

**AR Department  
of Health**

# Southwest Regional News

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## Malvern Schools Win Awards for Fighting Childhood Obesity

Washington, DC (news release) - The Alliance for a Healthier Generation, founded by the American Heart Association and the Clinton Foundation, recognized Malvern Elementary, Middle, High and Wilson Intermediate Schools with a 2014 National Healthy Schools Bronze Award for transforming their environment into a healthy place. Each school received this award at the Alliance's 2014 Leaders Summit in Washington, DC on September 13th.

To earn the National Healthy Schools Award these four schools improved their nutrition and wellness services and physical activity programs to meet or exceed stringent standards set by the Alliance for a Healthier Generation's Healthy School Program. The Healthy Schools Program provides schools guidance, professional development, access to national experts, and evidence-based resources and tools to help them create and sustain healthy school environments. Schools are eligible for Bronze, Silver, or Gold National Healthy Awards based on their level of achievement. The Alliance's Healthy School Program has helped more than 24,000 schools increase quality physical activity, health education, and healthy eating; and this year, 250 school were recognized with a National Healthy Schools Award.

We applaud the achievements of our 2014 honorees," said Dr. Howell Wechsler, Chief Executive Officer, Alliance for a Healthier Generation. "They are exemplary in their efforts to get students and staff eating better and moving more, and to prove that it is possible to build healthy school environments. We need thousands more schools across the country like Malvern Elementary, Middle, High and Wilson Intermediate-schools are fully committed to promoting health and wellness, which is vital to improving students' academic performance." To further strengthen the Healthy Schools Program, the Alliance brokers and implements voluntary agreements with the industry leaders to provide schools better access to healthier foods, beverages, and physical activity. Additionally, the Alliance's landmark agreement with the America beverage Association has contributed to a 90 percent reduction in calories from beverages shipped to schools between the 2004-2010 school years.

The Alliance's Healthy Schools Program is supported by the Robert Wood Johnson Foundation. To become a healthier place for students to learn and staff to work, any school in the United States can enroll and receive assistance and support at no cost. Find out more at [HealthierGeneration.org](http://HealthierGeneration.org).

Malvern School works closely with and actively participates in the Healthy Hot Spring County Coalition. Coalition members and ADH staff attend school wellness committee meeting and help keep school staff up to date on upcoming grants, seminars, conferences and trainings.



Pictured Above: Representatives of each school building at Malvern School District were in attendance at the National Healthy School Award to receive their Bronze Award.

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- FEBRUARY
- MARCH
- APRIL
- MAY
- JUNE
- JULY
- AUGUST
- SEPTEMBER
- OCTOBER
- NOVEMBER
- DECEMBER

## Prevention Education in Calhoun County

On September 17<sup>th</sup>, at the monthly meeting of United Community Resource Council (UCRC), Shirley Strickland, Chair shows members a Certificate of Appreciation received from SAMHSA for the coalition's sponsoring a Town Hall meeting in Calhoun County in May.



The monthly meeting featured a pres-

entation on Home Safety from Olivia Wilson, Home Safety Analyst with the Statewide Injury Prevention Program from the Arkansas Children's Hospital. Olivia said home injuries are unintentional injuries that affect all ages and include Choking and Suffocation, Drowning, Falls, Fires/Burns and Poisoning. Falls are the leading cause of hospitalizations in Arkansas and cost \$220 million in 2010 alone. She said seniors 65 and over experience falls and often don't tell their doctor. White females have the highest rates for falls. Injuries from fires/burns and poisonings have been rising in Arkansas over the past few years. With appropriate safety measures and supervision,

many of these injuries can be prevented.

Olivia said that fall prevention is being targeted for those 65 and over using programs like Matters of Balance. Matters of Balance are programs designed to increase activity levels and decrease the fears of falling. The State Injury Prevention Program can provide classes to train lay people to present the program. Fit in 10, Medicines in My Home and the Steady Toolkit are other programs that can be used.

## AR Prescription Drug Summit

The 2014 AR Prescription Drug Abuse Summit was held September 10<sup>th</sup> at the Statehouse Convention Center in Little Rock. It was hosted by AR Attorney General Dustin McDaniel, the Arkansas Office of the Drug Director, and the University of Arkansas System's Criminal Justice Institute.

The conference opened with remarks from Steve Varady, Interim State Drug Director then Jennifer Bryan, a parent from El Dorado, shared her family's personal experience of heartbreak after her 20 year old son's accidental death from mixed prescription drug ingestion.

This was the third Summit to be hosted in the state and provided break-out session in three tracks: clinical, criminal justice, and education/advocacy.

Attendees from the Southwest Region Hometown Health staff included Joni McGaha, Bonnie Carr, and Chychy Smith. They attended the Education/Advocacy Track that offered sessions on



"Community Response to Prescription Drug Abuse" and "Rx Abuse and the Importance of Local Conditions: Digging Deeper".

Dustin McDaniel, AR Attorney General, welcomed everyone following lunch and then Mississippi Attorney General Jim Hood gave a keynote presentation in which he talked about the prescription drug problem in his state and how they are dealing with it.

Plenary topics included "This is Your Brain on Adolescence" by Ken Winters, Ph.D., Director, Center for Adolescent Substance Abuse Research, University of Minnesota, and "Opiate Nation" by Stephen Loyd, M.D., F.A.C.P, Acting Chief of Medicine, Quillen College of Medicine, East Tennessee State University.

Pre-summit sessions at the Ron Robinson Theater on September 9<sup>th</sup> featured several workshops followed by an evening screening of "The Hungry Heart" documentary. The film provided an intimate look at the many faces and diverse population of the often hidden world of prescription drug addiction as seen through the eyes of Vermont Pediatrician Fred Holmes who works with patients struggling with this disease. One of the people featured in the film was on hand to talk about her recovery process and answer questions from the audience.

To order the film you can visit [kingdomcountry.org](http://kingdomcountry.org)

## Cooking Matters at the Store Grocery Tour

On Thursday, September 18<sup>th</sup>, Becoming A Healthy Clark County (BaHCC) sponsored a Cooking Matters at the Store Grocery Tour at Walmart, in Arkadelphia. Cooking Matters is a free, interactive grocery tour in which a participant learns to shop smarter and use nutrition information to make healthier choices. JoAnn Vann, Clark County Family and Consumer Sciences Agent and Arnell Washington, Rural Health Program Specialist, guided two classes of 7 and 4 participants through the grocery store tours. Participants were instructed on how to shop using nutrition information to purchase healthier foods.

Participants were guided through aisles of fruits and vegetables, grains, breads, cereal, dairy and beverages. They were instructed how to read food labels for amount of calories, serving sizes and other nutrition information; comparing unit prices and identifying the sugar, salt and whole grain content in food. Following the tour, they were provided

with reusable shopping bags and a \$10 gift card to buy food for a healthy meal using the skills they just acquired.

Funding for the Cooking Matters at the Store Tour was provided by the Arkansas Coalition of Obesity Prevention (ArCOP).

(Joanne, pictured on the left, teaches participants on what to buy at the store)





SW CHNS attended a workshop at Southwest Co-op on Active Killer-Role of the Educator. This workshop was presented by Stg Chris Salley. This training provided educators and others working in an educational setting with information to better prepare for and respond to an active killer event. This training discussed various active killer events that have occurred throughout the years so as to better understand techniques, tactics, and policies that may be employed in a school environment when dealing with an active killer incident. Educators also learned what to expect from first responders who will be responding when active killer events occur.



# Southwest CHNS & CHPS Corner

## 2014 New School Nurse Conference



Edie and Rhonda, both CHNS in SW Region presented at the 2014 School Nurse Conference at Camp Altermate. The conference is designed to educate and empower the new school nurse regarding his/her roles and responsibilities. SW CHNS presented mandated screenings, eSchool, ADH services, ATRAIN, and other resources to assist the school nurse with his/her job. Rhonda presented Scoliosis for the School Age Child. Overall the conference was a success with over 80 nurses attending statewide.

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Every Flu Season [cdc.gov](http://cdc.gov)



Tommie Rogers, CHNS from Dawson Co-op, hosted a Regional Hearing and Vision training for school Nurse on September 11<sup>th</sup>. Cheryl Byrd, CHNS from De-Queen Mena co-op, presented the Vision training and Rhonda McDonald, CHNS from South Central Co-op, presented the Hearing Training. All SW CHNS assist in the check-off that is required during the training. Both training together offered 7 CE's for school nurses.

Cheryl Bryd and Rhonda McDonald, both CHNS, became Certified CPR Train the Trainer this month. University of Arkansas Community College in Hope is the training center in which they are certified. This certification is designed to assist school nurses to become CPR trainers so the nurse can train their own school staff. CPR Instructor training will be offered in the summer at all 4 co-ops.



### Southwest Region CHNS/ CHPS

Kim Hooks	Supervisor	870-325-6311
Cheryl Byrd	CHNS	870-386-2251
Edie Greenwood	CHNS	870-777-3076
Rhonda McDonald	CHNS	870-836-1619
Tommie Rogers	CHNS	870-246-3077
Vacant	CHPS	870-246-3077



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# Arkansas Drive Smart Challenge

Did you know that Arkansas teens die from car crashes at a rate nearly twice as often as other teens in the United States? While some crashes cannot be avoided and are not survivable, there are two things that teens can do to greatly reduce their risk of serious injury or death in a car crash – wear a seatbelt and avoid using a cell phone for talking or texting while driving.

The Arkansas Children's Hospital is promoting the Arkansas Drive Smart Challenge program which is a student designed and led program to increase seat belt use and decrease driver cell phone use among high school students. Activities do not have to be lengthy or extremely complicated to communicate these two messages. It can be as simple as passing out Lifesaver candy with a reminder to use their seat belt.

In 2013, many HHI coalitions in the Southwest Region expressed interest in getting the Arkansas Drive Smart Challenge program in their local high schools. The Southwest Arkansas Prevention Taskforce, partnering with Texarkana Arkansas Police Department, received a Blue & You Foundation for a Healthier Arkansas grant to provide financial assistance to area schools interested in the program. In the Spring of 2014, Foreman, Prescott and Nevada High Schools complete the program. This Fall, the schools that are currently participating in the program include Blevins, Garrett, Ashdown CCCUA, Horatio, Texarkana and El Dorado.

Each participating High School will be required to:

- Identify one adult advisor and two student team leaders
- Attend a two hour training session
- Select at least four challenge activities, including two mandatory activities
- Conduct pre/post observations of student driving behavior
- Document the school's challenge with digital scrapbooks
- Provide documentation on how the funding is used.

Conducting observational surveys for seat belt and cell phone use is required in the Arkansas Drive Smart Challenge. Each school will measure outcomes of changes in these two driving behaviors. The observational surveys are done before the program begins and again at the end of the program to measure successes.

The schools implement at least one project a week for four weeks. The school must include at least 2 of the mandatory projects in their challenge. Mandatory projects include: showing the "Room to Live" video; reaching the parents of the students with a message; including local law enforcement in a project; and a project focused specifically on discouraging cell phone use while driving.

If you have a school that is interested in the Arkansas Drive Smart Challenge program or would like to learn what other schools have done, visit [www.saferteendrivingar.org](http://www.saferteendrivingar.org) or contact Dawn Porter, Safer Teen Driving Coordinator at (866)-611-3445.





# AR DEPARTMENT OF HEALTH

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*"Keeping Your Hometown Healthy"*

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

## Fired Up for International Walk to School Day on October 8

October is the month to join millions of families around the globe in celebrating International Walk to School Day on October 8. Integrating exercise into everyday life creates a lifelong commitment to physical activity, plus active kids are healthier and do better in school. October is a great month to join one of the thousands of walking school buses or bike trains.

If you're looking for resources to start or enhance an event at your school, here are a few tips.

- Make [Fire Up Your Feet](#) your first stop for information and support for joining the movement for healthy, active schools. Read more about Fire Up Your Feet in article 5 of this newsletter.
- Share this [infographic](#) about the benefits of walking and bicycling for kids, your community and the planet .

- Don't forget to register your Walk to School Day event at [walkbiketoschool.org](http://walkbiketoschool.org) to ensure your efforts are counted as part of the nationwide movement for walking and bicycling.

Then, following your Walk to School Day event, share your [stories](#), blog posts, Instagram photos, and Vines with us so we can amplify your community's efforts to build the movement for walking and bicycling.



## Around the Region

### Polk County

Polk County Health Unit participated in the 6<sup>th</sup>



Annual Mena Regional Health System health fair on September 15<sup>th</sup> 2014. An estimated 100 bags were given to attendees that visited the Polk County Health Unit table. The booth was staffed by Stacy Voisin, LHU RN, Tresa Craig, LHU Clerk and Bridgette Martin, Home Economist.

### Hot Spring County

Hot Spring County Health Unit participated in a Community Resource Fair held at the College of the Ouachitas on September 16<sup>th</sup>. The event



was sponsored by the TRIO program to introduce students to community groups, organizations and available resources within the county and surrounding area. Suellen Simpson, RN/Administrator, Bonnie Carr, Hometown Health Coordinator, and Victor Alexander, DIS Supervisor, staffed a booth for the local health unit and provided information on local health unit services.

### Breast Cancer Awareness Month

October is Breast Cancer Awareness Month, which is an annual campaign to increase awareness of the disease. While most people are aware of breast cancer, many forget to take the steps to have a plan to detect the disease in its early stages and encourage others to do the same. The best way to fight breast cancer is to have a plan that helps you detect the disease in its early stages. Create your Early Detection Plan to receive reminders to do breast self-exams, and schedule your clinical breast exams and mammo-



grams based on your age and health history. You can visit :

[earlydetectionplan.org](http://earlydetectionplan.org) to create your plan.

- When breast cancer is detected early (localized stage), the 5-year survival rate is 98%
- 1 in 8 women will be diagnosed with breast cancer in their lifetime

(Information from National Breast Cancer Foundation, Inc.)