the 15 knew about the number or Quitline service. By the end of the presentation they were all aware of the Quitline and how to reach it. A locally developed brochure outlining health department services, including those offered in Ouachita County, and the 1-800-QUIT-NOW number was given to everyone in attendance.

Northeast Region

Cross County – RT, Innovative Readiness Training, provides real world training opportunities for own service members and units to prepare them for their wartime missions while supporting the needs of America's underserved communities. It gives the military the ability to train its medical personnel by providing medical care in rural, underserved areas. On June 8th - 19th these medical units setup in five towns, Wynne was the only one in the NE Region, in AR providing dental, primary care, pharmacy, pediatrics, hearing, veterinary and diagnostics (blood glucose, cholesterol). Each site had some of these services depending on need of the county and services provided depended on the military's resources at the time of the mission. Everyone living in these counties was eligible.

Central Region Grant County Hometown Health Improvement

(HHI) is an active supporter of the Birthing Project. On July 23rd they gave a baby shower to the little sisters that participate in the program. They currently have 6 little sisters and 10 big sisters. The Birthing Project is a volunteer organization that helps teen moms during their pregnancy and for one year after delivery. Volunteers are called “big sisters” and are not medical people. They are citizens who are concerned about the many problems teens face during pregnancy. The big sisters offer emotional support to the teen mom or “little sister” as well as education on nutrition, dangers of tobacco use, help with prenatal appointments and having realistic expectations of the future.

Northwest Region

The **Franklin County** Right C.H.O.I.C.E.S. Coalition had 250+ attendees at their annual Town Hall meeting. The Coalition addressed the prevention of underage drinking and the abuse of prescription drugs and smokeless tobacco through a local version of “Minute to Win It.” The games were tied to local statistics which allowed for a fun, memorable way to get Franklin County data out to the general public. Several games were played throughout the night, all of which were tied to local APNA data.

3. In –Home Services

New Health and Human Services funding awarded to Arkansas to expand nurse home visitation program has resulted in The Nurse Family Partnership has been implemented in Arkansas via the ADH In-Home Services Program. The Nurse-Family Partnership's maternal health program introduces vulnerable first-time parents to caring maternal and child health nurses. This program allows nurses to deliver the support first-time moms need to have a healthy pregnancy, become knowledgeable and responsible parents, and provide their babies with the best possible start in life. Currently, patient referrals, Home visiting nurses and a nurse Supervisor have been identified for the program. Nurse recruitment will continue as the program expands in the Arkansas Delta region's STAR Health counties – Mississippi, Crittenden, Phillips, Lee, Monroe and St Francis.