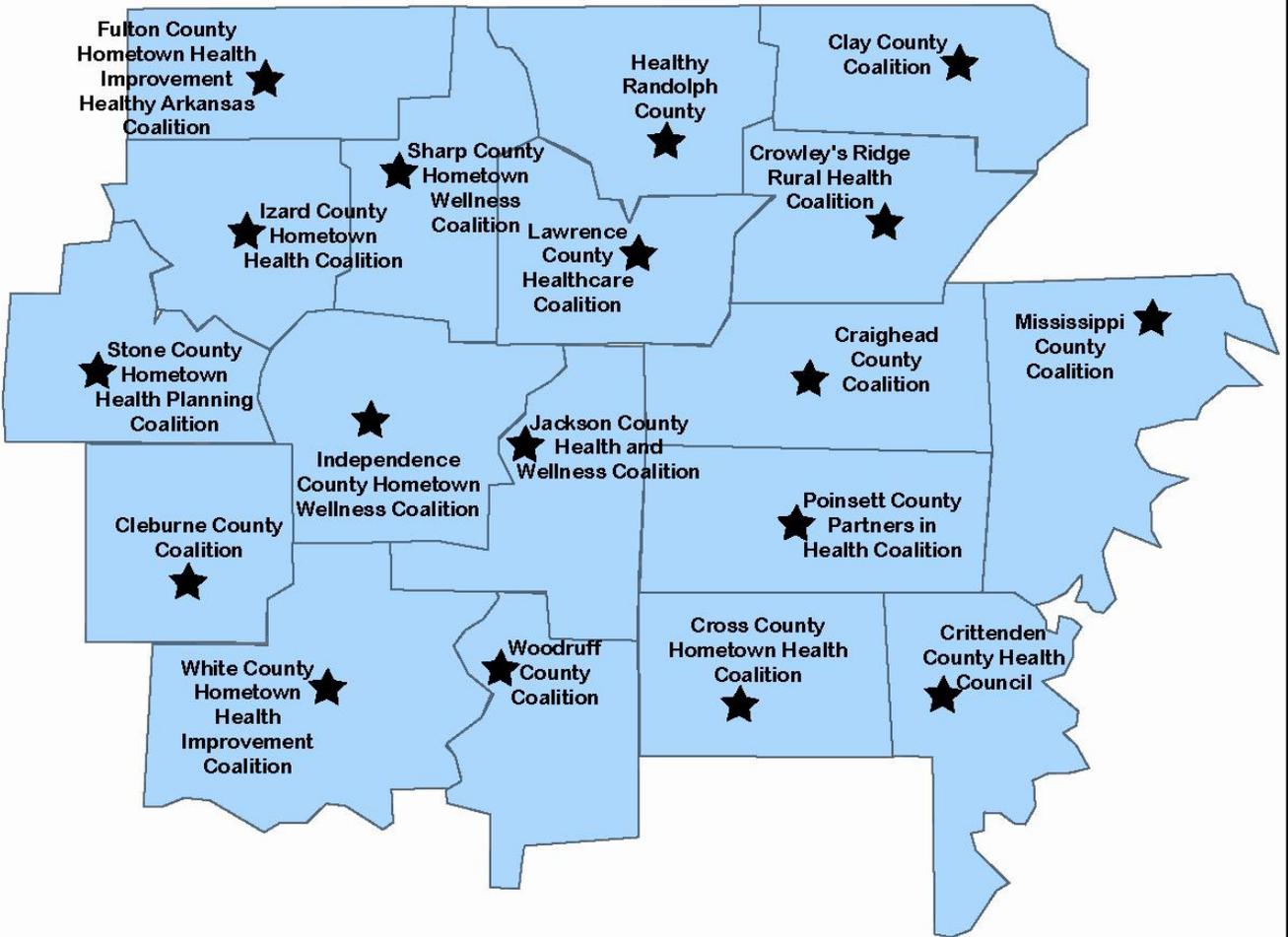


# Northeast Region

2012 Arkansas Department of Health - Northeast Region  
Hometown Health Improvement Coalitions



## Clay County

**Year HHI started: 2004**

**How HHI started:** A group of individuals from different community agencies and organization began meeting on a monthly basis to identify ways to improve the health of citizens in Clay County.

**How HHI is organized:** The coalition is not actively meeting at this time. Kimberley Donner, Local Health Unit Administrator, is keeping community partners informed on Hometown Health related activities as well as working with local agencies to create a leadership planning committee.



### **Past projects:**

- Assessment activities include: completion of the Community Resource Directory and distribution throughout county
- Regional Planning Network Grant NEAR Delta Health Net
- Small Community needs assessment survey
- School nutrition fair with taste testing of healthy snacks
- Memory Loss Support Group
- Presentation to Lions club about activities especially Cystic Fibrosis Walk
- Presentation to Ministerial Alliance by Search your Heart Representative
- Local Teens grew a garden and distributed foods to the elderly in 2004
- Community has received a grant to build a skate park to increase the opportunities for children to become more physical activity
- Promoting “Get Real About Tobacco” and “Kids For Health” in area schools
- Diabetes Support Group
- Diet & Nutrition Programs with Seniors
- Handwashing education in all 3 county elementary schools
- “Growing Stronger, Strength Training”
- Healthy AR Presentations
- Presentation: “Hepatitis A, Salmonella, etc.” for Aging Population
- “Re-Shape Yourself”
- “Right Bite,” Diabetes Classes for Aging
- School Nutrition Fair
- “Strong Bones”
- “Strong Women”
- “Walk Across Arkansas” Teams
- Worksite Wellness The Meadows Nursing Home
- Assessment activities include: Youth Risk Behavior Survey, Behavioral Risk Factor Surveillance System Survey
- Community education activities include: Reshape Yourself Program, Search Your Heart
- Participated in Relay for Life
- Participating in a Health Fair at Piggott School District
- Tyson Meat Truck Fundraiser

- Coalition Health Fair March 09 at Piggott Community Center offered various screenings (prostate cancer, cholesterol, diabetic shoe, etc), Tetanus shots, breast care information, and Quit-line fax referral forms.
- Presented Tobacco Information for Piggott School District Health Fair March 09
- “The Family Table” at the County Fair 2009
- “Camp Fit n Fun” Annual nutrition & fitness summer camp for children June 2010
- Handwashing Presentations at Head Start Centers in Corning, Rector, & Piggott
- Clay County Fair Booth-Get Up & Move!
- Reshape Yourself October 2010
- Clay County Health Fair with T-dap offered October 2010

**Current/Future Projects:**

- Continuing to work on worksite wellness activities
- Involved on School Committee looking at ways to improve nutrition and activity in schools.
- Presentations at school on healthy eating, physical activities, hygiene, and behaviors
- Active with Single Parent Scholarship Board
- Active on Clay County Prevention Coalition
- Promoting Quit-line SOS
- Diabetic Support Group July 2010-present
- Pandemic Influenza Planning, Mass Flu Clinics, School Flu Clinics, and T-dap School Clinics
- Piggott School Health Fair
- County Health Fair Booth on Title X and Emergency Preparedness
- Presented local health unit services offered at Worker’s Assistance Workshops hosted by Governor’s Dislocated Worker Task Force

**Local Health Unit Administrator:** Kimberley Donner

**Profile Updated:** November 2011

## Cleburne County

**Year HHI started:** 2004

**How HHI started:** Cleburne County residents have demonstrated an ongoing commitment to community driven health initiatives. In 2001 volunteers from various agencies and members of the community formed a coalition to address drug education and prevention. This coalition has continued in an informal manner by enlisting the support of area professionals and involving them in various prevention efforts.



**How HHI is organized:** The Local Health unit Administrator, Hazel Thompson, is collaborating with community leaders and organizations interested in improving the health of Cleburne County Citizens, including the Cleburne County Cancer Council. She is currently a member of the **Cleburne County Coalition**, who is involved in many opportunities of service to the community. For example: Christian Health Clinic, Smoking Cessation Classes, and Juvenile Drug Court.

### **Past projects:**

- Implemented activities to support Healthy Arkansas goals including: 5-A-Day Challenge, Fitness Challenge, Growing Stronger, Strength Training for older Arkansans, pay check stuffers for industry employers, Healthy AR Presentations; distributed Worksite Wellness to area businesses
- Partnership activities include: Assist Cleburne Health Clinic with materials and printed information
- Tobacco activities include: Cleburne County Tobacco-Free Coalition, smoke-free ordinance—unsuccessful attempt; Worked collaboratively with the Cleburne Health Clinic on smoking prevention program, “Kiss It Goodbye” for the Prevention Resource Center Mini Grant in Alcohol and Drug Abuse Prevention\Cessation classes were four sessions for four weeks, nine patients quit tobacco use; Assisted the Cleburne Health Clinic in creating forms to use in surveying and provided educational materials to support cessation and prevention efforts; Promoting “Get Real About Tobacco” in local area schools; Promoting Quit-Line, SOS; Additional Cessation classes, 16 clients; Created tobacco bookmarks
- Town Hall meeting on underage drinking
- Logic Model created to address problem of underage drinking
- Luncheon for community members presenting the logic model and make county’s problem with youth using drugs and alcohol
- A display of wrecked vehicle with statistics was on display throughout the county and also yard signs stating “240 deaths due to alcohol related crashes last year, don’t become this year’s statistic” were put at various businesses and homes for April Alcohol Awareness Month
- Helped implement peer coach for strength training and memory program at senior citizens center
- Walk Across Arkansas conducted in county
- Continues with collaborative partnership with Christian Health Center
- Conferences held with Director of Heber Springs Head Start about the nutrition requirement changes and ways to implement.

- Disseminated informational flyers for Act 13 to local day care centers and Head Start offices in the county
- Right Bite and Eat Your Colors brochures are on display in the Cleburne County Health Unit lobby/waiting room
- Bookmarks on the walking trails in Cleburne County have been printed and distributed around the county to encourage physical activity.
- Master Tobacco Settlement Power Point presented to Coalition
- SOS Fax Referral Forms distributed to local doctors and dentist
- Operation Store Alert Tobacco Survey completed in Cleburne County
- Dr. Holly presented on dangers of “Meth” at every school in Cleburne Co and also had public meeting at Heber Springs Gym
- Smokeless Tobacco power point presented at area school
- Worksite Wellness presentation completed for the Glove Factory
- Operation Take Back to be completed in Heber Springs
- AHEC has Medicine Assistance Program in Cleburne County

**Current/Future projects:**

- Media campaign on alcohol awareness
- Tobacco workshops held for the coalition and schools
- Needs assessment on tobacco issues
- CCSO (Cleburne Co Sheriff’s Office) participate in Prescription Take Back Day in Spring and Fall
- CCSO installed a prescription drop-box
- Meth Awareness Grant (MAG)/CCSO hosted Tiffany Eis for all schools and the community
- MAG/CCSO will set up educational booths at county fair, Springfest, Old Soldier’s Reunion and community events.
- Proclamation signed declaring November Diabetes Awareness Month

**Grants received:**

- 2005 Prevention Resource Center Mini-Grant on Alcohol, Tobacco, and Other Drug Abuse Prevention was awarded to the Christian Health Center for the tobacco cessation program for \$1000.
- Baptist Health and Heber Springs School, Community Tobacco Grant, \$62,291.
- \$500 stipend from ADAP
- \$1,000 ADAP mini grant
- \$1,500 ADAP Restricted Line Funding Project
- \$1,500 ADAP mini grant

**Tally of funding though the Cleburne County Coalition: \$67,791**

**Local Health Administrator:** Hazel Thompson

**Profile Updated:** December 2011

## Craighead County

**Year HHI Started:** 2004

**How HHI Started:** Various community groups interested in health improvement have been working collaboratively for some time, but these partners formed a formal alliance in light of the requirements of Act 1220 of 2003. The shared concern for the efforts to combat childhood obesity, heart disease & improve the health of our next generation was the driving force.



**How HHI is Organized:** The local planning group has evolved out of the Healthy Families Coalition formed in 2004 and includes collaborative efforts between additional community organizations such as Local Emergency Preparedness Committee, Cardiology Associates Foundation and Clopton Clinic Foundation.

### **Past Projects:**

- Formed committees to actively pull together resources & serve as a resource for schools & community. Committees included: Healthcare, Family, Students, Physical Activities, Grants, and Nutrition.
- Technical assistance has been provided & continues to be provided to county schools regarding Act 1220 and recommendations regarding vending machine choices. Many local physical activity opportunities have been shared with students via the school through this new collaboration.
- Participate annually in NE Regional Migrant Clinic each June. Provide Immunizations, WIC certifications to migrant workers in the region. They receive dental exams, physical exams, food, blankets, pillows & other necessities.
- Annual 6<sup>th</sup> grade Health Fairs have been held to ensure that all Craighead County students going on to 7<sup>th</sup> grade will have Td and Hepatitis B vaccines up-to-date, as well as provide scoliosis screenings, healthy snacks, & entertainment provided by local High School Drug Free PRIDE teams.
- “5-A-Day Challenge”
- Cardiology and Associates Foundation Education Board Teen Mentor
- “Cardiology & Assoc. Foundation” Luncheon
- “Diabetes Education and Cooking” Conference
- “Fitness Challenges”
- Healthy Aging Fair
- Healthy AR Presentations
- “Heart & Sole Run/Walk”
- “Walk Across AR”
- “Women’s Heart Disease” Conference
- “Project Red Dress”
- Annual Diabetes Conference
- Annual Mistletoe Madness
- Annual Women’s Health Conference
- Annual COPD Conference
- Annual attendance at HMG Health and Fitness Expo
- Annual Red Dress Gala

- Cardiovascular Disease Program for Hispanic & African American Women
- Free Corporate Health Screenings at local businesses
- Corporate Olympics 2011
- Men's Health Conference September 2010

**Current & Future Projects:**

- Annual Heart and Sole 5k Walk/Run & ½ Marathon with ½ Marathon Relay
- Community CPR & AED Training
- Hearts Truth Champions Committee Training
- Women's Health Conference
- Red Dress Month 2012
- Mistletoe Madness 2011
- Promoting Quit-line, SOS, and educating community members about Emerging Tobacco Products
- Wear Red Day

**Local Health Unit Administrator:** Amy Howell, RN

**Profile Updated:** October 2011

## Crittenden County



**Year HHI started:** 1996

**How HHI started:** A small group of employees from Crittenden Memorial Hospital and the Local Health Department began meeting on a monthly basis to identify ways to improve the health of women and children in Crittenden County.



**How HHI is organized:** Ramona Taylor, Director of Development for Crittenden Memorial Hospital is the facilitator. The official Hometown Health kickoff was in July of 2000. Meetings are held on a quarterly basis and have identified multiple focus areas as the **Crittenden County Health Council**.

### Past Projects:

- Assessment activities include: County Youth Health Survey, County Adult Health Survey, Cardiovascular Assessment
- Community Education activities include: ADH In-Home Services nurse participated in Senior Health Fair at Ingram Court in West Memphis, “Heart of the Matter” classes in West Memphis School presented by school nurse, asthma education in West Memphis Schools presented by school nurse; Diabetes Self-Management Classes; “Go Red for Women Day” (Heart); Parent Education Classes; “Safe Sitters Classes” for potential babysitters; “Women Heart” Presentation
- Implemented activities to support Healthy Arkansas goals including: 5-A-Day Challenge, Fitness Challenge, Heart Smart Class, Holiday Cooking Class, Look Good, Feel Better Program: 4 Lunch & Learn “Healthy AR: Presentations for CIBA Chemical, “PEPPI” (Peer Exercise Program Promotes Independence), Reshape Yourself, Search Your Heart and Senior Challenge for Fit for 5, Tai-Chi classes, healthy cooking classes, caregivers training program
- Partnership activities include: committee has developed a grief support service for parents, “Remembering Angels” and is listed on the Impact Center’s website, “Relay For Life” planned, Caregiver Support Group meetings held twice monthly, participation in Continuum of Care meetings, participation in Partnership for Geriatric Care meetings, Crittenden County Hospital Health Fair, Hughes High School Health Fair; Mass Flu Clinic
- Tobacco activities include: “Finally Free from Tobacco” classes; Promoting Quit-line, SOS; Teen Smoking Cessation Program
- Other outreach activities include: Prostate Cancer Awareness and Screening Campaign, an annual event sponsored in part by the AR Prostate Cancer Foundation. Held free community screening held in conjunction with Relay for Life Event. Healthy AR Presentations to area industries.
- “Infant Oral Health Educational” Program implemented to improve childhood dental disease, was awarded the Public Health Hero Award, 2008.
- “Fall prevention” program by Center on Aging, statewide home injury prevention program

- Crittenden Memorial Hospital has provided Certified Breastfeeding Counselor Training for county medical providers.
- “Smoking Cessation” classes at the hospital
- Diabetes Education classes
- EAAA hosted 2009 E. Senior Games
- Delta AHEC has “Health Kids” program that stresses physical activities
- Neighborhood Center offers “Communities that cares” program
- Telemed & Pediatric Grand Rounds presented monthly
- Mobile mammogram unit from St. Bernard’s came to Earle Housing Authority
- Community Baby Shower sponsored by Delta Area Health Education Center
- Delta Area Health Ed Center has Doula grant that supports the prenatal support program
- SNAP (Smart Nutrition/Active People) helps food stamp recipients make healthier food choices
- County Extension office offers financial planning & management classes
- Reading events sponsored by Delta AHEC at Neighborhood center
- Center on Aging sponsored 6 we chronic disease series
- Mass Flu Clinic, Flu shots & T-dap shots given in schools
- PowerPoint Flu Presentation given to coalition by Cathy Cagle
- Utility, rent & gas assistance given by Good Neighbor Center through FEMA
- EAAAA presented “Fearless Caregiver Conference”
- Strong women classes
- “Coffee & Coupons” how to save money using coupons when shopping (Extension Service)
- East AR Family Health Center...Ryan White Grant \$50,000 for 2010...AIDS Related issues
- Finish Line Coalition seeks to increase awareness and identify challenge & solutions to ensure all children have health insurance.
- Counseling Services of East AR has Homelessness Prevention & Rapid Re-Housing Program
- Cardiovascular Symposium held at Crittenden Memorial Hospital
- SERV (System of Emergency Response Volunteers) Online state-based registry of volunteer health professionals and lay people.

### **Current/Future projects:**

- Crittenden County LHU observed Women’s Heart Health Awareness on St. Valentine’s Day, Feb. 14<sup>th</sup> by everyone wearing red.
- Earle LHU reopened June 21<sup>st</sup> after tornado struck May 2008. Reopening was made possible by many individuals from ADH and the community of Earle.
- Act 811 presentation to coalition
- Guest speaker from Attorney General’s Office
- Healthy Cooking Classes
- Delta AHEC is continuing to hold smoking cessation and diabetes classes for the community
- Homelessness Prevention and Rapid Re-Housing Program being conducted by Counseling Services of Eastern AR
- Walk Across AR

**Grants received:**

- March of Dimes funding 2003-2005 to promote early prenatal care, to fund professional education activities and childbirth classes, about \$60,000.
- Crittenden Memorial Hospital – Blue and You Foundation Grant for High School Education Programs \$30,890
- Earle School District, Community Tobacco, \$56,039

**Tally of funding through Crittenden County Health Council: \$146,929**

**Local Health Unit Administrator:** Susan Brewington

**Profile Updated:** December 2011

## Cross County

**Year HHI started:** August 2001

**How HHI started:** After being designated as a Critical Access Hospital, Cross Ridge Community Hospital, along with the AR Department of Health, was instrumental in the forming of the **Cross County Hometown Health Coalition**, with 53 community members attending the kickoff meeting.



**How HHI is organized:** Current Chair, Connie Jo Nelson and Co-Chair, Joy Shepherd. The vision is to enhance the health and well being of the citizens of the Cross. The mission statement is: The Cross County Hometown Health Improvement Committee seeks to promote and provide a healthy environment affecting the mental, physical and spiritual aspects of life through health education, accessible health care, environment and community awareness. The Health Care Planning Board is the coordinating entity of the coalition. Their purpose is to facilitate and coordinate coalition efforts.

### Past Projects

- Assessment activities include: County Youth Health Survey; Cross County Health Services Directory; NEAR Mid Delta Rural Network Development Grant, comprehensive health assessment tool; Rural Hospital Improvement Project, Economic Impact of the Health Sector on Economy of the CrossRidge Community Hospital Medical Service Area; Storefront Display Survey
- Community Education activities include: “Placemat Project” with cancer prevention messages for area restaurants; Body Walk restaurants; Body Walk in local schools; “Body & Sole,” African American Nutrition Program; “Diabetes Town Hall Meeting,” Self-Care Management; Families First-Nutrition Education & Wellness System Program; Farmers’ Market; Infant & Childhood Nutrition, Parenting class; Nutrition Instruction in Forrest City Parenting Class; Pink Carnation Campaign, Drug & Alcohol Committee Town Hall meetings, Diabetes Self-Management Seminar, “Living Well With Diabetes”, Strong Women Program, Rite Bite program, Red Dress Reception, Open House for Healthy kids.
- Implemented activities to support Healthy Arkansas goals including: “Look Good, Feel Better” Program, People with Arthritis Can Exercise (PACE), Search Your Heart, Walk Across Arkansas teams, Fitness Challenge Breakfast” for Worksites, Fitness Challenge, Health Fair, Healthy AR Presentations, Sr. Citizen fruit tasting event, lipid profile screenings, heart screenings,
- Partnership activities include: Medicine Assistance Program, Network Luncheon, skin cancer screening with hospital, disaster drills.
- Tobacco activities include: Promoting Quit-line, SOS, Smoking Cessation Classes; Tobacco Committee formed a Teen Coalition, developed a list of smoke-free businesses in the county, created “Thank You for not Smoking” laminated door hangers; Smoking Cessation Classes at CrossRidge Community Hospital for Mueller Industry
- Other outreach activities include: Developing walking trails, playground and park equipment; 4-Hers Fashion Review; promoting “After School” Program in local area schools, nutrition reading project at local schools
- Heart Health Month with heart screenings were conducted in 5 communities in the county

- Cancer Council committee sponsored “Pink Carnation Sunday” Campaign
- Created a membership directory and implemented a membership drive.
- Mammogram screening; discounted mammogram screening event; annual breast care luncheon; “Positive Action” implemented in Wynne School District; Mass Flu Clinic; Glaucoma Awareness Activity; Heart Health Community Screenings; Alcohol Awareness activities; Health Fair; “Safe Homes in Cross Co.” (Parent pledge not to provide or allow alcohol to be served to a minor in their home).
- Assessment activities included: completion of the Community Resource Directory and distribution
- Physical activity and nutrition activities included: Support the Senior Fitness Challenge
- Community education activities included: dental health presentations for preschoolers; high blood pressure month activity; breast care awareness; Alzheimer’s Disease Month; Health for the Holidays
- Wynne High School students created a film of a mock alcohol related accident for the ATOD subcommittee and was played civic groups and elected officials.
- Educated on the need for a Social Host Ordinance which did pass county wide.
- “One Million Mentors” donated \$5000 to Boys & Girls Club
- Senior Citizens’ “Wear Red Day” to celebrate Heart Health Month
- Medicine Assistance program in its 6<sup>th</sup> year, \$907,474.23 savings this year. Added to last year’s total of \$1,939,380.36 given a grand total of: \$2,846,854.59
- Participated in the Arkansas Medical 2011—Army, Navy, Air Force Reserves Medical Services. June 8<sup>th</sup>-18<sup>th</sup> in Wynne, (Medical Screenings, Non-emergency Medical Treatment, Dental Exams, Extraction & Fillings, Minor Lab Tests, Optometry Exams & Free Glasses, Prescription Assistance Services, Educational Information)

**Current/Future projects:**

- Diabetes Education Program has approximately 50 participants attend weekly classes and has added an Advance Practice Nurse, Professional trainer & registered dietitian.
- Various educational programs are being offered in the county such as: Reshape Yourself; teen pregnancy; hand washing, nutrition, sun safety and anti-tobacco presentations.
- SODA (Stamp Out Drugs & Alcohol) Club started.
- County Health Rankings will be presented to the Coalition and community members.

**Grants received:**

- Prevention and Education Tobacco Committee, tobacco cessation activities for seniors through Tobacco Programs Special Population, \$48,000
- Mississippi River Delta Health Associates Funding, \$50,000
- Community-Based Tobacco Grant, \$124,000
- CrossRidge Community Hospital, Tobacco Education & Prevention Coalition, \$43,403
- Komen Grant was \$47,420
- Health Resources Service Administration grant for \$75,000 for 2 years
- SAMHSA for \$1000

**Tally of funding through the Cross County Hometown Health Coalition: \$388,823**

**Local Health Administrator: Kitty Bingham**

**Profile Updated: November 2011**

## Fulton County

**Year HHI started:** April 2001

**How HHI started:** Organized through the efforts of Gwen Godwin, HHI Leader in 2001. This group was reorganized in 2005, into the **Fulton County Hometown Health Improvement Healthy Arkansas Coalition.**



**How HHI is organized:** Chairperson is Guy Smith. Committees include: Tobacco, “Cool To Quit” and “Medicine Assistance Program”, Nutrition and Physical Activity, Cancer, Committee of Moms and Pops—“Lock-In” after high school graduation.

### Past Projects:

- Assessment activities include: Youth Tobacco Survey conducted 6<sup>th</sup> grade at Mammoth Spring School 2005; County Youth Health Survey (YRBS) 2000, (BRFSS) County Adult Health Survey 2001; APNA survey.
- Community education activities include: ADAP Mini grant substance abuse media campaign of awareness (2005); Diabetic Right Bite Workshop Classes; breast awareness open house event, educational, screening information; pink carnation campaign; “Red Ribbon Week” activities; banners promoting Red Ribbon Week displayed at Salem and Viola Schools; many drug-free activities; 5 Star Network Diabetic support groups continue to meet monthly at Salem and Mammoth Spring.
- Implemented activities to support Healthy Arkansas goals including: Fit For Life, Fitness Challenge, Growing Stronger, Strength Training, Wise Guys to 5<sup>th</sup> grade classes, Re-Shape Yourself (Weight/Diet, 12-week program), hosted a guest speaker to present on physical fitness and exercise alternatives, Healthy AR Presentations, Worksite Wellness Workshops, and Healthy AR booth was set up at the Bank of Salem’s Home & Garden Show, 2006. Fulton County Healthy AR Coalition has participated in “Walk Across Arkansas”, sponsored by the Fulton County Extension Office in both spring & fall
- Partnership activities include: Heart Healthy Luncheon, donations of \$5 each to benefit the “Relay For Life”; Public Forum, “Effects of Second-Hand Smoke Presentation”; Assisting public schools with measuring students for ACT 1220, when needed; Fulton County Healthy Arkansas Coalition partnered with Fulton County Relay for Life Team, bringing awareness for breast cancer research through activities.
- Tobacco prevention activities include: Promoting “Get Real About Tobacco” in local area schools; anti-tobacco presentations; promoting Quit-line, SOS; Y.E.S. (Youth Extinguishing Smoking) presentations, youth doing peer pressure; Fulton and Sharp Counties Hometown Health Tobacco Committees joined together to form “Cool To Quit”; Clean Indoor Air signs & information—Act 8 & 13; partnering with Independence County to host Cig-Freed, elementary schools, 2005
- Participated in Annual Camp Fit ‘N’ Fun with coalition displaying booth, anti-tobacco materials to help educate children
- Fulton County Hometown Health Coalition’s tobacco booth at Camp Fit N’ Fun was spotlighted in July 2009 SOS newsletter.
- Other outreach activities include: Community volunteers for Gardeners’ Beautification Program at an elem. school; Fulton Co.’s 3<sup>rd</sup> Annual Heart Health Fair; Body Walk;

“Camp Fit & Fun” (2004, 2005, 2006) (2006 attendees: 75 kids with 30 volunteers, 3<sup>rd</sup> through 6<sup>th</sup> graders, Wed.-Fri. Focus Physical Activity & Nutrition)

- Ongoing Walk Across Arkansas held twice a year
- 5 Star Network organized a one-on-one program for non-compliant diabetic patients
- County Judge signed Red Ribbon Week proclamation with media coverage
- Assembly for senior high students on the consequences of DUI was presented by Arkansas State Police. Refreshments were served with recipes for non-alcoholic beverages being distributed. PSA’s ran during holiday season on the consequences of DUI’s
- Grant writing workshop with Ray Edwards was held for the community
- The 5 star network Diabetic support groups met monthly at Salem and Mammoth Spring
- Hosted several car seat safety checks with a community member that was certified as a car seat technician
- Obtained a grant through UAMS to supply car seats for distribution at events.
- A diabetic education meeting was held at the Salem Senior Citizen’s Center
- Continued efforts are being made to establish a LEPC in Fulton Co.
- AHEC sponsored a medicine assistance program in Fulton Co.
- Outreach was done with the Act 13 flyers to both daycares in Salem and the Salem High School Health Fair
- Fulton Co. 4-H Club placed yard signs with an anti-underage drinking message throughout the community
- Fulton Co. Healthy Ar. Coalition contributed a Red Ribbon Week Banner to the Viola School District and provided each school in Fulton Co. a banner and other promotional items promoting anti-alcohol and anti-drug education
- Fulton Co. Health Unit participated in the “March into May” with daily logging into the Fitness Challenge
- Health Fair was conducted with Salem High School during parent teacher conference on March 16<sup>th</sup>
- Conducted media campaign with the ADAP-PRC \$1500 grant for alcohol and drug
- Presentations were given to 8<sup>th</sup> and 9<sup>th</sup> grades at Viola School on teen pregnancy, STD’s and tobacco.
- Fulton County Health Unit participated in “Walk Across Arkansas”
- Nutrition, physical activity and tobacco cessation workshop was held for the Fulton Co. personal care aides
- Fulton Co. Hospital Foundation received their 501(c)3 status
- A coalition survey was conducted to identify gaps, weaknesses and strengths of the coalition
- Salem High School received healthy tips on diet and exercise that were appropriate for students and read over the intercom in the mornings by the students
- 3<sup>rd</sup> Annual Community Health Fair at First Baptist Church
- Operation Take Back was held in September 2010
- Merchant Tobacco Training held in September 2010
- Town Hall was hosted to focus on Underage Drinking
- Car Seat Safety Checks were conducted several times throughout 2010 after being awarded a grant from UAMS

**Current/Future Projects:**

- Provide education on nutrition, physical activity and the dangers of tobacco at Camp Fit N’ Fun

- Provide educational in-service to all school staff in the county on the harmful effects of tobacco
- Provide in-service for school nurses on nutrition, physical activity, and county data
- Education to students on family planning, STDs, and the dangers of tobacco
- Media campaign on underage drinking and anti-tobacco
- Educate students on ATV safety; distracted driving; and proper hand washing
- Participated in Operation Take Back in Spring and Fall 2011
- Car seat safety checks were conducted throughout 2011

**Grants Received:**

- Community-Based Tobacco Funding, 2003-2006, \$160,000
- “Fit and Fun Summer Camp,” Extension Services, Physical Activity, \$4,000
- Crowley’s Ridge Rural Health Coalition apply for \$19,000 grant for Medicine Assistance Program, 2006-2007
- ADAP \$1,500 mini grant
- 3rd year funding for 5 Star Network grant, \$8,500
- ADAP \$1,000 mini grant
- UAMS \$2,000 grant for car seats
- ADAP \$1,500 mini grant

**Tally of funding through the Fulton County Healthy Arkansas Coalition: \$197,500**

**Local Health Administrator:** Wanda Koelling

**Profile Updated:** December 2011

## Greene County

**Year HHI Started:** November 1, 2002

**How HHI Started:** Crowley's Ridge Rural Health Coalition was birthed by a partnership with Arkansas Methodist Hospital, PRISM, Inc. East Arkansas Area Agency on Aging, Professional Nurse Consultants of America, and the Greene County Health Department.



**How HHI is Organized:** Current Chair Linda Hutchison. The coalition created by-laws, which established an advisory board. The mission of the **Crowley's Ridge Rural Health Coalition** is to promote accessible, comprehensive and quality health to the entire community with emphasis toward the traditionally underserved. The coalition has received 501-3c.

### Past Projects:

- Assessment activities include: Small Community Needs Assessment survey
- Community education activities include: Greene County Senior Health Fair, Women's Health Fair, & Men's Health Fair
- Delta Rural Network Planning Grant
- Coalition hired a Program Director to implement a Medicine Assistance Program, and to continue looking for grants for the community
- Compiled a resource directory for Greene County
- Presented at Pharmaceutical Assistance Program sponsored by Congressman Marion Berry
- Provides NRT as a cessation technique for applicants that qualify
- CPR Class
- Farmers' Market
- "Fitness Challenge"
- Healthy AR Presentations
- Promoting Quit-line, SOS
- "Senior Aquatic Aerobics"
- "Senior Bee's Health Fair"
- "Women Run Arkansas"
- "Study Circles-Building Stronger Neighborhoods for Healthy Children"
- Annual "Ram Run"
- Youth Risk Behavior Survey
- Ham and Bean Luncheon October 2010
- Annual participant in Sr. Bee's Health Fair
- The Medical Assistance Program (MAP) program has issued at least 14,369 scripts totaling a cash value of \$4,934,835.35 as of May 2009.
- Adopted the Greene County Prevention Coalition as a subcommittee of the coalition

### Current/future Projects:

- During the recent quarter the charitable clinic has seen 102 patients and filled 85 prescriptions equally a cash value of \$327,822.15. In this same period the MAP program has seen 225 patients and filled 491 prescriptions equally a cash value of \$579,920.04.
- Promoting "Get Real About Tobacco" and "Kids For Health" in area schools

- Continued quarterly Diabetic education program, A1C screening Greene, and MAP services for Randolph, Poinsett, Mississippi, Lawrence, Fulton, & Clay counties
- Planning for Annual Operation Save Lives
- Assist PRC by hanging posters for the “Most Choose Not to Use” campaign created by drug free club participants at each school in the county at local health professional’s offices, community businesses, schools, etc.
- National Rx drop off October 2011
- Black River Technical College health fair and immunization clinic
- Flu clinics at local schools, business, retirement home, senior citizen center, courthouse, and local jail
- Presented Hygiene, STD, and Hepatitis information at local mental health facilities

**Grants:**

- 2003- Recipient of Arkansas Delta Rural Development Network grant of \$100,000.
- 2004- Recipient of Greene County Endowment Foundation grant of \$1,000.
- 2004- Recipient of Health Department mini-grant \$1,975.
- 2004- Recipient of Blue & You Foundation For A Healthier Arkansas Grant \$42,396.
- 2005- Recipient of Greene County Endowment Foundation grant of \$1,500.
- 2006- Recipient of Blue and You Foundation for A Healthier Arkansas Grant approximately \$84,400.
- 2006- Recipient of the Greene County Community Fund of \$10,000.
- 2006- Recipient of the Coordinated School Health of approximately 3 million for 3 years

Received the HRSA grant to span 3 years received \$86,800 HRSA for the MAP covering Greene, Mississippi, Randolph, Poinsett, Lawrence, & Clay counties  
Community Fund Grant of \$10,000 for MAP

**Tally of funding through the Crowley’s Ridge Rural Health Coalition: \$338,071**

**Local Health Administrator:** Linda Hutchison

**Profile Updated:** November 2011

## Independence County

**Year HHI started:** Fall 2001

**How HHI started:** Developed from Blue Cross Blue Shield Worksite Wellness initiative with local industries and the AR Department of Health's Hometown Health Initiative; the **Independence County Hometown Wellness Coalition**



**How HHI is organized:** Coalition Mission and Vision were approved in the winter of 2001. By-Laws were completed in 2003. The coalition meets monthly on the third Tuesday of each month at 10 a.m. The coalition has a chair, co-chair, secretary, and treasurer.

### Past Projects:

- Assessment activities include: YRBS (2000), BRFSS (Jan. 2004).
- Community Education activities include: Body Walk at Eagle Mountain Elementary School; Annual "Ladies Night Out" Health Fair UACCB was attended by over 800 women; "Healthy Living For Life" Health Fair at UACCB, which included cooking demonstrations and numerous vendors regarding healthy lifestyles and healthy living
- Implemented activities to support Healthy Arkansas goals including: Worksite Wellness Coalition helped provide health screenings at Mark Martin Ford in Batesville on April 24, 2004 in Batesville. Several thousand people attended. Several NASCAR drivers on hand to sign autographs.
- Tobacco activities include: Partnered with Jackson County for Tobacco Coalition; Contest to name the Tobacco Coalition Dalmatian Mascot, "Cig-freeed" won, named by Castleberry Elementary 2<sup>nd</sup> grade class in Newport; presentations on dangers of tobacco and secondhand smoke to schools. Essay contest held for 5<sup>th</sup> & 6<sup>th</sup> grade students in Independence and Jackson Counties regarding the dangers of tobacco and secondhand smoke. Each school that participated received educational material containing lesson plans, activities and a video regarding the dangers of tobacco and secondhand smoke. Distributed SOS posters to businesses. Hosted Dr. Victor DeNoble to make 3 presentations and a "Lunch and Learn" for medical professionals
- Secured 501(c) 3 status
- Presented information on the coalition to the members of the legislative Public Health and Welfare Committee at UACCB, June 7, 2004
- Jimmy Parks, RN, burn specialist at AR Children's Hospital performed a presentation to local at-risk kids and health professionals on the dangers of smoking and fires, 2004, UACCB.
- Celebrated opening of Eagle Mountain Health & International Studies Magnet School, 2004
- Sept. 2006, Batesville City Council passed ordinance banning tobacco products at the municipal swimming pools and city ball fields by a vote of 7-0. Project long in the making.
- Promoting "Get Real About Tobacco" in local area schools and the Clean Indoor Air Act to businesses
- Promoting Quit-line, SOS
- "Strike Out Tobacco Day" at Fitzhugh Park

- Parks & Recreation Committee Meeting, RE: Smoke-free parks
- Various outreach and promotional activities including the annual “Ladies Night Out Health Fair” booth, Health Fair at Southside School, Health Fair at White River Medical Center, National Infant Immunization Week at Wal-Mart, Townsend’s Employee Wellness Fair, STD Prevention at Juvenile Court, and Healthy Arkansas presentations
- Fitness activities including Farmers’ Market, Fitness Challenge, Growing Stronger, Strength Training for seniors, “PACE” (People with Arthritis Can Exercise), walking program for school classes, and Worksite Wellness Luncheon at White River Medical Center, Hometown Health Initiative Celebration
- MRSA education at County Juvenile detention center and area schools
- Act 13 Educational Campaign at area daycares
- Halloween scramble sent to 2<sup>nd</sup> graders educating on safety
- Holiday Drunk Driving Awareness Campaign
- Red Ribbon Campaign
- ATOD Awareness Poster Contest
- Annual March of Dimes Walk-4-Babies
- Plant the Promise at Riverside Park
- Created a flyer for Community Safe Needles Disposal Program
- Proclamation signed by the county judge and the mayor of Batesville declaring April Alcohol Awareness Month
- Banner depicting the importance of being sober while driving displayed at prom time
- Earthquake preparedness seminar will be held in April
- Plans to introduce a city ordinance regarding prescription drugs being sold at Hispanic stores
- Key chains with a drug and alcohol free message will be distributed to all seniors in county
- Published articles in local newspaper regarding safety after an ice storm
- Promoted a program for seniors asking volunteers to adopt a senior for holidays
- Merchant Education (tobacco minor education) 2010
- Network Luncheon 2005, 2006, 2010
- Presentations on teen pregnancy, STD’s and tobacco were given to local schools
- Various programs’ information including WIC and tobacco/smoking cessation was shared with attendees at Southside School Parent Health Fair
- AHEC sponsored Medicine Assistance Program
- Master Settlement Tobacco Power Point presented to coalition 2010
- Health and Safety Fair at all schools 2010
- NE Region Worksite Wellness Summit collaborative event
- Assisted in initiation of Christian Health Clinic
- Annual Health and Safety Fair @ Home Depot
- 13th Annual Child Care Conference
- Operation Take Back conducted in Fall 2010
- ARCOP awarded Growing Healthy Communities Grant for 2010
  - Presented Status report to ARCOP July 2010
  - Eight community leaders participated in training at Rockefeller Institute
  - Donated storage shed to White river Community Garden
  - Mayor signed proclamation for Exercise is Medicine Month, May 2010
  - Donated bicycles to DWI Court
  - Healthy Living Summit “Fit for Fun” at UACCB, October 2010
  - Walkability Survey, October 2010

- Developed and printed “Map and Guide to Walking Trails and Bicycle Lanes in Batesville, AR”

### **Current/Future Projects:**

- Awarded the Community Putting Prevention to Work Grant (CPPW) 2011 for K – 12 nutrition & physical activity
  - Six coalition members attended CDC training in Atlanta November 2010
  - CPPW Kick-Off event and check presentation with Dr. Halverson
  - Implemented free exercise classes for the communities at all schools in the county
  - SPARK curriculum was purchased for all schools in the county and has been implemented for the 2011/2012 school year
- A 10 year celebration was held for the coalition 2011
- City initiated and passed an ordinance banning smoking in Oaklawn Cemetery – a popular walking trail in the city
- Hosted a juvenile diabetes speaker in September 2011
- Healthy cooking classes were offered to the community free of charge
- Lyon College conducts a Biggest Winner challenge each semester and it is now offered as a P.E. credit
- Monthly meetings are held for the Hispanic community and nutrition and tobacco cessation tips are offered
- Senior walking club started in the county with City Parks Director
- Partnered with AHEC and U of A Extension for cooking demonstration and health screening for Hispanic population April 2011
- Sponsored the Southside 4-H Food Pantry at Southside School
- Presentations were given to all schools in the county on: ATV Safety; Safe Teen Driving; Act 13, Act 811; Quitline; Spit Tobacco; The Dangers of Tobacco; Proper Nutrition and the Importance of Physical Activity; and STD/Family Planning/Abstinence
- BMI/Vision/Hearing Training for student nurses so they can assist school nurses
- Partnered with Batesville School District and First Community Bank to host a Safety Baby Shower for at-risk mothers
- Partnered with U of A Extension to host Body Walk
- Distributed Jungle Jive DVDs to local preschools
- Conducted staff development for school personnel in the county on ATV Safety, Asthma and Dangers of Tobacco.

### **Grants Received:**

- \$15,000 Coalition for a Tobacco Free Arkansas, 2002
- \$1500 funds to host Coalition “Celebration” from Pfizer, 2002
- ADH Tobacco Grants - \$151,000
- Private donations received from local industries to support various coalition activities - \$1500
- \$1500 Pfizer funds to assist “Out To Lunch” physical activity program, 2003
- Blue Cross Blue Shield supplied financial support and personnel resources for activities - \$1,500 to purchase bikes for “Walk the Walk to Wellness”
- Independence Co. Wellness Coalition, Tobacco, \$20,000

- ADAP \$1,500 mini grant
- ADAP Restricted Line Funding Project \$1,500
- Growing Healthy Communities Grant from ARCOP \$16,000
- CPPW Grant \$668,206.00
- Minority Health Commission Grant for Minority Health Month event \$4,641 plus AHEC in-kind contribution \$452 total \$5,093

**Tally of funding through the Independence Co Hometown Wellness Coalition: \$884,299**

**Local Health Administrator:** Sonia Nix

**Profile Updated:** December 2011

## Izard County

**Year HHI started:** May 2001

**How HHI started:** Organized through efforts of the LHUA, Treva Engelhardt. The Coalition is called the **Izard County Hometown Health Coalition.**



### **How HHI is organized:**

- The policy and procedures for the coalition are reviewed and approved yearly.
- Izard/Stone Network Coalition policy and procedures are reviewed and approved as needed.
- Mission/Vision approved March 2001. Individual committee mission/vision statements approved by coalition board.
- 501c3 discussed—but not pursuing at present
- Committees meet separately and report to full coalition monthly. Committees are Substance Abuse Prevention (both alcohol and tobacco), 5-Star Network Committee for Diabetes Education and Prevention, and other ad hoc committees.

### **Past Projects:**

- Assessment activities conducted:
  - BRFSS (County Adult Risk Factors Survey), 2001
  - YRBS (Youth Risk Behavior Survey), 2002
  - Key Informant Surveys (ADRDN Program)
  - APNA (Arkansas Prevention Needs Assessment) SPF SIG Program works closely with all Izard County Schools to ensure their participation and the survey is mandatory.
  - CORE Survey – Conducted in Ozarka College – SPF SIG staff worked to implement the survey first administered in Jan. 2008 and collaborated with colleges to ensure mandatory
  - Youth Focus Groups
  - County Assessment (conducted during planning phase of SPF SIG Program.)
  - Community Perception Survey (SPF SIG Program)
  - Key Informant Interviews (SPF SIG Program)
- Formed a Network between the Izard & Stone County HTH Coalition
- Implemented activities to support Healthy Arkansas goals: “5-A-Day Challenge,” “Growing Stronger, Strength Training” for seniors, “Re-Shape Yourself,” “Search Your Heart,” “Walk across Arkansas,” & Worksite Wellness Workshop for local industries. Also presented Healthy Arkansas to various community groups
- Bulletin Board Campaign to promote healthy lifestyle choices
- Other outreach activities included: High School “Project Graduation” in two schools, ICCY (Izard County Consolidated Youth) Youth Summit, Injury Prevention in rural Areas at Calico Rock Hospital, Izard-Stone Counties “Healthy Living” Program, Methamphetamine Presentation at Ozarka College, and “Potty Pointers” health information posted in local area restrooms. Hand washing presentations in the schools.
- “Growing Stronger, Strength Training” was presented to the Diabetic Support Groups in Izard County

- Promoted “Get Real About Tobacco” in local schools, “Tobacco is Yucko” and Quit line/SOS
- IZARD County Health Education Booths at local events
- Media Literacy Training done coalition members & Melbourne’s Helping Other Teens Club.
- County-wide Town Hall Meeting addressing underage drinking & new SIG program
- Operation Storefront survey was done by the HOT Club. The assessments showed tobacco advertising and evaluated the target specific groups.
- Assessed tobacco policies within the county regarding tobacco use in public places. Next worked on passing various ordinances to address the use.
- Partnered with Community School Health Nurse, Marilyn Cone, to promote health thru the educational cooperative channels to the county school districts. Nurse presented MRSA facts, vision and hearing screenings, BMI and Scoliosis training, Teen Pregnancy and STD to school nurses and counselors and various other school employees.
- Educational and cessation resource booths set up at area events thru the year. IE—fairs, festivals, reunions, and public events
- Developed and distributed Cultural Diversity Handbooks for coalition members
- Conducted:
  - “Cultural Competency” Training for coalition members
  - Strategic Planning Workshop for prevention activities
  - Evidence-based prevention curriculum for IZARD Co. Schools Admin.& law enforcement
  - Drug education workshop targeting emergency personnel, educators, and law enforcement
  - Public speaking presentations to community groups on SPF SIG Underage Drinking Prog.
- SPF SIG Media Campaign ran PSAs on 3 local radio stations during Red Ribbon Week (Oct. 23 – Nov. 3) targeting parents who provide alcohol to youth
- SPF SIG staff and a coalition member attend 3 weeks of CADCA (Community Anti Drug Coalitions of America) Academy Training, 2007-08, focused State Prevention Framework
- SPF SIG Coordinator, a coalition member, & HHI Tech. Advisor completed online training through SPF SIG Program with Univ. of OK, focused prevention framework components.
- SPF SIG Coordinator completed online training course with CADCA IN Oct. 2008
- Substance Abuse Prevention Committee developed mission statement for the committee’s goals and objectives
- SPF SIG Program developed and had approved a 3 year Strategic Plan for implementation of underage drinking prevention strategies and activities.
- National Exercise program “Table Top Drill” in Oct. 2007 & follow-up with full-scale exercise March 2008. “Operation First Response” tested capabilities of the IZARD County Local Emergency Planning Committee in providing mass prophylaxis to first responders and the public.
- Underage Drinking Prevention Program partnered with the Sheriff’s Dept. to implement “Thanks for Being Safe & Sober” Program during holiday season sobriety checkpoints
- Assessment of current health data and establishing priorities is ongoing
- Continuing to build and broaden the IZARD/Stone County Network Coalition
- A Community Perception Survey on community norms of alcohol use, data used to plan education and prevention programs.

- Community Perception Survey conducted annually to measure change & to provide evaluation
- Youth Focus Groups were conducted in IZARD County Schools in 2007 as part of county assessment and will be conducted annually to measure change & to gather data for evaluation
- The IZARD County Hometown Health Coalition, SPF SIG Underage Drinking Prevention Program in partnership with the IZARD County Sheriff's Department, launched "Parents Who Host, Lose The Most: Don't be a party to teenage drinking" public awareness campaign.
- Substance Abuse Committee developing website information dedicated to underage drinking prevention education. Also forming Media Group to implement public awareness of the health and safety risks of underage drinking & promote signage throughout the county.
- Youth Board on substance abuse prevention began in 2008 to address ways to reach the youth. The Youth Board, TAG Team (Teens Achieving Goals) is currently active in prevention activities with 5 representatives from each of the 3 school districts.
- Underage Drinking Prevention Program partnered with the Sheriff's Dept. to implement "Thanks for Being Safe & Sober" Program during holiday season sobriety checkpoints
- New tobacco prevention Website being developed. It is tobacco freeic.com.
- Diabetic Support Group & Self-Management Classes expanding to smaller communities county
- Working on environmental changes & ordinances banning tobacco use in public places.
- Currently employ 4 people thru our grants: Diabetes Coordinator, Tobacco Prevention Educator, Alcohol Prevention Community Liaison, and SIG Project Coordinator.
- Community Liaison working with schools thru implementation of Project Northland and Class Action Curriculum to curb drug and alcohol abuse among youth.
- Substance Abuse Committee involved with juvenile justice to advocate a policy for assessment of all adjudicated youth about the knowledge of underage drinking laws and consequences.
- Red Ribbon Week Poster Contest in all 6<sup>th</sup> grade classes. Winners were given t-shirts and posters were placed in public areas in town.
- "Sobriety Check Point" in partnership with the IZARD County Sheriff Office planned in Dec/Jan.
- Partnered with the IZARD County Health Unit to assess pregnant women who are smoking and if they are aware of the dangers to the unborn child plus themselves. Info packets: baby bibs, cessation resources, & pamphlets are being handed out to pregnant women thru the clinics.
- SPF SIG Program staff working with DASEP (Drug & Alcohol Safety Education Program) to develop youth alcohol education curriculum to be delivered to adjudicated youth
- SPF SIG Coordinator participated in online training course with CADCA in January 2009
- An in-service to Personal Care Aides was given on caring for a diabetic
- 5 Star Network abstract was presented at the "National Diabetes Conference" in Long Beach, Ca. April 2009
- A 1-day Counselor Update/Workshop was held at the Educational Co-op, very well attended
- Co. Judge signed Proclamation "Through with Chew Week & Great American Spit Out Day" March 2009
- Sustainability training held for coalition members in Sept. 2010

- “We Card” baskets are delivered to all tobacco retailers in Izard County
- AHEC established medicine assistance program in Melbourne at Ozarka College
- SPF SIG Underage Drinking Prevention Program Coordinator attended the Community Anti-Drug Coalition of American Forum in Washington, D.C.
- One-on-one counseling is being offered to clients in Horseshoe Bend
- Plans for Nutrition & Physical Activity Conference for April 8<sup>th</sup> at Ozarka College

### **Current/Future Projects:**

- “Project Northland and Class Action”, evidence-based prevention curriculum is currently being implemented in all Izard County Schools and was stopped when grant ended in June 2011.
- Assessment activities will be ongoing annually – Community Perception Survey, APNA, CORE, Youth Focus Groups, Key Stakeholder Interviews
- Coalition will continue to provide training opportunities for members.
- SPF SIG Coordinator maintains Certified Prevention Consultant Certification through Arkansas Prevention Certification Board.
- Community Project Liaison will attain Certified Prevention Specialist certification by late 2010
- Provided presentations for ICC School Youth Summit for 5<sup>th</sup> and 6<sup>th</sup> graders in April 2011
- SPF SIG staff working on development of Youth Leadership trainings for Izard County Youth
- Annually assess coalition membership base to ensure cultural diversity
- Continue to promote the coalition and coalition programs throughout Izard County
- Public speaking presentations to community groups to educate about focus of coalition progs.
- SPF SIG Media Campaign work toward community level change of norms and attitudes regarding underage drinking
- Continuing to work on environmental changes related to tobacco use
- \$10,000 in additional funds to augment our SPF SIG Underage Drinking Prevention Program.
- Our request for funds was successful with following activities to be implemented:
  - Lawmaker’s Meeting – countywide lawmaker’s meeting to Izard County Quorum Court members, County Judge, State Representative and Senator, Mayors of all townships in the county, City Council members of all townships, and coalition members, included Power Point presentation about strategies being implemented with the SPF SIG funding and outcomes achieved. Discussed current funding and provide updates on activities to secure funding beyond SPF SIG. Objectives: inform lawmakers about the success of the program and gain support for local resources, including funding. Meal provided and pocket folder with contact information.
  - Meetings with other counties – ADAP required conducting meetings with other counties to educate about the State Prevention Framework and encourage the use of best practices. Conducted meetings with two adjoining counties in our area, Fulton & Sharp, provided food and program materials. Each person attending received a folder packet with State Prevention Framework educational materials and best practices.
  - Project Northland (Evidence=Based Curriculum) – has been implemented in all 6<sup>th</sup>, 7<sup>th</sup>, and this school year 8<sup>th</sup> grade classes in the county. This curriculum proven to decrease underage drinking. Curriculum has already been purchased, additional funds will be utilized to purchase additional workbook materials that are used by

- students annually and must be repurchased. Funding allows us to provide two additional years' worth.
- End of program pizza and shirts for Project Northland participants for past 2 years. This serves as good incentive for students to complete the program, only student who completes the program will be included. Expanded program to 8<sup>th</sup> grade.
  - Lunch & Learn – conducted a session with IZARD County Law Enforcement. Work closely with IZARD County Sheriff's Department benefit our program to provide education for the Horseshoe Bend Police Department that is separate from the Sheriff's Department. Sheriff's Department officers and Horseshoe Bend officers all invited. Power Point Presentation about our program, Social Host Law, and local data about where youth report getting alcohol and their perceptions and attitudes. Also provided current data about successes and areas showing a need for improvement. Provide food and a pocket folder for each attendant with educational materials.
  - Yard Pledge Signs – purchase Yard Pledge Signs distributed throughout county, available at events, to reach people to secure pledges.
  - Coalition Sustainability Training has been held for coalition members on 2 occasions.
  - Developing Act 13 training presentation & new ACT 811 info given to IZARD County Sheriff's Dept. & Horseshoe Bend Police dept., local businesses and IZARD County officials.
  - Collaborating with Ozarka College, developing “Dangers of Smokeless Tobacco presentation for all Freshmen Year Experience classes at Ozarka College. (6 sections, 20 or more students!)
  - Tobacco Coordinator, Hunter Caraway, received Arkansas TPCP Rookie of the Year Award 2010 for outstanding dedication to tobacco control in Arkansas.
  - Participated with the IZARD County Sheriff department in “National Take Back” Initiative, allow for safe, legal, and environmentally-friendly disposal of extra drugs that patients have not used.

**Ordinances passed through the Hometown Health Coalition's efforts are:**

**2001**—Ordinance establishing the IZARD County Courthouse Tobacco Free; **2007**—Ordinance 2007-01 restricting the advertising and promotion of tobacco products in the IZARD County Fairgrounds exhibit buildings during the North Central Arkansas District Fair; **2008**—Ordinance 2008-02 restricting the use of Tobacco Products at all the future American Cancer Society's IZARD County Relay for Life; **2009**—Policy Change City of Melbourne. All city parks now have a smoking ban in 25 feet of playground equipment with signage; **2009**—Cooper Hawk Golf Course adopted policy that all state, regional, district High School golf tournaments would be tobacco free events; **2010**—County Judge declared ban of tobacco products on Court square during Pioneer Days celebrations the first weekend in May; **2010**—Policy Change in Mt. Pleasant for a 20 foot tobacco use ban near playground equipment and ball court at the city walking trail; **2010**—Policy Change: As of May 14<sup>th</sup>, 2010, the City of Melbourne Housing Authority will adopt smoke-free play areas with 20' buffer zones. Signage will be provided at stated areas such as a playground, ball court, etc...

**Grants awarded to the IZARD County Hometown Health Coalition:**

**Prevention Resource Center Mini-grants for ATOD prevention**

**2003**—\$1000 Tar Wars; **2004**—\$1000 Meth Awareness Workshop for teachers, first responders & community; **2005**—\$1000 Strategic Prevention Framework Planning Workshop; **2006**—\$1500 ATOD Prevention Strategies; **2007**—\$1500 Cultural Diversity Workshop; **2008**—\$1500

ATOD Prevention Strategies; **2009**—\$1500 Red Ribbon Week Poster Contest, Holiday Sobriety Checkpoints, April Alcohol Awareness Run/Walk; **2010**—\$1500 Red Ribbon Week Poster Contest, Holiday Sobriety Checkpoints, April Alcohol Awareness Run/Walk

**Community Based Tobacco Prevention and Education Grant: (Prevention Program)**

2001-2002—\$75,000 plus supplemental \$17,000; 2007-\$67, 225.00; 2008-\$67,225.00; 2009-\$74,761.00; 2010-\$73,551.00; 2011-\$53,295.00

**Arkansas Delta Rural Development Network (ADRDN)**, Diabetes Education and Prevention Program in IZARD and Stone County: **2002**—\$32,630; **2003**—\$24,000; **2004**—\$60,000; **2005**—\$39,000; **2006**—\$51,000 plus additional supplements of \$14,000 & \$5993.12

**Delta Hills Network Grant** (Diabetes Prevention and Education in IZARD, Stone and addition of Sharp, Fulton & Lawrence Counties)

**2007**—\$45,000; **2008**—\$45,000; **2009**—\$44,800; **2010**—\$84,500 (\$12,000 Per county in network)

**Department of Health Wellness Grant**

**2004**—\$800 Printing Youth Risk Behavior Survey (YRBS) pamphlets; **2005**—\$2000 Wellness Campaign and Workshop, Bulletin Board Campaign promoting health lifestyle choices

**State Prevention Framework / State Incentive Grant (SPF / SIG) for Prevention of Underage Drinking: 5 years grant** –2007 thru 2011 of \$600,000 & 2010—ends June 2011 additional funding of \$10,000.

EUDL (Enforcing Under-aged Drinking Law) Grant -\$35,000

The Enforcing Underage Drinking Laws Grant Program is funded through the Arkansas Department of Finance and Administration. The EUDL Program allocates funds through block grants to enforce state laws prohibiting the sale of alcoholic beverages to minors and to prevent the purchase or consumption of alcoholic beverages by minors.

**Substance Abuse and Mental Health Services Administration**

2008—\$500 Town Hall Meeting for Substance Abuse and 2010—\$500 Town Hall Meeting for Underage Drinking

Tally of funding through the IZARD County Hometown Health Coalition: \$1,460,780.12

**2010 Public Health Hero Award Recipient:** The recipients are outstanding and innovative people and organizations who have activated members of their community to improve health. This was awarded by Arkansas Department of Health in conjunction with Public Health Week.

**Employees hired thru coalition grants:**

- Linda Moser – SPF SIG Grant Coordinator
- Chris Haley – SIG Community Liaison
- Hunter Caraway – Tobacco Grant Coordinator
- Matt Burk – 5-Star Network Community Encourager

**WEB SITES:**

<http://www.izardhometownhealth.com/>

<http://tobaccofreeic.com/>

**Local Health Administrator:** Treva Engelhardt

**Profile Update:** September 2011

## Jackson County

**Year HHI started:** 2005

**How HHI started:** The Jackson County Interagency Council was meeting monthly and the decision was made to partner with Independence County on a Tobacco Grant. Officially **Jackson County Health and Wellness Coalition** was formed when Healthy Arkansas was introduced.



**How HHI is organized:** Anissa Foushee, Local Health Unit Administrator, brought stakeholders together to form the coalition. The present chairperson of the HHI Coalition is Jennifer Green and the Tobacco Committee was renamed the Alcohol, Tobacco, and Other Drug Committee and is chaired by L.J. Bryant.

- **Mission:** The residents of Jackson County will have the opportunity for comprehensive wellness and awareness through education and community resources.
- **Vision:** A healthy community should be all-inclusive when addressing the basic dimensions of health. The Jackson County Wellness Coalition seeks to improve the lives of the residents of Jackson County throughout all the dimensions of health. This will be achieved through community education and promotion of healthy resources aimed at awakening people to their own power to create change.

### Past Projects:

- Assessment activities include: Results of County Adult Health Survey presented at luncheon at Harris Hospital for coalition members and other residents of the county
- Physical activity and nutrition activities include: Camp “Fit-N-Fun”
- Tobacco prevention activities include: Teamed with Independence County on Tobacco Free Initiative; Name the Mascot Contest, Tobacco Free Initiative Mascot, “Cig-freed”, cigarette free; “Cig-freed” handed out materials at a home football games and other county events; provided a school mini grant for school interested in participating in tobacco prevention activities and programs; Polled local restaurants and compiled a list of smoke-free restaurants before ACT 8; Promoted “Get Real About Tobacco”, “Kids for Health”, & “Science, Tobacco & You” in area schools; Promoted Quit-line, SOS. Second-Hand Smoke Effects Presentations – White River Area Agency on Aging aids and Harris Hospital’s Lunch & Learn; Held Strike Out Tobacco Day at a local ball field; Second-Hand Smoke Effects trainings at coalition meeting for members; Distributed Smoke-Free Restaurant guides; Distributed T-shirts for graduating seniors with Tobacco-Free information; Held Tobacco Control Board Merchant Workshop for county area merchants’ education; Sponsored secondhand smoke billboard.
- Community education activities include: Oral Health Fair, skits and educational session, 742 students in two Jackson Co. Schools
- Other partnership and outreach activities include: Rubber Duck Race fundraiser for March of Dimes; “Hat Chat” Luncheon for In-Home Services Personal Care Aids, Portfest education HHI booth, informational booth at Portfest, and information booth at Health Fair. Block Party at the Branch Community Center with games, face painting and Haunted House of Consequences

- Implemented activities to support Healthy Arkansas goals including: Body Walk, Fitness Challenge, Growing Stronger, Strength Training, Re-Shape Yourself program through the extension office, Healthy AR presentations, and newspaper articles on restaurant awards.
- Physical activity and nutrition activities include: Walk Across AR, Walking Trail Brochure
- Other partnership and outreach activities include: Youth Advisory Council” for ATOD Prevention; Mass Flu Clinic; Free Health Clinic; Oral Health Fair; Town hall meeting on underage drinking; Large Christmas Card “Safe & Sober” sign posted in the community.
- Organized free community clinic called Christian Community Clinic of Jackson County.
- Store Alert Report Cards done for Newport area.
- Partnered with County Extension Office for Science, Technology, Engineering & Math summer program at ASU Newport.
- Is participating in National Take-Back Initiative to dispose of unused prescription drugs
- Free diabetic education classes at ArCare.
- Education classes at Harris Hosp for diabetics on insulin
- Body Walk at schools
- Tobacco Control Youth Board formed by Newport students with YES (Youth Extinguishing Smoking) Team as counter-marketing campaign.
- Tobacco Free Living Poster Contest in schools

#### **Current/Future projects:**

- Newport Jr. High was awarded 2011 Child Wellness Intervention Project (CWIP) Grant for \$13,894.51
- Newport schools received Fresh Fruits & Vegetables Grant creating healthier school environment
- 1<sup>st</sup> Annual Girls Rally, “Every Girl is a Super “Role” Model”, focusing on motivation, personal health and decision making with special speaker, Latonya Goffney, Superintendent of Coldsprings-Oakhurst Consolidated Independent School District in TX; Dr. Karen ones of Harris Hospital, Amber Grady of ASU-Newport and Margaret Morrison, PRC
- 8<sup>th</sup> Annual Clearing the Air in Communities of Color Conference, Chris Grady, 10<sup>th</sup> grader at Newport High School won 2<sup>nd</sup> place in the “Clearing the Air Youth Rap” Contest & received \$250 prize. Grady’s tobacco-free rap was heard on River Country 96.7 FM, Newport 1280 AM and is currently used by several wellness & ATOD Coalitions
- Held 5<sup>th</sup> year HHI Celebration
- Youth Tobacco Summit
- Reestablished ATOD Sub-committee
- Free Tobacco Merchant Education Training
- Free Community Clinic having “Irish Stew” Fundraiser
- APNA Data Presentation
- Jackson County students attended Pam Stenzel’s presentation on STD & Teen Pregnancy
- T-Dap School Clinic
- Christian Community Clinic patient care monthly in Newport
- Statewide School Health Conference presentation on Asthma
- Jackson County Wellness Coalition is collaborating on a cooking, shopping class with instructions on budgeting; using coupons; planning and preparing health meals.

**Grants Received:**

- \$49,974 Tobacco funding partnered with Independence County Health & Wellness Coalition, July 2004-June 2005
- Jackson County Wellness Coalition, Prevention Resource Center Grant, Tobacco, \$1,500
- White River Rural Developmental Network, Nutrition, \$19,200
- Jackson County HHI Wellness Coalition including in Independence County Health & Wellness Coalition, Tobacco, \$20,000
- \$500 stipend from ADAP to host town hall meeting on underage drinking
- \$4500 for an ADAP-PRC mini grant for strategic prevention framework training
- \$75,000 to Newport Schools for CSH Grant from TPCP
- \$36,000 to Newport Schools from Fresh Fruit & Vegetable grant

**Tally of funding through the Jackson County Health and Wellness Coalition:** \$206,674

**Local Health Administrator:** Anissa Foushee

**Profile Updated:** December 2011

## Lawrence County

**Year HHI Started:** 2001

**How HHI started:** Developed from the Lawrence County Healthcare Coalition.



**How HHI is Organized:** Current officers for the 2011-2012 year are:

President: Junior Bringer  
Vice President: Bobby Bridges  
Secretary: Kim Nunally

Mission and Vision Statement approved May 2001

Currently using 501c3 status of Lawrence Memorial Hospital

**Committee structure includes:** Children/Infant health, youth health, adult health  
Drug prevention and environmental health

### **Past Projects:**

- Assessment activities include: conducted Youth Risk Behavior Survey (YRBS) in five Lawrence County schools September 2001, conducted environmental health survey for Walnut Ridge, Hoxie, and Black Rock, conducted safe drinking water survey for Western Lawrence County, conducted Behavioral Risk Factor Surveillance System Survey (BRFSS), Delta Rural Health Survey conducted by Arkansas State University, Health Directory for Lawrence County, Sewer grant improvement project for Sedgwick, Breast and Prostate Screening Clinics at Walnut Ridge Schools
- Community Education activities include: participated in health fair at Williams Baptist College and Health Fair Lawrence Memorial Hospital, participated in Career Fair at Williams Baptist College for 9<sup>th</sup> and 10<sup>th</sup> grade students from (6) Lawrence County Schools, Back to School Campaign, provided educational booth at county fair, updated Lawrence Health Care Coalition informational pamphlet, West Nile Virus pamphlet project, household hazardous material pamphlet project, "Healthy Living" lecture series, Presentations on AIDS/HIV/STD, Environmental Health, Immunization, Healthy Arkansas, Tobacco, Reproductive Health, and WIC, Biggest Loser at Williams Baptist College, "Best Care" training for daycare workers
- Healthy Arkansas: Walk Across Lawrence County, Dr. Boozman presentation "The Perfect Storm"
- Promoting "Get Real About Tobacco" and "Kids For Health" in area schools
- "5-A Day Challenge"
- Community Garden located in Walnut Ridge
- "Fitness Challenge"
- Healthy AR Presentations
- Promoting Quit-line, SOS
- Smoke-Free Workplace Info
- Tool-Kit for Tobacco-Free Campus
- "Walk Across Arkansas"
- Lawrence County Health Educational Booths at local events
- County Social Host Ordinance prohibiting alcohol service to minors
- Extension Service begins 8<sup>th</sup> year of nutrition lessons in schools grades K-6<sup>th</sup>
- Heart Smart Program to provide heart healthy education

- County Wide Safety Fair in Imboden
- “Golden Jubilee” at Lawrence County Memorial Hospital
- Blue & You- “Grilling Healthy”

**Current/Future Projects:**

- Promote healthy eating and encourage appropriate exercise for senior citizens
- Healthy Arkansas Worksite Wellness Project
- LMH implementing Diabetic Education Project for all county schools grades K-12<sup>th</sup> teaching nutrition and parent involvement, also available for community members
- Life skills classes for Parents
- Positive Action Classes at Lawrence County Schools
- Lawrence Memorial Hospital Community Needs Assessment
- Iron Mountain
- Assisting the Children’s Shelter
- Assisting the Black Rock Lion’s Club with collecting glasses
- County Wide Safety Fair in Hoxie
- Annual Lawrence County Prostate Screening and Health Fair
- Created Youth Task Force with representatives from each school district
- Promoting Quit-line, SOS
- HHI Celebration celebrating 10 years
- Assist with DEA Take Back Initiatives

**Grants Received:**

- Stamp Out Smoking Grant for Hoxie School
- Preventative Health and Health Services Block Grant for Walk Across Lawrence Coy
- Grant from Entergy for Worksite Wellness Program
- Rural Health Grant for Diabetic Education totaling \$30,000.00
- Fall Festival for \$1,000.00
- Diabetic Educational Grants, 3 for a total of 68,000.00 dollars
- ATOD Grant, to address underage drinking among the youth in the county. Total to date 160,000.00
- Pending is a Blue and You Grant from Blue Cross for Youth fitness challenge in schools for 55,215.00
- ARDH Heart and Stroke Grant for the Heart Smart Grant
- EUDL Grant for Sheriff’s office to enforce underage drinking laws
- Blue and You Grant Youth and Families Health Challenge

**Other pertinent information:** Lawrence County is located in NE Arkansas with a population of 17,774. Walnut Ridge is the largest city and serves as the County Seat. Lawrence County is divided by the Black River with rich farmland to the East and rolling Ozark foothills to the West.

**Local Health Acting Administrator:** Susan Harris

**Profile Update:** November 2011

## Mississippi County

**Year HHI started:** December 2001

**How HHI started:** The Healthy Start Coalition provided to the county a community building training with Donna Yutzy as the trainer. From the training, a list of potential stakeholders was identified, which resulted in a steering committee to promote Hometown Health & Mississippi County Kick-Off.



**How HHI is organized:** The Mississippi County Coalition is not actively meeting at this time. Walter Holloway, new Local Health Unit Administrator for Mississippi County, is attending many groups within the communities and working together with them in partnerships and leadership planning.

### **Past projects:**

- Community Education activities include: educational booth at Annual Cancer Council Coalition Health Fair provided educational booth at county fair, and Women's Health Week display at the Local Health Unit with giveaways for women and teens
- Hometown Health presentations at the Delta Community Outreach Center in Luxora, Mississippi County Coalition for a Tobacco Free Arkansas, and Blytheville Boys & Girls Club
- Back to School Physical Activity Day
- Search your Heart participant with Body & Soul - A Celebration of Healthy Eating & Living
- AMHC Quarterly Health Fair October 2010
- Bridge the Gap Health Fair November 2010
- Presented STD and Teen Pregnancy information at Blytheville High School

### **Current/Future projects:**

- Completing the Needs Assessment for Mississippi County
- Attend Mississippi County Coalition for a Tobacco Free Arkansas Annual "Saving The Lives of Arkansas' Children" Banquet
- Annual Cancer Council Health Fair September 2011
- Continue to seek identify and involve new stakeholders
- Provide technical assistance to the Mississippi County Tobacco Coalition
- Increasing awareness among community members about Men's Health, specifically prostate and testicular cancer
- Safety Baby Showers providing education to decrease child injury rates
- Women's Health Week displays in LHUs
- Breast Cancer Awareness displays in LHUs
- Nutrition Education and Food Demonstrations at Armored Elementary

**Local Health Administrator:** Walter Holloway

**Profile Updated:** November 2011

## Poinsett County

**Year HHI started:** February 2005

**How HHI started:** Beginning with the Healthy AR by providing presentations to several civic groups and members of various organizations interest was garnered to seek a collaborative effort of community individuals to work toward a healthier county.



**How HHI is organized:** Meetings began February 2005. The Mission and Vision Statements were created April 2005. A committee was established to assist with the grant application and possible implementation of the Medicine Assistance Program. In 2006, the Poinsett County HHI Coalition and the Drug Abuse Prevention Coalition joined forces and created **Poinsett County Partners In Health Coalition**.

### Past projects:

- Implemented activities to support Healthy AR goals including: Fitness Challenge, PEPPPI (Peer Exercise Program Promotes Independence), Take Charge Of Your Heart, Worksite Challenge, Fit With 5, promoting Quit-line/SOS, and Healthy AR presentations
- Community education activities have included: Nutrition classes in 2<sup>nd</sup> grade for healthy snacks; Pink Carnation Sunday; Rotary physical activity presentation; Act 13 campaign; teen pregnancy information from Centers for Health Statistics presented to coalition members; town hall meetings on underage drinking and meth use; suicide prevention; proper hand washing techniques and sun safety to daycares; and smokeless tobacco presentations to 5<sup>th</sup> and 6<sup>th</sup> graders.
- Hosted a seminar on for the community on obtaining a 501C3 status for non-profit organizations.
- Other outreach activities have included: informational booth at health fairs- Poinsett County Fair; Cotton Pickin' Jubilee at Marked Tree; and Terrapin Derby at Lepanto, Educational assistance with PACES (group formed pregnant teenagers, parenting classes, locating resource), and 5K/Walk/Run—in Trumann; Mass Flu Clinic; School Flu Clinics.
- Assessment activities include: compiled and distributed county resource directory; presented results of County Adult Health Survey
- Assisted City of Harrisburg in implementing fluoridation of public water system, awarded the Public Health Hero Award, 2008
- Continue to seek, identify and involve new stakeholders; Reorganizing coalition to combine HHI & Substance Abuse Coalition; 501(c) 3 Presentation by Dept. of Volunteerism to HHI Coalition; reviewing and planning for future grant opportunities

### Current/Future Projects:

- Education on Act 811
- Distributed materials to coalition regarding women & heart disease
- Provided heart healthy recipes to Senior Life Centers
- Information shared about Dental Services providing free or low cost dental care for elderly

- Outreach activities: Trumann School Health Fair; Harrisburg Youth Health Fair and “Rachel’s Challenge”
- Sponsored speaker from ARSAVES
- Partnered with local food banks to distribute info on county resources, proper nutrition and tobacco cessation
- Partnering with “Out of the Dark” chapter from Craighead County to fight growing problem of teenage prescription drug abuse, guest speaker, Skip Mooney
- Participate in “National Take Back Day” to give county residents a safe method of properly disposing unused narcotics
- Other partnership and outreach activities include: partnered with Riverside Ambulance Service for Automatic External Defibrillator funding and provide technical assistance to the “Together We Can” group (TWC)
- The Medicine Assistance Program has assisted 323 patients with 2,338 prescriptions (a savings of \$858,539.84).
- Harrisburg Middle School, Poinsett County, participating in Delta Garden Study’s first year of its full scale study, Fall 2011
- APNA data presentation
- A fun program presented to students at Play School Day Care in Harrisburg on hand washing and sun safety
- Bill Dresbach, EHS, educated several Poinsett Co. deputies, animal control officers and community members on the warning signs of rabid animals presented to Poinsett County Sheriff’s Department
- Bright Beginnings Day Care in Marked Tree about LHU services
- Harrisburg Center for the Arts, five sessions “Driving under the influence/impaired vision goggles; ATV Safety; nutrition education; Rethink Your Drink; Abstinence Education and Second-hand Smoke/Smokeless Tobacco Education with 180 attendees
- T-Dap Clinics in all schools across Poinsett County School, 6<sup>th</sup> graders
- Two “off-site, after hours” held to give T-Dap and Tetanus vaccinations for flood victims and volunteers
- OEM opened mock shelter in Trumann for victims
- Harrisburg School District, “Just Say Know” Tobacco video and discussion of consequences to using tobacco; harmful effects of smokeless tobacco and secondhand smoke
- Harrisburg High School hosted, “Rachel’s Challenge”
- ARSAVES presentation
- Dig Day held as part of Delta Garden

**Grants received:**

- Partnered with the Crowley’s Ridge Health Coalition to apply for funds from the AR Delta Rural Development Network to support a Medicine Assistance Program
- Partnered with Riverside Ambulance Service, Automatic External Defibrillator Funding, 2006

**Local Health Administrator:** Janice Mitchusson

**Profile Updated:** December 2011

## Randolph County

**Year HHI Started:** 2003

**How HHI Started:** Collaboration among health care providers and health focused leaders



**How HHI is Organized:** Local Planning Group is led by Kathy Smith, Administrator, Randolph County Health Department, as Healthy Randolph County.

### Past Projects:

- Community Assessment: Completed in 2004 by Randolph County Hometown Health Alliance.
- You Can! Steps to a Healthier Aging: Physical activity and nutrition program provided to anyone over the age of 50.
- Child Safety Restraint Program: Healthy People Randolph County is a collaborative partnership represented by UAMS, BRAD, and the Randolph County Health Department. The safety seat restraint program is now in its third year and 384 children have been placed in safety approved restraint systems and parents and caretakers have received education and instruction in proper restraint procedure.
- Community Education Activities: Classes were held on the campus of Black River Technical College and 20 area instructors were certified as child safety restraint officers.
- Area Agency on Aging and Randolph County Health Department partnered to hold a caregiver symposium for educational opportunities among older Arkansans and their caregivers.
- West Nile Virus, child safety seat restraint, and public health educational materials are presented at the County Fair each year.
- Diabetes, women's health, health care specific for men, and child health education are promoted each year thru health fairs and special clinics.
- Expanded Earthquake Preparedness Planning began in September 2006.
- Cornerstone Coalition began in 2006 focusing on healthy lifestyles with a special emphasis on Alcohol, tobacco, and other drugs.
- Health Education material is provided each year at the County Fair.
- Public Health Performance Standards Assessment survey was completed by the community to guide health and disaster planning efforts.
- Chronic Disease Programs are underway with a focus on better nutrition and increased physical activity. Food demonstration and physical activity classes are integrated with clinical program delivery at the Randolph County Health Department.
- Rock and Roll Highway 67 Festival
- Arthritis Walk

### Current/Future Projects:

- Pandemic Influenza Planning, Mass Flu Clinics, School Flu Clinics, and Tdap School Clinic
- Seasonal Influenza Health Fairs
- Relay For Life
- Cervical Cancer Walk
- Alzheimer's Walk
- TB Skin Test for Head Start teacher working under Brad Corp

- Medicine Assistance Program: Provided by the Community Health Center, assistance is available to all county residents based on inability to pay full price.
- Present Donnie Dinosaur Tobacco Prevention information for Alma Spikes Kindergarten and 1<sup>st</sup> grade classes
- Diabetic education and screening provided by Crowley's Ridge Rural Health Coalition and Community Health Center
- Present Tobacco Prevention and Adolescent Health information at Pocahontas Jr. High Wellness Day
- Collaborate with local organizations to purchase a permanent prescription drug drop box for the County Sheriff's office
- Rock & Roll Festival
- Founder's Day Festival
- Pocahontas JR High School health and wellness day
- BRTC Spring Health fair
- Community Fall Health Fair

### **Grants**

- ADRDN Grant for Medicine Assistance Program—\$16,000
- SIG through ADAP for Underage Drinking—\$150,000
- Parks and Recreation Grant for Skating—\$200,000

**Tally of funding through the Healthy Randolph County: \$366,000**

**Local Health Administrator:** Kathy Smith

**Profile Update:** November 2011

## Sharp County

**Year HHI started:** 2004

**How HHI started:** The Local Health Unit Administrator collaborates with various agencies and volunteers to work on projects to improve the health of the citizens in Sharp County.



**How HHI is organized:** The collaboration group began in 2004 as a Leadership Planning Group and then in January 2006 became the **Sharp County Hometown Wellness Coalition**.

### **Past Projects:**

- Tobacco activities have included: being an active member of Network of Community Options Tobacco Coalition, an ordinance for smoke-free LHU campus, promoting “Get Real About Tobacco” and “Kids For Health” in local area schools, promoting Quit-Line and SOS
- Implemented activities to support Healthy Arkansas goals including: Fitness Challenge, Exercise: A Guide from National Institute in Aging, Growing Stronger, Strength Training for seniors, and Nutrition & Wellness Classes such as Reading Food Labels
- Other outreach activities have included: health information booth at Spring Garden Show, men’s health clinic, Quarterly Youth Seminar
- Partnering with Crowley’s Ridge Rural Health Coalition, Fulton County Hometown Health Coalition and Poinsett County Partners in Health Coalition to seek funds through the Arkansas Delta Rural Development Network Grant for funding to initiate a Medicine Assistance Program.
- Medicine Assistance Program to date has assisted 34 clients with 149 prescriptions and saved \$423,978.57.
- “Cool To Quit” Tobacco Prevention Activities
- Partnered with several community organizations & agencies to present Kid’s Health and Safety Fair
- Local Public Health Performance Standards Assessment Survey was conducted in 2005 utilizing various agencies and organizations of the county
- Funded to conduct diabetic education classes & diabetic support groups awarded by Delta Hills
- ATOD sub-committee formed
- Held Red Ribbon poster contests with special speaker for two local schools
- Participated in Catholic Wellness Fair
- Partnered with Highland School for Circle of Friends Fall Festival
- Sharp County Adult Health Survey conducted October, 2008
- Celebrated 10 year anniversary of Hometown Health Initiative
- Holiday shoe campaign to represent alcohol related deaths
- Place yard signs in April for Alcohol Awareness month and have drunk cart and fatal vision goggles to be presented at two local school’s drivers education classes
- Developed coalition banner and brochure
- Partnered with Cooperative Extension for ATV training in schools - 2009-2010
- Participated in Walk to Lunch Day on April 29 with media coverage & flyers shared

- Sharp County employees participated in Fitness Challenge
- 5 Star Diabetic Network partnered with AHEC to provide presenters at diabetic support groups
- Presentations on teen pregnancy, STD'S and tobacco given at Cave City school
- AHEC is sponsored a medicine assistance program
- Master Settlement Tobacco Grant Presented to Coalition
- Store Alert Tobacco Survey conducted in Sharp County
- Highland School applied for coordinated School Health
- Men's Heart Health Fair and Women's Heart Health Fair were held in collaboration with White River Medical Center North Complex and Health Dept utilizing volunteers from coalition
- Health Ranking presented to coalition by Emily Harris
- Coalition working on getting walking trail bookmarks printed for distribution
- Diabetic Education classes and support groups established for the county
- Act 13 information and Zobey CDs given to area daycares
- FAS information and "Don't Smoke When You are pregnant" given to Pregnancy Center, DHS, Health Dept. Daycare Providers to be distributed to community, esp. young pregnant females
- Operation Take Back was done in four areas in Sharp County: Hardy, Cherokee Village, Ash Flat and Evening Shade – Spring and Fall 2011

#### **Current/Future projects:**

- Plans are being made to host a Safety Baby Shower
- Action is being taken to obtain a prescription drug drop-off box for the county
- Literacy council is being formed in the county
- Highland 5<sup>th</sup> and 6<sup>th</sup> graders and the coalition were educated on the ARSaves program
- Highland Coordinated School Health is forming a farmer's market for the area
- ATV Safety education is being planned for all the schools in the county
- Media campaign on the dangers of tobacco and underage drinking will be performed in the county
- Organ Wise Guys will be conducted at Cave City Schools
- Diabetes support groups will be held in various locations around the county
- Participate in National Take Back Drug Day
- Coalition will revise by-laws
- Planning a Healthy Holidays program – nutrition education for diabetics

#### **Grants received:**

- Network of Community Options, Community-Based Tobacco Grant, 2004-2005 for \$50,000 (Fulton & Sharp Counties)
- Network of Community Options, Tobacco Grant, 2005-2006 for \$23,000 (Fulton & Sharp Cos)
- ADRN, Medicine Assistance Program, Crowley's Ridge 2005 – 2006 for \$19,000
- Delta Hills Grant for diabetic education classes and support groups for \$8,500
- ADAP mini grant \$1,500
- 5 Star Network 2010 – 2013 \$36,000
- ADAP restricted line funding project - \$1,500

**Tally of funding through the Sharp County Hometown Health Coalition: \$139,500**

**Acting Local Health Administrator: Renee Brink**

**Profile Updated: December 2011**

## Stone County

**Year HHI started:** 1994 Stone Co. Health Planning Committee was established, in 2001 it merged into the ADH HHI project

**How HHI started:** Developed from existing community group – Stone County Health Planning Committee and titled **Stone County Hometown Health Planning Coalition**



### How HHI is organized:

- Coalition Chairperson, Pat Reeves; Coalition Co-Chair, Rhonda White
- The Stone County Hometown Health Coalition Policy and Procedures have been approved—along with the Izard/Stone Network Coalition Policy and Procedures.
- Mission/Vision approved March 2002
- 501(c) 3 status completed
- Committees: Health Fair, Military Support

### Past Projects:

- Assessment activities include: Youth Risk Behavior Survey (YRBS) in 2001-02, Adult Risk Survey in 2004
- Tobacco activities include: promoting “Get Real About Tobacco” in local area schools, Tool-Kits Tobacco-Free Campus, implementation of tobacco plan of work, building Tobacco Youth Board in conjunction with Izard County, developing smoke-free dining guide for Izard and Stone, constructing billboards in Izard and Stone Counties with anti-smoking messages, developed news articles for tobacco issues for Izard and Stone Counties
- Community education activities include: “Healthy Living for Life” Program in 2004, implemented activities to support Healthy Arkansas goals including: 5-A-Day Challenge, community garden, Farmers’ Market, Re-Shape Yourself
- Other outreach activities have included: 10th Annual Family Health Fair with 530 attendees, “Best Care, Child Care” classes, county health fair promoting Morgan Nick Alert Program, Red Ribbon Car Show, Kindergarten registration packets with Healthy AR educational booth
- Received the **Public Health Hero Award** for the NE Region, for the “Healthy Lifestyles Program” in 2005, which is a 14-wk. program of collaboration between this coalition and the Stone County Medical Center. Goal is to reduce the risk of developing chronic diseases such as diabetes and hypertension by encouraging participants to analyze eating and physical activity habits
- Sponsor Girls’ Softball Teams Trip to State Tournament Funds
- Website est., Coalition & Izard-Stone Network, [www.hometownhealth.info](http://www.hometownhealth.info)
- Completion of Key Informant Surveys for ADRDN Network
- The Stone County Military Support Committee joined the Coalition in 2005. The purpose of this committee is to provide moral support as well as some financial support to military families. This group has held numerous fundraisers and has had many “Homecoming Celebrations” for soldiers of Stone County.
- Worked on Mid-South Advisory Board
- “Growing Stronger, Strength Training”
- “Re-Shape Yourself” in collaboration with Cooperative Extension Services

- The community completed Public Health Performance Standards Assessment Survey in 2006
- 11<sup>th</sup> Annual Stone County Health Fair
- Applied for 3<sup>rd</sup> year funding for the ADRDN Networking Grant to continue Diabetic Education Classes and Support Groups for Izard and Stone Counties
- Continuous Self Education Diabetes Classes
- Ongoing Diabetes Support Group
- Military Support Group—maintaining a database of area deployed soldiers and sponsoring care packages and welcome home celebrations
- Red Ribbon Car Show
- West Nile Virus Education Campaign conducted at area daycares and campgrounds
- Halloween Scramble sent to 2<sup>nd</sup> graders educating on safety
- “Growing Stronger, Strength Training”—Coop Extension, Sr. Center
- Book collection for low-income schools
- Camp SCMC at Stone County Medical Center—purpose: youth meet health care professions
- Health Fair at Mt. View School for staff and students
- Promoting Quit-Line-SOS
- School Wellness Committee
- Tornado Relief Golf Tournament sponsored by Mt. Ranch Golf Course, \$1,200 donated to purchase weather alert radios for community
- Fit ‘N’ Fun one day camp with 25 kids attending; focusing on physical activity and nutrition
- “Reshape Yourself” classes
- Outreach & educational materials on AIDS/STD, breast care, diabetes, home health/hospice, imms., family planning, WIC, & tobacco were distributed to businesses & doctor offices
- Stone County HHI Coalition will have a representative to present the implementation and success of the “5 Star Network” at the 2009 CDC Diabetes Translation Conference in CA
- Hospital received an economic grant to expand services, modular unit will provide 13 beds making a total of 25
- Discussion on organizing a welcome home committee for soldiers coming home
- OEM stated ice storm was devastating to county and trying to stock pile water, at least enough for two weeks
- 5 Star Diabetic Network continues to grow in Stone County
- Earthquake symposium was held at Ozark Folk Center and was well attended
- Community Health Rankings presented by Emily Harris
- Camp Fit N Fun in collaboration with Extension Agency and LHU focusing on physical activity and nutrition.
- Mountain View School job shadowing for medical fields in partnership with Health Dept. and Hospital
- Master Settlement Agreement Tobacco presented
- AHEC Medicine Assistance Program

#### **Current/Future Projects:**

- Stone County Annual Health Fair
- Continuing Diabetic Education classes and support groups
- Military Support Committee continues

- AHEC Medicine Assisted Program
- Adventures in Grand-parenting classes
- Diabetes Kids Day at Loco Ropes sponsored by 5-Star Network and Reppell Diabetes Center of Mtn. Home
- Diabetes/Nutrition Educational Assembly for Mtn. View High School sponsored by 5-Star Network
- High School Sr. Health Fair for local school
- Rx Drug Take-Back Program
- Partnering with Stone County Medical Center Diabetic Education Program
- Cyber Bullying, Identity Theft, & Internet Safety presentation presented by Carol Robinson with the Attorney General's Office

**Grants Received:**

- Preventive Health Service Block Mini Grant-2005, \$1500
- "Healthy Living for Life" Grant, through Tobacco Settlement Commission-2004, \$50,000
- ADRDN Networking Grant 2002— 2003, \$23,000
- ADRDN Networking Grant 2003— 2004, \$19,000
- Izard/Stone County Delta Network, Nutrition, \$9,750 each
- 5 Star Network 2007 – 2008, \$8500
- Ozarka College Grant - \$4,133.82
- Wal-Mart Foundation Grant - \$1,000
- Domestic Violence Grant - \$6,119.27
- Bulletproof Vest Grant - \$1,716.63
- 5 Star Network 2010 – 2013 - \$36,000

**Tally of funding through the Stone County Hometown Health Planning Coalition:**  
\$160,719.72

**Local Health Administrator:** Rhonda White  
**Profile Updated:** November 2011

## White County

**Year HHI started:** 2005

**How HHI started:** Leadership Planning Group made up of stakeholders within the county began discussing community plan to address the health needs. The first community planning meeting was held in March 2005.



**How HHI is organized:** Leadership Planning Group developed into the **White County Hometown Health Coalition**, January 2009

### Past Projects:

- Assessment activities include: County Adult Health Survey (CAHS); LPHPSA (Local Public Health Performance Standard Assessment); County Health Rankings.
- Implemented activities to support Healthy Arkansas goals including: Walk Across AR campaign (White County's DHS Office was the state champion); Growing Stronger for senior citizen groups; Right Bite Diabetic Classes; Healthy AR check stuffers distributed to Wal-Mart employees and Beebe Retirement Center; Fitness Challenge; Worksite Wellness presentation for White County Human Resources Organization, promoting Quit-line/SOS, presentations on flu prevention, nutrition, family planning education
- Tobacco prevention activities include: Promoting "Get Real About Tobacco" in area schools
- Other partnership and outreach activities include: "Day of Caring" yearly county-wide event & 15<sup>th</sup> Annual Shots for Tots, Red Cross Blood Drive at Searcy Health Unit, Morgan Nick Alert – held at Beebe Health Unit, 45 children participated, collaboration with Senior Centers with workshops on Breast Care, Food Safety & Exercise, family planning & STD education at Searcy High School; Mass Flu Clinic; Lunch 'N' Learn HHI Coalition and LEPC Pandemic Flu Planning
- Hosted a fundraiser for Single Parent Scholarship Fund made over \$20,000
- Attended Parent Fest at Sidney Deener Elementary in Searcy – theme: "Nutrition, Health & Wellness for Body & Mind."
- Body Walk held in conjunction with parent/teacher conferences at Searcy Schools
- Displayed an educational booth at White County Fair
- Held mass flu clinics for the community and conducted school flu clinics at all schools
- Hosted Jean Blaydes Madigan for a mini summit on exercise & nutrition for the community and surrounding counties
- 104 boxes of cereal were delivered from coalition for White County Cereal Drive
- Sponsored grant-writing workshop
- Participated in local relief efforts for Haiti
- "Not in My House" Yard signs were distributed around the county by the WISE Coalition
- Pangburn Schools implemented the "All Stars Program" under WISE to address under-aged drinking
- Coalition participated in Kindergarten Round-Up at Pangburn School
- Harding University students partnered with coalition to update White County Resource Guide
- Walk Across Arkansas

- F.L.O. Program (Family Life Outreach) Court ordered program for families in court system
- Bikes Belong Grant – working with Searcy Mayor
- Child Abuse & Neglect Prevention Board
- Educational opportunities for parents on car seat safety

**Current/Future Projects:**

- Safety Baby Shower, 21 pregnant moms; their 18 invited guests and 11 workers
- Pangburn Schools designated as 1<sup>st</sup> Coordinated School Health Site in White County with Wellness Coalition for students & adults. The school partnered with HHI Coalition for All Stars Core Program for 6<sup>th</sup> graders. Pangburn schools also received fresh fruits and vegetables grants for K-6<sup>th</sup> graders.
- Fresh fruits & vegetable grants received for K-6 grades at Pangburn
- Emerging Tobacco Products presentations for ASU-Beebe Wellness Fair, community organizations and school nurses
- School Nurses Conference for White County School Nurses’ presentations on physical activity; injury prevention; discussion of the importance of activities s at all stages of life; nutrition, tobacco cessation
- Celebrated American Heart Month awareness by wearing RED and sharing importance heart health info
- Pangburn Schools partnered with Delta Dental for N-STA-SMILE Program
- In-service to Certified Nursing Assistants, approximately 30 attendees, Emerging Tobacco Products
- Teens Mock Appointments, special “after hours” outreach “walked-through” various steps of a family planning appointment from scheduling to visiting with the RNP, for DHS Foster Teens, Independent Living Program.
- White County Kiwanis Club presentation on “Emerging Tobacco products”
- 18<sup>th</sup> Annual Shots for Tots and Teens in conjunction with the Day of Caring. There were more than 1,600 White County residents receiving assistance.
- Emergency Preparedness and education booth at the White County Fair
- White Co. Single Parent Scholarship Fund reception
- 3<sup>rd</sup> Thursday, LHU parking lot, Safe Kids Coalition performs car seat safety checks
- “Decorate Your Door” Contest was created for Breastfeeding Awareness throughout LHU
- ARSAVE Presentation

**Grants Received:**

Wilbur D. Mills Educational Service Cooperative, Tobacco, \$44,616

White River Rural Developmental Network, Nutrition, \$19,200

**Tally of funding through the White County Partnerships:** \$63,816.00

**Local Health Unit Administrator:** Susan Winkler

**Profile Update:** December 2011