

**INSIDE THIS ISSUE:**

<b>Baby Safety Shower</b>	<b>2</b>
<b>CCCUA Health</b>	<b>2</b>
<b>Hike for the Cure</b>	<b>2</b>
<b>Town Hall Meetings</b>	<b>3</b>
<b>Children's Week</b>	<b>4</b>
<b>Around the Region</b>	<b>4</b>

**From the Prevention  
Resource Center:**

- Underage drinking is the number one public health and safety issue in the Southwest Region.
- Students reporting are in the sixth, eighth, tenth, and twelfth grade.
- The results of the APNA county and state level surveys are public information and can be viewed at: <http://www.arkansas.pridesurveys.com/>.

## Union County Honors Prevention Workers

Union County honored citizens for their prevention work at the TOUCH Prevention Recognition Banquet April 24<sup>th</sup> at the El Dorado Conference Center. Six awards were presented during the ceremony: The Bancorp South Distinguished Youth, the First Financial Bank Prevention Partner, Lion Federal Credit Union Family Leadership, TOUCH Coalition Friends of Prevention, Smackover State Bank Prevention Professional, and El Dorado Chemical Distinguished Citizen.

Linda Fitts, Director, El Dorado Connections, was recognized as the Distinguished Citizen and Dr. Sterling Claypoole received the Prevention Partner award for his help organizing and coordinating DUI car crash reenactments in the county. Tylor Ritz accepted the award for Distinguished Youth for his many

accomplishments with the state and national PRIDE team. The Family Leadership honor went to the Dison family for the volunteer time they put in for the state PRIDE Conference. Susan Rumph, Coordinator, Region 11 PRC, was acknowledged as the Prevention Professional and El Dorado Connections garnered the Friends of Prevention rec-

ognition. Nominees for the awards were sent to the Arkansas Prevention Board for judging.

State Representative Matthew Shepherd served as both emcee and keynote speaker. He gave an update of the legislative session and highlighted its accomplishments. Representative Shepherd stressed the importance of prevention work and was complimentary of the work TOUCH Coalition members are doing.

The Arkansas State PRIDE Drama Team, Dance Team, and Vocal Team and Retta Brown Elementary PRIDE Team provided inspiring entertainment for the 125 people in attendance.

In addition to ticket sales, funding for the banquet was underwritten by the local businesses who, in-turn, had awards named after them.



**Front row, L to R: Julia Amis, Cheryl Splawn, & Linda Fitts with El Dorado Connections; Back row: Susan Rumph, Tylor Ritz, Dr. Sterling Claypoole, Michael Dison, and Ronda Dison.**

## Head Start parents apprised of safety issues

Arnell Washington, Rural Health Specialist, ADH, gave a presentation on home safety recently to 20 parents at Walker Head Start in Magnolia. His presentation covered many topics, including falls, poison

prevention, burns, fire safety, water safety, choking, and suffocation associated with Sudden Infant Death Syndrome. The importance of hand washing to prevent the spread of illnesses was also emphasized.

The parents were also given additional information on health department resources and services including family planning, oral health, tobacco prevention, and the new primary seat belt law.

## Baby Safety Shower hosted in Miller County

The Bowie/Miller County Coalition held its first Baby Safety Shower for expectant mothers, fathers, and other family members on April 26. Allison Hargrave, Home Economist, ADH, and Kandis Wilborn, Public Health Educator at AHEC Southwest, were the presenters.



The event was held at the Miller County Health Unit. ADH colleagues Don Adams, Cynthia White and Arnell Washington assisted. Refreshments were provided by Wadley Regional Medical Center.

A Baby Safety Shower is a learning party for pregnant women and their support persons. It has a festive,

shower-themed atmosphere, complete with refreshments and games. Topics include home safety, safe sleep for infants, infant crying and the prevention of Shaken Baby Syndrome, and child passenger safety. Shower gifts include safety products that correspond to the educational themes (e.g. smoke alarms and car

seats).

**Mothers-to-be receive infant safety instruction and helpful tools to keep their infant safe.**

Expectant mothers also register at the showers for appointments for one-on-one car seat installations with a certified car seat installer.



Bonnie Carr, Rural Health Specialist,

ADH is shown above instructing a mother-to-be on the correct way to install and use the car seat for her baby.

## New health clinic to open on CCCUA campus

Renovations are underway on the campus of Cossatot Community College (CCCUA) in DeQueen to make way for the new Cossatot Community Health Center. The clinic has a tentative opening date of June 1.

Since Sevier County is one of the most medically underserved counties in Arkansas, the center's opening is much anticipated by supporters. The clinic will serve patients who have no insurance or are under insured and will operate on a sliding fee schedule. There are 3 exam rooms (one big

enough for a dentist chair in the future), an office for the nurses, and a break room. CCCUA has also donated the continued use of several classrooms (building C) for ongoing health education classes.

Healthy Connections has received a \$5,000 grant to help with advertising and marketing for the new clinic.



L to R: Gary Miller, UAMS-AHEC-SW; Tony Calandro, CEO, Healthy Connections; Kim Dickerson, Medical Ed. Chair, Cossatot; Sonia Bunyard, UAMS-AHEC-SW; Sarah Powell, Rural Health Specialist, ADH; Gabrielle Thrailkill, Sevier County Coalition; and Steve Cole, Chancellor, Cossatot

## Hike for the Cure breaks attendance record

The 2012 Hike for the Cure on April 14th set a new record with 106 people in attendance for the hike. It was a beautiful day and folks came from all over the state to take in the scenic views of Lake Ouachita and the Lake Ouachita Vista Trail (LOViT), as well as to support a great cause.



Project Pink Awareness sponsors the event to help bring awareness to breast cancer and to promote the use of the LOViT Trail.

Local breast cancer survivors who participated in the hike were acknowledged before the event began. They served as an inspiration to all par-

ticipants to show that breast cancer can be beat.

All proceeds from Hike for the Cure are used to help pay for mammograms, follow up exams, and educational materials and events for residents of Montgomery County. Event sponsors include: Project Pink Awareness, Montgomery County Health Education Advisory Board, Turtle Cove Spa, Shangri-la Resort, Whistle Stop Restaurant, South Central Arkansas Transportation, and the Montgomery County Health Unit.

# Town Hall Meetings on Underage Drinking

In the fourth nationwide round of Town Hall Meetings (THMs) to prevent underage drinking, the Substance Abuse and Mental Health Services Administration (SAMHSA) provided \$500 stipends to community-based organizations to conduct THMs in spring 2012. THMs are an effective tool for engaging community dialogue, raising awareness, and mobilizing local action to prevent and reduce underage drinking.

Key objectives for this year's THMs are to increase coalition participation through the use of a strategic recruitment plan, to incorporate the THMs into a larger, comprehensive underage drinking prevention plan, and to identify specific desired outcomes from the town hall meetings.

Many of the meetings in the SW Region counties were held in April, which was Alcohol Awareness Month.

Nevada County held a THM for high school students in grades 7-12 on April 23 at the high school auditorium.

It was titled the Prom Promise. The Prosecuting Attorney talked with the group first, followed by the Sherriff, two ambulance drivers and a local minister.

The students then watched a live crash scene reenactment. The whole scene was very realistic. Several ambulances arrived on the scene along with the police and a fire truck. Jaws of life were used to extract two student volunteers from the overturned car. A helicopter was used to "airlift" the injured students.

The Arkadelphia Junior Auxiliary hosted a THM in the Arkadelphia High School Little Theater on Sunday evening April 15th. The evening began with the Clark County Sheriff, Jason Watson sharing several stories of un-

derage driving accidents, disabilities and deaths he has dealt with in his job. He encouraged parents to talk with their teens and get involved in prevention efforts.



The Archer Family from Arkadelphia shared their own personal story of a horrific accident that changed their lives forever. In 2005 they were traveling back home from Hot Springs and were hit head on by a drunk driver going over 100 mph. One of their sons, now a teen himself, is paralyzed from the chest down due to the accident.

Peake Elementary School students gave a dance performance for the 100 plus people who were in attendance to learn about the effects of alcohol on local youth. Parents were given a tri-fold brochure with the 2011 Arkansas Prevention Needs Assessment (APNA) Student Survey results. Tips for building a good relationship with children and prevention strategies for parents were also included.

In Montgomery County the Sheriff's Office coordinated the 2012

Operation Prom Night event. It was held on Thursday, April 5<sup>th</sup> at the Montgomery County Fairgrounds. The three area schools bused in their junior and senior students for the event.

Operation Prom Night featured a reenactment of a car wreck caused by a student that was drinking and driving. Students from the county schools

served as the actors/actresses in the event.

The local district judge spoke to the students about the consequences of such actions and informed them of the sequence of events that take place when someone is arrested for driving while under the influence (DWI).

Last, but not least, the reading of a poem sparked emotions when it was read by a local woman who lost a family member due to the actions of a drunk driver.

The THM in Calhoun County was done in conjunction with Hogskin Holidays health fair and festival. A track was set up so two students could ride "tricycles" and race each other. One participant wore DWEye glasses, which simulate the effects of being under the influence, and the other driver did not. Prior to the race each contestant was given a card with a name on it. Afterward each driver checked in to find out the outcome of the person whose name was on their card. Some of the fictional characters lived and some did not. Other consequences included fines and jail time, injuries, and loss of family members.

Calhoun County, UCRC, and CABUN Clinic sponsored the event, which targeted 6th - 8th grade students. According to the Calhoun County APNA statistics, children start experimenting with alcohol, binge drinking, drinking at school and drinking at home with the permission of parents as early as 12 years of age.

Plans are being made to go into area schools in the fall to present a similar program.





**Janet McAdams - HHI Reg. Mgr.**  
**Arnell Washington- RHS**  
**Bonnie Carr - RHS**  
**Joni McGaha - HHI Coordinator**  
**Sarah Powell, Editor - RHS**

## SOUTHWEST REGION HOMETOWN HEALTH

*Keeping Your Hometown Healthy*

[www.healthyarkansas.com](http://www.healthyarkansas.com)

## Children's Week activities conducted in Nevada County

Arkansas Children's Week was celebrated in Nevada County April 23-27 with a week of fun activities. On Tuesday the Magic Man presented a magic show for all the preschool and K-4 grade students in Prescott and K-6 grade students at Nevada School.

Wednesday was library day where preschool children rotated through the following stations:

- A puppet show
- White Oak Lake Park Ranger program on boat safety and wilderness safety
- Reading to the children



Thursday was Science Camp Day and there were several stations for the kids to rotate through on the following topics: Fire Department; Ambulance; Police Department; Nutrition; Oral Health; Recycling; and Tobacco Use and Consequences.

Department of Human Services employees put together bags for the children that included a coloring book and colors, an activity book, and pamphlets about immunizations and WIC. Juice and cereal was provided to all of the students with grant funding. Approximately 200 + preschoolers participated in the week's activities.

## Around the Region

**Hot Spring County** - Over 200 people attended a Safety Fair for Injury Prevention on April 20<sup>th</sup> to learn about water and fire safety and what to do in an emergency situation. The annual event is held at Lake Catherine State Park and grows each year.

Many organizations worked together to make it a success.



Participating agencies include Hot Spring County (HSC) Health Unit, Lake Hamilton Fire Department, HSC Department of Emergency Management, Arkansas Forestry Commission, Lake Catherine State Park, Garland County Sheriff's Office, Coast Guard Auxiliary, Arkansas State Police, Diamondhead Police Department, and Diamondhead Community Church.

The **Nevada County** Health Department

hosted the Chamber Coffee on April 3<sup>rd</sup> to celebrate Arkansas Public Health Week. Debbie Henderson, RN, Administrator, had pamphlets available on health unit services. Approximately 40 people were in attendance for the event.

**Miller County** - Arnell Washington, Rural Health Specialist, ADH, spoke to 20 people at the Senior Center on April 5<sup>th</sup> during Public Health Week. He used the "Choose My Plate" guide while talking about choosing a healthy life style. Information was also provided to the group on nutrition, injury prevention and tobacco cessation.

**Hot Spring County** - Over 80 pounds of prescription drugs were collected at Wal Mart on April 27<sup>th</sup> for Drug Take Back Day in Hot Spring County. Several people dropped off medications that were either outdated or no longer needed.

**Howard County** - Mineral Springs Elementary School students in grades 4-6 learned the consequences of tobacco use

during a presentation March 30<sup>th</sup> by Cheryl Byrd, CHNS. Mr. Dip Lip, Mr. Gross Mouth, Jar of Tar, healthy and diseased lung models, and a giant cigarette that lists its toxic ingredients were all used as visuals to relay messages to the students. Recommendations for immunizations, nutrition and physical activity were also given. Anti-tobacco stickers were furnished to all of the 90 students in attendance.

**SW Region Community Health Nurse Specialist** Cheryl Byrd, along with Paula Smith, RN, and Becky Lamb, RN provided AHA CPR/AED training for infants, adults, and children to 14 Arkansas Department of Education employees in Little Rock on April 16<sup>th</sup>. Participants were educated on the Injury Prevention and Tobacco Prevention and Cessation Programs, cardiovascular health, communicable diseases, and general public health.

