

- In Fayetteville alone, 120 people die each year from tobacco related illness. 120 is too many!
- 3,450 young people between 12 and 17 years of age smoke their first cigarette each day.
- On average, smokers die 13 to 14 years earlier than nonsmokers. 120 is too many!

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# Northwest News

FALL EDITION

OCTOBER 2011

## 120 Is Too Many

On September 10<sup>th</sup> area youth in Fayetteville spoke out against the tobacco industry and their marketing tactics aimed at kids.

Youth leaders collected 120 pairs of shoes to serve as a visual reminder that 120 people in Fayetteville died from tobacco use in the past year. Each day the tobacco industry spends more than \$35 million promoting its deadly product in the U.S., much of which is spent on advertising that targets youth.

"Sadly, everyday 4,000 kids will try smoking for the first time and more than 1,000 of them will become regular smokers. It is our job to empower our youth and ensure that they never pick up that habit," said Jonathan

Carlsmith, Project Coordinator for Northwest Arkansas Tobacco Free Coalition.



Fayetteville area youth with their 120 pairs of shoes.

"This sort of activism goes beyond facts and figures," Carlsmith continued, "it proves that young people refuse to become what one tobacco industry CEO called

them: 'replacement smokers.' As they take a stand against tobacco, it is the responsibility of the community to stand with them."

During the rally, State Representative Greg Leding, District 92, presented the Northwest Arkansas Tobacco Free Coalition with two checks totaling \$108,875. These awards are made possible by the Arkansas Department of Health Tobacco Prevention and Cessation Program and University of Arkansas at Pine Bluff Minority Initiative Sub-Recipient Grant Office. The coalition has been a grantee for the last ten years, directly implementing community education and prevention programs.

## Madison County Parties With The Teens

Madison County Health Coalition recently hosted the 7th annual Madison County 8th Grade Teen Summit on tobacco, alcohol, and drug prevention. The summit was held at the Jones Center for Families in Springdale.

The key note speaker for the day was Rick Bender, a minor league ball player who was diagnosed with mouth cancer from chewing tobacco. Mr. Bender ended up losing his lower jaw, many muscles and nerves in the right side of his neck, and much of the use

of his right arm due to multiple surgeries and treatments.

The students then attended four breakout sessions. After lunch, they were educated about the financial burden of using tobacco.

# Searcy County Takes the Lead

Area leaders and residents showed up to extend their support at the Searcy County Health Unit for the recently passed law that protects children from secondhand smoke. Over 238 local people signed a proclamation of support for the law.

Effective July 27th, an amended Arkansas law will protect 78 percent of children from secondhand smoke in vehicles, a significant increase from the

law's previous 34 percent protected. Act 811 of 2011 makes it a primary offense to smoke in a vehicle with children under 14, and violators can be pulled over and ticketed.

Children exposed to secondhand smoke are at an increased risk for Sudden Infant Death Syndrome, lower respiratory infections, middle ear disease, more severe asthma, and slowed lung

growth. Cigarette smoke contains hundreds of toxic chemicals - at least 69 of which cause cancer, and each year, 70 Arkansans die from second hand smoke.

Even with open windows, smoke can stay trapped in a car, exposing children to high levels of particulate pollution.

Congratulations to Searcy Co for winning the regional smoke-free pledge contest with **423** pledges signed.



Courtney Dye, a 10th grader in Searcy Co, who got over 100 pledges signed by classmates.

*In a short time, pollution levels from a single burning cigarette can build to a hazard level equivalent to the vicinity of an outdoor forest fire.*

# Franklin County Gets It Done

The Franklin County Local Health Unit (LHU) and the Franklin County Right Choices Coalition participated in a countywide health fair on September 20. With help from Hometown Health Improvement (HHI) staff, men and women received crucial testing for breast cancer and other diseases.

LHU and HHI support staff set up a tobacco awareness booth

where more than 40 people signed pledges for smoke-free homes and cars. In addition, several individuals made a pledge to use the Quitline for smoking cessation. By all accounts this was a very successful event.

Congratulations!



# NW Region Employee of the Year

Piper Satterfield, Environmental Health Specialist in Benton Co.



Congratulations to Piper Satterfield, the NW Region Employee of the Year! This award was established for achievement and success in public health in the NW Region and is given to an employee who has attained outstanding success in

the discipline to which he or she is assigned.

Piper has been an Environmental Health Specialist in Benton County since 2007 and specializes in onsite wastewater systems. Piper worked with the county's grant writer and received a grant from the

Arkansas Economic Development Commission for septic systems repairs. Although the grant has been traditionally used for large public sewer and water projects, Benton County will assist at least 14 limited income residents to properly fix faulty septic tank systems.

# Welcome Aboard



Regina Tkachuk is the new local health unit administrator in Newton County. She has been serving as interim administrator since July

when Kathy Taylor decided to work full time in Home Health Services.

Regina officially began her duties Sunday, Oct. 2. She previously worked for the Arkansas Department of Health in Boone County from 2007 until 2009. She resigned so she could enroll in college courses and returned to work when she learned of an open position as a health service specialist in the Newton County Health Unit in June 2010.

Regina lives in Western Grove and

has four children and a grandchild. Her husband, Aron, served in the Army National Guard 22 years. He presently serves in the Reserves at the rank of E6, a staff sergeant, but works as a civilian during the week at Camp Robinson in Little Rock.

She is professionally affiliated with Newton County Hometown Health, Healthy Kids Healthy Ozarks (an initiative to reverse the growing obesity epidemic among children) and the Newton County Substance Abuse Prevention Coalition.

*TEA's community-based approach to prevention will be shared and will enhance the ability of the SCPC to apply successful prevention practices within their community through interagency collaboration, networking, and communicating within the community.*

## Van Buren County Receives Mentoring Grant

The Tea Coalition, Inc. was awarded a \$75,000 Drug Free Communities Mentoring Program FY 2011 grant by the White House Office of National Drug Control Policy (ONDCP) and the Substance Abuse and Mental Health Services Administration (SAMHSA). The coalition will develop capacity, train, and mentor Searcy County Prevention

Coalition (SCPC) and assist them in applying for future Drug Free Communities funding.

The primary goal of the Mentoring grant is to assist newly forming coalitions in becoming eligible to apply for DFC funding on their own. It will achieve this goal by implementing the following objectives: (1) Strengthen Mentee

coalition's organization structure; (2) Increase Mentee coalition's leadership and community readiness to address youth substance use problems in the Mentee community; and (3) Assist the Mentee coalition in working through a strategic planning process that will result in a comprehensive community prevention plan.

## NW Region LHU of the Year

Congratulations to Madison County for being chosen the Local Health Unit (LHU) of the year for the Northwest Region!

This is the first year that this award was given, but we have plans to make it an annual event. The winner was chosen based on the following criteria:

- Overall Customer Service

- Community Outreach - Local/County/Region
- Productivity - Nursing/HHI/PHP/CASA/Encounters/Etc
- Overall LHU Appearance
- Staff Meetings and Development/Recognition
- Creativity/Innovation

Some of the tools used to determine the winner were the state outreach report, LHU file, productivity reports, tie to ADH strategic plan, and HHI monthly reports and quality management tools.



**Pictured left to right: Darlene Warner, Nancy Rawson, Judy Houston, Brenda Patterson, and Shana Villines.**

## Get your flu shot.

You are carrying precious cargo.



Pregnant women are at risk for serious flu complications. If you are pregnant, you need to get a seasonal flu shot.

**PROTECT YOURSELF AND YOUR BABY...  
ONLY YOU CAN.**



Arkansas Department of Health  
Keeping your hometown healthy

[www.healthy.arkansas.gov](http://www.healthy.arkansas.gov)



## Smoking and the Flu

If you are thinking about quitting smoking – today is the time to take the appropriate steps to do so.

Some research studies show an increase in influenza infections among smokers compared to nonsmokers.

There is a higher mortality rate for smokers than nonsmokers from influenza.

<http://www.cdc.gov/flu/protect/smoking.htm>

If you or someone you know needs help quitting, please call us today at

**1-800-QUIT-  
NOW**



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

## Springdale is Growing

Next summer, the number of community gardens in Springdale will increase dramatically through a new community garden grant program called *Reuben's Community Gardens*, according to an announcement from the Growing Healthy Springdale committee. This program, named for Reuben Blood, a dedicated advocate for community gardens, will make ten \$750 grants to create new community gardens or improve existing ones in Springdale. Schools, community organizations, faith-based organizations and churches in Springdale are eligible to apply. Community gardens help people eat healthier foods, create a sense of community and belonging, and help families save on their grocery bills.

Funds for the community garden grants come from the proceeds of the Springdale Mayor's Prayer Breakfast and from the Growing Healthy Communities program, which is funded by the Arkansas Coalition for Obesity Prevention.



Springdale's first public community garden is currently in its second year. One of this year's gardeners commented that her husband didn't

like vegetables before, but now that the vegetables come from their own garden, he's enjoying them. Another gardener mentioned that he and his wife are vegetarian, so they like to be able to fix nutritious meals from their garden and invite their church members to share them.

The award winners will be announced at the Growing Healthy Springdale Summit on Oct 20th.

For more information contact Kathryn Birkhead  
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479-756-8090 ext. 2190).



- Linda Thompson, NWR HHI Manager
- Kathleen Holloway, HHI Regional Coordinator
- Meshell Ward, HHI Regional Coordinator
- Jennifer Dean, Public Health Specialist
- Leigh Ann Owensby, Public Health Specialist
- Scotty Manning, Public Health Specialist
- Nancy Marsh, RN, Community Health Nurse Specialist
- Mary Glasscock, RN, Community Health Nurse Specialist
- Miranda Curbow, RN, Community Health Nurse Specialist
- Cheria Lindsey, RN, Community Health Nurse Specialist
- Sarah Brisco, Community Health Promotion Specialist
- Christine Reifeiss, Community Health Promotion Specialist
- Patricia Brown, Tobacco Grants Administrator
- Nancy Green, BSN, RN, CHNS & CHPS Supervisor

## 2011 NW Region Mass Flu Clinic Schedule

- Oct 24th** - Franklin Co., Charleston  
Logan Co, Booneville
- Oct 25th** - Baxter Co  
Madison Co  
Sebastian Co
- Oct 26th** - Carroll Co
- Oct 27th** - Crawford Co  
Marion Co  
Searcy Co  
Yell Co, Danville
- Oct 28th** - Benton Co, Rogers  
Boone Co  
Conway Co  
Franklin Co, Ozark  
Johnson Co  
Logan Co, Paris  
Newton Co
- Nov 4th** - Benton Co, Siloam Springs



- Pope Co
- Scott Co
- Van Buren Co
- Washington Co
- Yell Co, Dardanelle

## Around The Region In Pictures



The Newton County Health Unit won Grand Champion in the county fair!



Congratulations to the Lowell WIC Clinic for winning the regional Breastfeeding Door Contest!



NW Region Staff at the yearly flu meeting.



Pope Co Staff provide MMRs to international students.



Cheria Lindseymans a booth at the Carroll Co. Teen Summit.