

**Southwest
Region
Hometown
Health**

Southwest Regional News

Volume 10, Issue 6

June 2011

INSIDE THIS ISSUE:

“Operation Pumpucation”	2
Youth Tobacco Prevention	3
Dallas County Health/Wellness	3
Bulletin Board Competition	4
In The News..	4



Ten Years and Still Going Strong



Ten years ago this month the Hometown Health Improvement (HHI) Support Staff started the *Southwest Regional News* as a resource to share the accomplishments of the local Hometown Health coalitions in the Southwest Region (SWR). Like the Hometown Health coalitions, the *Southwest Regional News* has seen many changes over the years but the vision has always been the same – to showcase the difference being made in the lives of local citizens.

Hometown Health has been capturing activities in the SWR for the past ten years and the work to protect and improve the health of the communities has resulted in:

1. Reduction in Adult & Youth tobacco use
2. Passage of the Clean Indoor Air Act resulting in no smoking in public buildings, most businesses, res-

taurants and even some bars

3. Decrease in obesity rates among youth
4. Education on the importance of fluoride in municipal water supply and dental sealants for many 3rd grade students
5. Education and physical education programs to reduce chronic disease
6. Work on injury prevention and the beginning stages of a statewide trauma system
7. Prescription drug programs for low income citizens
8. Community and school flu clinics
9. New treatments for stroke
10. Diabetes prevention

and management programs

11. Stronger, stricter laws on over-the-counter pseudoephedrine
12. Community take back prescription drug events
13. Numerous walking, biking and hiking trails built across the region to increase opportunities for physical activity
14. Community gardens and Farmers Markets established in many counties

The list of accomplishments could go on and on. That’s what makes HHI so exciting. HHI would not be a success without the leadership of the administrators, HHI support staff, and the great community volunteers who give of their time daily to help improve the lives of the citizens of Arkansas.

“Keeping Your Hometown Healthy”

Bike Safety

Bikes cause more childhood injuries than any other consumer product except cars.

There are things you can do to keep your child safe.

Please remember to:

- Always wear a helmet on every ride.
- Buy a bike helmet that fits right. Check it regularly to make sure it’s safe.
- Buy a bicycle that is the right size for the child, not one that he or she will grow into.
- Make sure drivers will be able to see you.
- Learn the rules of the road.
- Always demonstrate safe behavior and obey all traffic laws.

Tri-County Relay for Life

The Pike County Health Unit participated in the first Tri-County Relay for Life held on Friday, May 15th at the Centerpoint High School. At the committee’s request, the health unit provided nutrition and physical activity information including:

“Common Questions about Cancer”/Common Questions about Cancer & Diet”, “Nutrition for the Person with Cancer during Treatment”, “Choices for Good Health – Guidelines for nutrition and physical activity”, “Cooking

Smart-Quick & Easy Healthy Eating from Your Very Own Kitchen”, “ACA Guidelines on Nutrition & Physical Activity for Cancer Prevention. Irene Chambers, Administrator and Tamara Baker, RN,BSN, worked the booth.

“Operation Pumpucation”

Local Hometown Health Improvement (HHI) coalitions were the beneficiaries of SPF SIG Grant money from the Garland County Cares Coalition to help support a media campaign for alcohol awareness. Funds were used in Clark, Hot Spring, Montgomery, and Pike Counties to purchase gas pump ads to be placed at local gas stations in each county to help combat drinking and driving.

At least three stations in each county agreed to have the ads placed at their business for a three month period from April through June.

The coalition received positive feedback from the community on the ads and one station in the Daisy area gave an in-kind donation to place the ad before the contract began.



“Spring Break, Graduation, Weekends, ANYTIME... The Perfect Time to Not Drink and Drive”

Nevada County

Nevada County Health Department staff hosted the 2011 Nevada County Leadership Group and Doctors Young, Vermont, and Fox on May 17th. The three doctors spoke about issues concerning the health of Nevada County and the barriers of recruiting new doctors to rural areas.

Debbie Henderson, RN, health unit administrator, spoke about the services of ADH and gave attendees folders filled with booklets and pamphlets of programs offered by the department of health.

Janet McAdams presented Nevada County Health Facts and AR Prevention Needs Assessment data to the group. The strategic priorities and new legislation on fluoride, underage tobacco use and specifics of ACT 811 were shared with the group.

Don't Drink and Drive



Give up the Keys... You're not the only One on the Road



Because of the positive response from the communities on the gas pumps ads, several coalitions decided to sustain this effort by applying for Prevention Resource Center funding. Polk, Montgomery, Pike, and Hot Spring Counties used the \$1500 mini-grant dollars to start and/or extend their contracts throughout the



“Don't let this be the last sunrise you see on the lake” Boating Under the Influence.... Is Just as Deadly as Drinking and Driving”

Pike County

The Pike County Hometown Health Improvement (HHI) Coalition held a training on May 3rd in an attempt to reorganize and restructure their HHI coalition. Tonna Butzlaff from Garland County Cares Coalition presented information on reorganizing , recruiting and developing core leaders from the community. She presented the 2011 APNA data for the county to bring awareness to the problems of alcohol, tobacco and drug use among area youth. The lunch and learn program was attended by 28



people who are excited to start HHI back in the county in the fall. Funding for the lunch and learn was provided by Garland County Cares Coalition.

summer. As an added feature to the gas pump ads, Bonnie Carr, RHS, worked with area resorts in Montgomery, Pike & Hot Spring Counties to place gas pump ads at the local marinas. These ads were designed specifically to address boating under the influence. Local resorts were excited to partner with the local HHI coalitions.

“Operation Pumpucation” has been a great educational campaign for the local coalitions and they feel that it has been money well spent. Articles have been featured in local newspapers highlighting the ads. Local police departments were on hand for pictures for the initial placement of the ads showing their support and appreciation for the coalitions efforts.



“Boating Under the Influence Is Just as Deadly as Drinking & Driving..... Over 60% of boating fatalities are alcohol related. NEVER Boat Under the Influence”

Montgomery County

The annual Ag and Safety Day was held at the Montgomery County Fairgrounds on Friday, May 6th with 239 students from Mt. Ida, Caddo Hills and Oden School Districts attending. The event is held every spring for 3rd and 4th grade students to bring awareness to safety issues. Living in rural communities, many of the children live on farms or have family members with farms. The goal of the program is to educate the students on safety issues.

Bonnie Carr, Rural Health Specialist, showed a video on ATV safety called “A Trip Unplanned”. She talked to the students about the importance of wearing proper protective gear, appropriate ATV size based on age, the importance of sharing trip plans with family members, and taking safety precautions to prevent accidents.

Youth Tobacco Prevention

Three youth leaders with Gurdon Schools spent the day on May 19th at Cabe Middle School teaching 5th grade students the harmful effects of underage drinking.

The group used the 2SMART2START best practice curricula which informs youth on how alcohol affects many organs in the body, especially the brain. It also helps teach youth refusal skills and how to make healthy choices.

Each student verbalized how they would handle a difficult situation when faced with the choice of using alcohol or not. All 52 students said they learned ways the body is affected by alcohol.

Funding for this project was provided

through the Garland County Cares Coalition.

Janet McAdams, Regional Hometown Health Manager, worked with seventy-five, 5th grade students at CenterPoint Elementary School utilizing "tobacco dollar bills" to teach youth how both their financial status and personal health is impacted by tobacco use.

Students were asked to calculate the cost of smoking a package of cigarettes a day for a week, and then figure how much it would cost per month and per year.

The group then discussed the many harmful effects of tobacco use, as well as secondhand smoke. A county specific

brochure with the most recent AR Prevention Needs Assessment data and talking points was sent home with each student to give to their parents.



Dallas County Health & Wellness

A Women's Health Tea was held on May 12th at the Dallas County Senior Center with 38 women in attendance. The Tea was for women of all ages. Mrs. Arkansas 2011, Amanda Patterson, served as the guest speaker for the event.

Mrs. Arkansas, a wife and mother of five, spoke on the importance of exercising and what it took for her to get ready for the pageant. She told the audience that she started walking 5 miles a day and her family joined in the fun. Before long, she said, "they realized they were spending more time outside and were really enjoying themselves".

Debbie Tripp from Rosemary Hill Herb Farm spoke on the medicinal properties and benefits of herbs in daily life. Participants were able to enjoy the touch and smell of each herb presented. Other speakers included Kathy Barnhart from Dallas County Medical Center Behavioral Health and Donna Ferguson, health unit administrator, who went over the National Women's Health Week steps to improve physical and mental health:

1. Get at least 2 hours and 30 minutes of moderate physical activity, 1 hour and 15 minutes of vigorous physical activity, or a combination of both each week.
2. Eat a nutritious diet.
3. Visit a health care professional to receive regular checkups and preventive screenings.
4. Avoid risky behaviors, such as smoking, and not wearing a seatbelt.
5. Pay attention to mental health, including getting enough sleep and

managing stress.



Mrs. Arkansas, Amanda Patterson, speaks to the participants at the Women's Health Tea.

DASH Across Dallas County wrapped up their physical activity program by announcing the results and winners.

DASH had a total of 22 teams of 172 individuals who walked, rode, and exercised for a total of 16,971 miles. The elementary school participated and the children walked over 2,475 miles in 8 weeks. DASH thanked AR Blue Cross Blue Shield Foundation of the Blue & You Foundation for providing the incentives to make the program a fun, yet competitive exercise program. Each team member of the winning teams won \$50 in Chamber Bucks.

Division I Winners: Mighty Marchers- 781.5 miles

Division II Winners: DCMC Code Blue- 1,445 miles

Division III Winners- Asphalt Mafia- 2,478 miles

Ride for World Health

Two students with "Ride for World Health" are biking across America to teach youth bicycle safety and the importance of wearing helmets. These students stopped off at the Arkadelphia Recreation Center and spoke to a group of about 70 Arkadelphia Head-Start students on May 5th. The Head

Start students learned how wearing helmets can help save lives and the importance of knowing and obeying the rules of the road.

Emily Lyons, Community Health Promotion Specialist, and Tommy Rogers, Community Health Nurse Specialist, spent time with the students talking to

them about healthy food choices and exercise. They had the group exercise to the DVD called Jungle Jive and gave each child a copy to take home with them. The DVD encourages healthy eating and exercise at the same time. The DVD is designed for both the classroom and the home setting.



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

**“KEEPING YOUR
 HOMETOWN HEALTHY”**

**SOUTHWEST REGION
 HOMETOWN HEALTH**

www.healthyarkansas.com

In the News.....

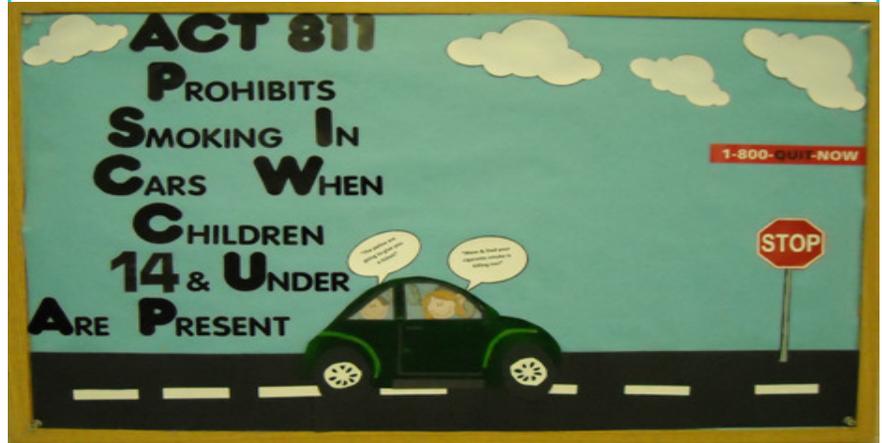
Sevier County– Over 550 people were served at the 30th annual Sevier County Senior Citizen’s Appreciation Day held on Friday, May 27th on the Courthouse lawn in DeQueen. Over 50 vendors set up with information, games, and prizes for the attendees. Awards were presented to the oldest male (100 years young) and the oldest female (96 years young) in attendance. An award was also given to the couple who had been married the longest (65 years). The Sevier County Health Unit sponsored a booth with information on breast cancer, injury prevention, emergency preparedness, tobacco and the SOS Quitline.



Lafayette County- Edie Greenwood, RN, CHNS, and Tonya Clark, RN, Administrator, presented information about Family Planning and STD’s to around two hundred 7th-11th graders at Lafayette County High School on May 31st. They also presented information about puberty to the 6th graders at Lafayette County Elementary after hours. There were 3 girls (plus their moms) in attendance and 10 boys plus a parent each.

Southwest Region Bulletin Board Competition

Janet McAdams, Regional Hometown Health Manager asked local health units to design a bulletin board to promote infant mortality prevention like the Back to Sleep Campaign, ACT 811, Car Seat Safety, Baby Safety Showers, etc. Administrators were asked to send in pictures of their bulletin board to be voted on at the Administrators quarterly meeting in May. The winning bulletin board was from Hot Spring County. The board was designed by Suellen Simpson, RN, Administrator and Bonnie Carr, Rural Health Specialist. The unit received five \$5 Subway gift cards as their prize.



Ouachita County– Diane Smith, RN, Rhonda McDonald, RN, CHNS, and Rebecca Wright, health unit administrator were available at Esterline on May 18 & 19th to provide blood pressure checks to employees as well as information about tobacco cessation and the Quitline. They shared information on diabetes, nutrition, cardiovascular health, and general public health with the 195+ participants that visited their booth.

Hempstead County– Edie Greenwood, RN, CHNS, presented information to about 250 students at Blevins Elementary about the harms of tobacco to all K-6 graders and teachers. She incorporated Mr. Gross Mouth, Jar of Tar, Dip and Decay, and the pig lungs to demonstrate the harmful effects of using tobacco in any form. Edie also used the time with the students to talk about ACT 811 which goes into effect on July 27th. It prohibits smoking in cars when children 14 and under are riding in the car.

Edie also presented “Teen Pregnancy and STD’s” to eleven at-risk teens in juvenile probation at the Southwest Mental Health Center. She gave teen pregnancy statistics and consequences and told them where to turn for help. STD topics included viral and bacterial STD’s, symptoms in males, females, and infants, and how ADH helps with treatment and information. The following pamphlets were distributed: Do you want to quit

Tobacco?, Am I Ready to be a Dad?, Am I Ready to be a Mom?, Babies and the Law, STD Facts, and Human Papillomavirus Infection.

Miller County– Arnell Washington, Rural Health Specialist, participated in a wellness event at the New Hope Missionary Baptist Church in Texarkana on May 21st and provided brochures on secondhand smoke, Stamp Out Smoking, WIC, immunizations, oral health, STD’s, SIDS, and fire safety. He also distributed Quit-Now cards for pregnant mothers, Teen Survival Guides for Girls, Coloring Books, SOS Crayons, pencils, fly swatters, calculators and Zobey DVD’s. Approximately 125 people attended.

On June 4th he participated in a health fair sponsored by Mt. Olive Missionary Baptist Church at Iron Mountain Center in Texarkana. Around 75 participants and 10 vendors took part. Screenings for cholesterol, blood sugar, and blood pressure were offered. There was a question and answer session for the nurses in attendance from the participants. Health department program information and brochures were made available.

