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Red Ribbon Week Anniversary

The 25th anniversary of Red Ribbon Week was celebrated October 24-30, 2010 and a statewide event kicked it all off. PRIDE Youth Programs partnered with the Drug Enforcement Administration in Arkansas and seven other states to target 4th through 8th grade students at a rally held at the Clinton Library in Little Rock.

Mika Camarena, widow of Enrique Camarena, was the keynote speaker. Red Ribbon Week was created in memory of Enrique, an undercover agent for the U.S. Drug Enforcement Agency, who was murdered in Mexico while on assignment.

"Freedom is Drug Free" was this year's theme to help raise awareness of the effects drugs can have on individuals, families, and the community.

El Dorado's PRIDE, the 2010 National Team of the Year, performed at the Clinton Library, as well as at the Red Ribbon Rally held in Union County.

The week began in Union County on Sunday with local churches distributing "Pray for the Children" red ribbons.

On Monday, a red wagon parade, led by police escort, made its way from a preschool to the court house where the rally began. The County Judge made a proclamation, followed by songs, spoken word, cheers, and dances from chosen students, cheerleaders, and the PRIDE team.

Schools planned special activities for students on Tuesday, which was designated as "Red Ribbon Fun Activity Day".

Wednesday was "Wear Red Day" and Thursday was a time for students and parents to express their appreciation to teachers in exchange for the positive influence they bestow on students.

Athletic teams and members were recognized for being good role models on Friday, "Red Ribbon Spirit Day."

The goal of Red Ribbon Week is to serve as a catalyst for changing attitudes toward tobacco, alcohol, and other drug use and to mobilize communities into forming anti-drug coalitions.



El Dorado's PRIDE at Clinton Library

See back page for more pictures.

November is Lung Cancer Awareness Month

November is National Lung Cancer Awareness Month. More people die of lung cancer than any other type of cancer and in the U.S., cigarettes are the number-one cause of cancer-related deaths. It is estimated that one-third of all cancer deaths would be elimi-

nated if people did not smoke. According to the American Cancer Society, an estimated 2,160 Arkansans will die of lung cancer this year, which places Arkansas among the nation's highest lung cancer death rates.

The Arkansas Cancer Coalition will hold a press conference in the Capitol Rotunda on November 16 at 10:30 a.m. to highlight the urgent need for policy change and lung cancer treatment and prevention in Arkansas, especially among at-risk groups.

**Great American Smokeout
November 18th**



Is sugar by any other name the same?

For the last 40 years high fructose corn syrup (HFCS) has been used in place of sugar in processed foods in the U.S. because it mixes well with many foods, is easy to store, and is cheaper than sugar, thanks to American corn subsidies and tariffs. HFCS is used in a variety of foods including health foods and is the primary sweetener for carbonated drinks in the U.S. The average American consumes anywhere from 40 to 60 pounds of it per year.

Table sugar comes primarily from sugar cane or sugar beets. HFCS is made by soaking corn kernels to extract corn starch, and using enzymes to turn the glucose in the starch into fructose. Some recent studies have shown that the two sweeteners are not equal when it comes to weight gain.

A Princeton University research team found that rats fed HFCS gained significantly more weight than those fed table sugar, even when their overall caloric intake was the same. Long-term consumption of HFCS in the rats also led to abnormal increases in body fat, especially in the abdomen, and a rise in triglycerides. Every rat became obese when drinking HFCS at levels below those found in soft drinks; while all those fed a high-fat diet did not. Those receiving HFCS gained 48 percent more weight than those eating a normal diet.

Meira Fields, Ph.D., research chemist at

the USDA in Beltsville, Maryland, reported that while most rats live for a good two years, the rats in her study fed a high-fructose, low copper diet were dying after 5 weeks. HFCS diets have been implicated in the development of adult-onset diabetes since fructose reduces stores of chromium, a mineral essential for maintaining balanced insulin levels. A human study using low-copper, high-fructose diets had to be stopped when 4 of the 24 subjects developed heart-related abnormalities, according to Fields.

Consumers need to be aware of how much HFCS they are consuming and the best way is to read the label. However, if the Corn Refiners Association is granted its FDA request, those labels might soon read "corn sugar" instead of HFCS. Buyers should think twice if one of those ingredients is listed first on the food label. Sweetened drinks and breakfast cereals are the worst culprits but HFCS can even be found in foods that aren't sweet, like breads and processed meats.

Some small bottlers in the U.S., including Coca Cola franchises in Cleveland and Pennsylvania and the Dr Pepper plant in Dublin, TX, as well as bottlers in Mexico and Canada, use sugar instead of HFCS. Costco stores have been selling sugared Cokes from Mexico in green glass bottles since 2005 when they were spotted in Hispanic markets in the Southwest. The chain

now moves 8,500 cases a week but at prices much higher than products bottled in America.

Coca-Cola produces a version of Coke without corn syrup that can be identified by a yellow cap and is considered by some to taste better than Coke Zero, which is also free of corn syrup but contains artificial sweeteners, not sugar. It can be found in some supermarkets during Passover for those whose customs restrict eating corn during that time and is marked "kosher for Passover".

PepsiCo has released for a limited time Pepsi Natural, with a blend of beet and cane sugar, and "Throwback" versions of Pepsi-Cola and Mountain Dew with 1960's style packaging. In response, Dr Pepper has released "Heritage Dr Pepper".



15th annual Health Expo held in Hope

Hempstead County held its 15th Annual Family Health Expo Saturday, October 16th. The event, sponsored by the H.O.P.E Coalition, provided screenings and health information.

The Prostate Van and the Blood Mobile participated and there were 30 organizations that set up tables and provided health information or screenings. The Hempstead County Health Unit provided a table to promote BreastCare

outreach, breastfeeding promotion, WIC, and tobacco cessation. The health unit also provided immunizations on-site. The tobacco cessation table was an eye catcher featuring a Halloween theme with a skull that moved its eyes. Around 200 cessation pamphlets were given out.

Many community businesses provided door prizes including bicycles and iPods. Approximately 700 people at-

tended the event.

Jeannine Wilson, RN, Administrator, and Mary Moses, RN, are shown at right at the Breast-Care table.



Flu clinics conducted across SW Region

Local health unit personnel administered influenza vaccine at 17 mass clinic sites throughout the Southwest Region beginning October 27th and ending on November 5th. Although numbers were down from 2009, 15,768 doses were given.

School flu clinics began October 5th and will continue through November 19th. At completion, students from approximately 100 schools will have been vaccinated.

Community volunteers joined in to help complete paper work, hold children, give shots, and distribute Act 13 and tobacco cessation information.

Here are some pictures from around the region.



Above— nurses vaccinate van passengers in Nevada County



Raggedy Ann came for a flu shot.

Below— prize winning smokeless tobacco board used in Calhoun County



Ouachita County mass clinic



Above— Billie Launius and Janet Hickman at Dallas County Mass Clinic

At right— student nurses prepare for next patient in Union County.



Janet McAdams, RN, and Connie McClanahan, Respiratory Therapist, provided tobacco education.



Toxicity of tobacco and nicotine

Cigarette butts are the most commonly discarded piece of waste worldwide. It is estimated that 1.69 billion pounds of butts wind up as toxic trash each year, creating an enormous environmental and economic burden.

Besides being an environmental concern, tobacco, along with other products containing nicotine, are a serious health threat to children when ingested.

According to the Arkansas Poison Control Center, an emergency room visit is recommended for any child under the age of six who has ingested the follow-

Small children can suffer serious health problems as a result of ingestion.

ing amounts of tobacco:

- Less than or equal to 1 cigarette
- 3 cigarette butts
- ½ piece of nicotine gum
- Any amount of a patch
- Any amount of smokeless tobacco
- Any amount of spittoon contents



Joni McGaha, HHI Regional Coordinator, Editor
 Sarah Powell, RHS, Hempstead County
 Janet McAdams, HHI Regional Manager
 Bonnie Carr, RHS, Montgomery County
 Arnell Washington, RHS, Miller County

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Students and community members gather for the Red Ribbon Rally in El Dorado.



Preschool students arrived in a red wagon parade to watch the performances.

El Dorado cheerleaders get the crowd moving.



El Dorado's PRIDE provided the entertainment.



Around the Region...

Dallas County Billie Launius, RN and Donna Ferguson, Health Unit Administrator, participated in Life Skills Training for disabled adults at First Step in Fordyce on October 26th. Separate presentations on reproductive health and sexually transmitted diseases were made to the 16 men and women in attendance.

On October 19th, Donna Ferguson gave a presentation on diabetes and depression at a monthly diabetes workshop in Sparkman. Nine people participated in the workshop.

Nevada County— RN's Edie Greenwood, Janet McAdams, and Debbie Henderson set up booths at Prescott Elementary, McRae Middle School, and Prescott High School for parent/teacher conferences. They offered information about the upcoming school flu clinics and had forms available for parents to take home. They also made SOS pamphlets available. School nurse Lori Arnette asked teachers to pass out flu

consent forms while distributing report cards to parents. Those teachers then routed parents to the flu booth for additional information. There were more than 400 in attendance.



Friends of Debbie at Race for the Cure

Debbie Henderson, administrator and breast cancer survivor, participated in the Race for the Cure in Texarkana on October 16th. Several friends, including Edie Greenwood, and her daughter Jessie, also walked in her honor. Another friend, Kristi Neal, designed a t-shirt with a special verse for the group to wear. Approximately

9,000 people turned out on the beautiful day to participate in the race.

Ouachita County Health Unit personnel manned a booth for Fire Prevention Day sponsored by the Camden Fire Department and Brookshire's on October 9th. The booth featured Mr. Gross

Mouth, the Jar of Tar and the cigarette clock and provided tobacco information, magnets and bookmarks. Colleagues Ryan Ragan, Rhonda McDonald and Rebecca Wright used the occasion to educate the public on health unit services and distributed Emergency Preparedness Guides and Disaster Awareness Booklets to around 50 people who came by the booth.

Polk County Administrator Brenda Huff represented the Polk County Health Unit at a Family Fun Day at Mena Middle School on November 1st. She provided information on tobacco, fluoridation, Family Planning, prescription drug abuse prevention, bicycle safety, helmet safety, ATV safety, oral health, hazards of cell phone use while driving, WIC, and flu. Brenda was able to visit with many 6th and 7th grade students to discuss tobacco and injury prevention. Approximately 250 parents, students, and staff attended the event.



Ryan Ragan and Rhonda McDonald