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Southeast Region Hometown Health Improvement

Stroke Awareness Campaign hits Two Counties

Mike Ross was the guest speaker at a Stroke Awareness event at Budget Saver grocery store in **Pine Bluff** on May 15th along with a representative from the National Stroke Association. The promotion was to help people learn the stroke warning signs.



Mike Ross speaking at the Budget Saver in Pine Bluff

local health units would also set up booths inside the grocery stores to provide information, health screenings,

and a pre and post survey to see if the intervention had any impact. Nice door prizes of cooking grills, a baking set, T-shirts, and pedometers were given out throughout the day. Betty Baggett held healthy cooking demonstrations. Three events were held in Jefferson County. The largest was Budget Saver with Power 92 Radio Station on site advertising the event. The other two were at

Food King during the week on Monday and Friday. Over 100 surveys were collected on the 15th and a follow up was scheduled for June 18th where 76 post surveys were collected.

Lee County also kicked off its Stroke Campaign at Food Giant Grocery Store located in Marianna. The event was a huge success. There was a table set up at the entrance of the store, which held educational material on stroke and high blood pressure. Free blood pressure checks, were given and nutrition information and displays were presented by the County Extension Office. It was a "Way to Go for Lee County!!"

Upcoming Events

- July 14– Dr. Boozman in Lincoln County
- July 15-HHIL Meeting
- July 24-Jefferson County Kids Health Fair
- August 4-Dr. Boozman in Prairie County
- August 10 and 11-Moving Toward the "Natural" State of Health Conference in Little Rock
- August 21-St. Francis County Cancer Expo
- September 14-Monroe County HHI "Kick Off"
- September 18– Autumn on the Square in Lee County
- September 21- "Take a Loved One to the Doctor Day" in Chicot and Desha County
- October 8-Blues Festival in Phillips County
- October 23-Bradley County Cancer Expo
- November 30-December 3-Body Walk in St. Francis County

Monthly

- First Tuesday-St. Francis HHI
- Second Tuesday-Lee HHI
- Second Wed.-Drew HHI
- Second Thursday-Prairie HHI
- Third Tuesday-Phillips HHI
- Third Wed– Bradley HHI and Jefferson HHI
- Third Thursday-HHIL
- Fourth Friday-Desha HHI

Delta Access Celebrating their Second Year

Delta Health Care Consortium celebrated their second year of the Delta Access Program on May 12, 2004 with an open house at Delta Memorial Health Services in Dumas. Delta Access Program seeks to provide access to health care for people in **Desha and Lincoln** Counties who are

uninsured and underinsured. They help residents find a physician to see to their health care needs, enroll them in insurance programs, encourage them to make healthy lifestyle choices, and assist them in obtaining prescription medications. The Program has served between 114 and 162 uninsured and has arranged for medical

insurance for 125 people. The group's efforts have also reduced emergency room visits by as much as 85% and hospital admissions by as much as 79%. In addition, they have arranged for clients to receive \$600,000 of free medications. During these two years, Clients have also had access to free X-rays, MRIs, durable medical equipment, and transportation.

S.O.S. sponsors booth at Pink Tomato Festival

Looking for information on Local Health Unit services? Maybe you've wanted some tobacco education materials for your child. Or, perhaps you just wanted a taste of some fresh squeezed lemonade and a juicy, ripe tomato. Well, all of these items were ready and available to folks attended the **Bradley County** Pink Tomato Festival June 11-12.

Stamp Out Smoking sponsored an informational booth, which was

manned by LHU colleagues and HHI Support Staff.

Folks providing manpower for the booth handed out S.O.S. goodies and giveaways to the many children attending the festival, and also provided education for the kids using Mr. Gross Mouth and a Jar of Tar. This tobacco education was supplemented by brochures and information on services provided by the Bradley County Health Unit,



along with pamphlets on how to access and utilize the ADH/S.O.S. Quitline.

The event was truly an effort of teamwork, which was represented not only by the Health Department and a local community, but also by the LHU colleagues and HHI Leader, who organized the local resources for the booth, S.O.S. who provided the giveaways, and additional ADH staff who helped by manning the booth.

Grand Prairie Health Expo

On April 3 the annual Grand Prairie Health Expo was held at Phillips Community College in Stuttgart. The **Arkansas County** Local Health Units gave about 50 tetanus shots, and provided information about Health Department services. Patty Hill hosted a WIC booth and a nutrition booth was hosted by Kim Cason. The HHI coalition booth demonstrated the dangers of

excessive sun without sunscreen, and also served as a Stamp Out Smoking booth. Special activities were planned for children in the afternoon. The fair was well attended by both local community members and elected officials.



Tanya Wilson and Paula Bracewell are preparing to give tetanus shots.

State Representative Benny Petrus and Bobby Glover, the area's State Senator also attended. A special thanks goes to all of the colleagues in both the DeWitt Health Unit and the Stuttgart Health Unit for supporting each other in this great cause.

"For the Health of It"

Lee County Hometown Health Improvement Coalition held a health fair on April 24 "For the Health of It." The event was held at the Lee Senior High School in Marianna with good participation from the community. Approximately 60 community members attended to have their blood pressure taken, blood sugar



and cholesterol screened and have their vision and hearing checked. There was also a booth providing free oral screenings for the participants.



Fitness Challenge

Southeast Region colleagues scored big in the recent Arkansas

Fitness Challenge! In this region, 195 colleagues participated in the Challenge, and 145 of those participants passed checkpoint # 30 (West Memphis). Three colleagues in the Southeast Region exercised every single day through out the Arkansas Fitness Challenge; Brenda Adamson of **St. Francis County**, Irene Combs of **Lee County**, and Dorlene Smith of **Chicot County**. Way to go colleagues!

“Feet for Life” in Phillips County

April 3, 2004 was a great day for residents of **Phillips County**. Dr. Nathan Lucas, a Podiatrist from Memphis, traveled back to his roots to help serve the community.

The Phillips County Hometown Health Improvement Coalition had worked for several months to plan “Feet for Life”, and it finally happened with an over whelming response. On this day 126 people attended and of those, 24 were

seen by the podiatrist. In addition, 58 blood pressures were taken which revealed 27 client who had elevated blood pressures. The group did 30 blood sugars screening, 12 people received diabetic foot care education, 13 received nutrition counseling. Several booths lined the waiting room of the health unit where nutritionist were on hand to help educate resi-



Dr. Nathan Lucas and his staff are checking into the event. Also pictured, Veronica Sellers, Robyn Clark, Petrina Otey, and Chrissy Womack.

dents about their eating habits, Ms. Trish Bagley was also there assisting people in finding their prescriptions at a reduced cost, and much more. This was truly a success not only for the coalition, but also for the commu-

Group receives Breast Cancer education needed

According to the 2001 **Drew County** BRFSS, 82% of women in Drew County did not know all three breast care techniques (Self Breast Exam [SBE], Clinical Breast Exam [CBE], and Mammogram). Finding this statistic alarming, the Drew County Hometown Health Improvement Coalition decided to use Breast-Care mini-grant funds to provide Pink

Carnation Sunday materials in 16 African American Churches.

The response to the event from local churches was enormous and carnations were presented to approximately 400 African American women over the age of 40. In addition to the carnations, coalition members put together resource bags for the 400 women.



These bags contained information on the BreastCare program, SBE shower cards, a brochure on services from Drew Memorial Hospital, and other breast cancer education materials.

To add a personal touch to the event, contacts at each of the churches read a script on the importance of mammo-grams and good breast health.

Dr. B visits S.F.C. (St. Francis County)

Dr. Fay Boozman traveled into the Southeast Region on Monday, June 28th. He arrived in **Forrest City** just in time to meet and greet the local physicians. On Tuesday, June 29th, Dr. Boozman and Tammy Lawson were guest on KXJK Morning Radio Show in Forrest City where they discussed health issues. Dr. Boozman was joined by local elected

officials and industry leaders for a mid morning brunch at Bonanza and a presentation of “The Perfect Storm.” He later met with Kiwanis, Lions, and Rotary club members for a combined luncheon where he presented “The Perfect Storm” and enjoyed good food and fellowship.



Dr. Boozman describing the storm brewing.

In between speaking engagements, Dr. Boozman stopped by the local health unit and the regional office to visit with colleagues. Dr. Boozman will be traveling back to our region several times through out the next few months to talk with other communities.

Arkansas Department of Health Southeast Region

If you would like to submit an article for the HHI Newsletter, please contact on the HHI support Staff.

Dena Knight
Carrie Selby
Shalonda Jacobs
Kaye Murry

Donna Ferguson
Lisa England
Kim Hooks
Tina Hollowell

"Keeping Your Hometown Healthy"

www.healthyarkansas.com

"There is no such thing as a poor community. Even neighborhoods without much money have substantial Human resources. Often, however, the human resources are not appreciated or utilized, partly because people do not have information about each other and about what their neighborhood has to offer."

**Paul Resnick and Mel King*

Congratulations to Tina Hollowell

She is the New Community Health Nurse Specialist in the Southeast Region! Tina will be working with Phillips, Lee, Monroe, and St. Francis County.

Cooperatives Continue to Serve as Great Resource for SE Region

The First Annual Student Health Luau was held June 7th and 8th at the Southeast **Arkansas Education Service Cooperative in Monticello**. The purpose of this professional development workshop for school faculty was to encourage participation in promoting and protecting good student health.

Andy Core, an exercise physiologist and national speaker, gave the keynote address describes his philosophy which is based on the positive health choices one can make to improve their quality of life. He challenges participants to drink more water, get their 5-A-Day, eat an afternoon snack (reducing hunger at supper), and to participate in moderate physical activity and strength training to increase metabolism. Andy also told participants not deny themselves the foods they enjoy, just limit their intake.

Other topics presented included; Promoting and Protecting Student Health, Five-

a-Day Programs For Schools, presented by Christine Holland, RD ADH, and Helping the Student With Diabetes, presented by Kristen Allen, RD, ADH. Pat Odem from the American Lung Association also presented "Open Airways," an ALA program to teach students to manage their own asthma. The Southeast Arkansas Hometown Health Improvement Support Staff Team provided entertainment and exercise for the event. Participants indicated that they had a great time and learned a lot. Many plan to help promote student health in the schools.

Dr. Boozman presented "The Perfect Storm" to 30 teachers/educators at the fourth Annual Delta Institute at **Arkansas River Education Service Cooperative (ARESC) in Pine Bluff**. The audience participated by asking several questions and raised valid concerns about the health of the students. A door prize was given to the participant who guessed nearest to the number of steps that Dr. Boozman had on his pedometer. Carolyn McCoy, the ARESC director, presented Dr. Boozman with a plaque of appreciation following the presentation.

The ARESC hosted its second annual "Linking Health and Education in Tobacco Prevention" on June 16th. Dr. David



John Wayne, professor at UAMS COPH, Dr. Joe Bates, MD, Associate Dean for Public Health Practice, Kim Hooks, CHNS, James Raczynski, PhD, Dean, Lisa England CHNS, & Dr. Fay Boozman.

Bourne was the keynote speaker. Over 80 community members were in attendance.

Lisa England & Kim Hooks completed the 18-hour certificate program at the UAMS College of Public Health. The 18-hour certificate program consists of six core courses that include a general overview of Public Health as well as an introductory course on each of the five core Public Health disciplines. Convocation and graduation commencement were held on May 15th, 2004. Congratulations, ladies!

