

Southwest Regional News

Arkansas Department of Health

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Jump Into the AR Fitness Challenge

The AR Fitness Challenge is scheduled to begin on March 1st. Governor Mike Huckabee will proclaim February 13th as AR Fitness Challenge Day. Employees will have the month of February to register and help the Health Department WIN!!! the challenge with Blue Cross Blue Shield.

Team Captains for the SWR include Jo Rechkemmer (Little River), Marie Bane (Columbia), Regina Ford (Dallas), David McKinnon (Howard), Bonnie Carr (Montgomery), Janice Gates (Sevier), Joni McGaha (Union), Rose Ann Smith (Central Office), Nancy Greening (Ouachita), Patsy Johnson

(Lafayette), Pat McCullough (Nevada), Cindy Humphries (Clark), Anna Lee (Polk), Rita Turner (Hempstead), and Donna Smith (Miller).

The winner of the Challenge will be determined by four measures. The entity earning the most cumulative points is declared the overall winner.

Measures that will determine winner:

- **Goal Participation**— Highest percentage of participating employees completing the Arkansas Route
- **Exercise Frequency**— Most days exercised per week

- **Overall Participation**— Highest percentage of employees participating
- **Persistency Rate**— Lowest non-starter rate

Employees who enroll but do not log in exercises the first four weeks are considered “non-starters”.



SWR Fitness Challenge Team Captains get ready for battle.

Fitness Challenge Tips:

- Studies show that three 10-minute doses of exercise can be just as effective for heart health as one 30-minute session.
- A good exercise program, such as aerobics, can activate and rejuvenate the skin.
- Don't forget to warm up and cool down.

Special points of interest:

- More women than men die of cardiovascular disease in the United States.
- Nothing quenches the appetite like water. It prevents those “hungry horrors” we all encounter when our blood sugar drops & we reach for those forbidden foods.
- As little as 30 minutes of physical activity daily can increase your fitness level.



Lafayette County Steps Out

Lafayette County staff participated in a “Parent Resource Night” event at Lafayette County School—East Campus on Jan 20th. This was a night for student awards and displays, a book fair, and local resources. The unit focused on

WIC and BreastCare. Balloons, pill boxes, pens, and education information were available. Organ Annie and the Food Pyramid apron were used to promote WIC education.

On Saturday, Jan 24th, Lafay-

ette County staff participated in a Health Fair sponsored by the “Finally Free” Tobacco Cessation Program. WIC, BreastCare, Poison Control, and SIDS info were available as well as resource magnets, pill boxes, and blood pressure checks.

ADRDN Counties Stretch Into the New Year

The Ouachita County Rural Health Network (OCRHN) met on January 30th to assess the Network's health needs. The Network consists of Union, Calhoun, Dallas, and Ouachita counties and is funded through The AR Delta Rural Health Development Network (ADRDN).

Mike Dumas with the Southwest AR Planning and Development District gave a talk on the grant writing services they provide. The group listed each county's health priorities and discussed ways grant funds could improve identified health needs.

Denise Bloomfield with the AR Economic Development office offered to work with the group to develop a strategic plan.

The Network discussed indigent pharmacy services currently offered in Union and Ouachita counties. Priority health problems identified were: obesity, indigent/uninsured care Rx program, diabetes, drug abuse, dental care for children, and mental health services.

The OCRHN board has voted to write an implementation grant for next year to help

with the indigent uninsured Rx program for all four counties. The AR Planning and Development District has agreed to write the Request for Proposal.



DASH Leaps Ahead

The Dallas County Alliance Supporting Health (DASH) has been hard at work on many projects. The Health Fair Committee is planning a county-wide health fair for April 3rd to be held at the Dallas County Community Center. They have applied for an Entergy grant to help provide food and a booth to sign Senior Citizens up for low income Rx cards. They have also contacted over 50 different vendors about health education booths. The DASH By-

Law Committee is working to finalize a draft of the policies and procedures to be submitted for review of committee members.

Cheryl Denison met with the local emergency service provider on Jan 20th to plan for the 10 county-wide CSEPP disaster drill

scheduled for Feb 3rd. Cheryl also attended a BMI training in Camden at the Co-Op. ADH representatives plan to provide BMI information at two Parent-Teacher conferences at Fordyce Schools on Feb 12th.

Walking is one of the best exercises for strengthening bones, controlling weight, toning the leg muscles, maintaining good posture, and improving positive self-concept.

Sevier County Races Forward

The Sevier County Health Unit participated in the Body Walk for Horatio, Wintrop, and Foreman Schools. There were exhibits set up where children could walk through the body and were taught about the organs and how to keep them healthy with nutrition, exercise, etc...



The Walk went through the brain, tongue, mouth, intestines, heart, lungs, and kidneys. A total of 396 students participated in the Body walk. Judy Parrish gave a presentation in January on "protecting your child from infections to a parent meeting at Park Hill

School. Information included flu vaccine, hand washing, and keeping ill children home.

Sevier Co. nurses gave MMR immunizations to Cossatot College students Jan 8th & 9th during their pre-registration.

The Hometown Health steering committee is working planning their Kick-off. Stay tuned for more news in coming months.

Community Health Nurses Flex Their Muscles

Don't ask what **Lee Ann Johnson** has been up to, ask what hasn't she been up to. On Jan 9th she worked as a volunteer at Yocum School in El Dorado for the Body Walk. She presented information on the heart to approximately 70 groups of children. This included how the heart functions and how certain foods and exercise can be healthy for the heart and help it function properly. On Jan 21st she facilitated a BMI training at the South Central Co-Op in Camden for approximately 28 nurses, coaches, and school personnel.

On Jan 27th she presented the Student Tobacco Opposition Program (STOP) to staff at Huttig School. STOP is a grant funded program that is being done through the Union County Tobacco Free Coalition. It is designed to help kids quit using tobacco or to help someone they know quit. On Jan 29th she presented tobacco info for two 4th grade classes at Camden Intermediate School. All of this in the midst of taking graduate level classes at the School of Public Health in Little Rock.

Cheryl Lindly with DeQueen Mena Co-Op has been just as busy. She assisted and provided technical assistance weighing and measuring elementary students in Dierks. She did a BMI training for nurses, coaches, and other school staff at the Education Co-Op.

Cheryl is planning to teach an eight week evening exercise class for women entitled "Strong Women". This is an initiative sponsored by the Polk County Wellness Committee and the Extension Office.

Ouachita County Marches On

A Healthy Ouachita County (AHOC) met on Jan 20th at Ouachita County Hospital. The nominations committee presented a slate of officers to the coalition. Judy Abernathy will serve as chairperson, Idella Hogan as vice-chairperson, Judy Boyd as treasurer, and Dawn Lambert as secretary.

An informal survey was done to find out the top health priorities coalition members felt need to be addressed this year. Obesity, drug abuse, prescriptions for the unin-

sured and underinsured, and medical care in general were the top 4 priorities.

Christy Keithly, Occupational Health Nurse, with Aerojet Corp in East Camden gave a presentation on their wellness program. They offer employees blood pressure screenings, substance abuse counsel-

ing, and encourage healthy lifestyle changes. Their aim is to keep employees healthy and happy.

Zeenath Rehana, SWR epidemiologist, worked with the data committee after the meeting and will continue to work with them.

Focus on positive self-talk. Congratulate yourself every time you take a step towards your fitness goal.

Nevada County Makes Tremendous Strides

The Prescott/Nevada County Health Alliance met on Jan 9th for a celebration of past year activities and kick-off for the new year. An overview of the proceeding year was given to each person present entitled, "The Story of Our Success in 2003."



The Year was filled with many activities. The coalition held a very successful Health Fair in Oct. They developed a new Mission and Vision Statement, sponsored the county-wide BRFSS, coordinated Children's Week activities April 6-12th, and were awarded a

Prostate Screening Grant of \$1450.00. The Health Alliance up-dated the By-Laws and acted as a task force for the Walk Across Nevada County, and received a grant from the Recreation Trail Grant to fund a walking trail.

Planning meetings for the 2004 Children's Week are already under way.

A Prostate Screening outreach is scheduled

Bonnie Carr—Montgomery Co.
Jennifer Dean—Lafayette Co.
Janet McAdams—Nevada Co.
Joni McGaha—Union Co.
Susan Moudy—Montgomery Co.



● Keeping your
Hometown Healthy

Calendar of Events

Feb 4th—M.A.P. Tobacco Free Partnership mtg

Feb 11th—Hempstead County HHI Kick-off

Feb 11-12th—Minority Tobacco Conference, Pine Bluff

Feb 13th—Arkansas Fitness Challenge Kick-off, LR

Prescott/Nevada County Health Alliance mtg

Operation P.U.S.H. mtg

*Feb 16th—**Holiday***

Feb 25th—HHI TL/SS mtg

Feb 26th—Howard Co. HHI mtg

Feb 27th—Mandatory Tobacco mtg, Arkadelphia

The News You Can Use

Hempstead County

Hempstead County schools completed their YRBS surveys during the months of Dec and Jan. Their HHI Kick-off is planned for Feb 11th.

Montgomery County

The Montgomery County Health Education Advisory Board / Hometown Health held their 4th anniversary celebration on Jan 8th. There were 19 people in attendance. Lyndsey Hogganboom from National Park Medical Center spoke to the group about a new program they are offering for senior adults, and Bonnie Carr presented the Year in Review.

Union County

Union County held their "Lose Some More in 2004" Kick-off on Feb 1st.

Columbia County

Regina Minor spoke to a TOPS (Take Off Pounds Sensibly) group at her church about breast care and breast self-exams. Mattie Grant is participating in Spanish classes at her church to better serve her Hispanic patients.

Kick-off for the Columbia County HHI will be April 14th.

Howard County

The Howard County HHI Coalition met on Jan 22nd at the Howard Memorial Hospital boardroom. Greg Potts presented the BRFSS results to the 35 members in attendance. The coalition is having a name and logo contest in the area schools. They will begin to look at entries at next meeting.

Pike County

The generator for operation of the LHU as the county command center was installed, but is not fully operational due to revisions & need for additional parts.

Clark County

HHI TL Cindy Humphries' South Central project team is fine tuning their HIPPA epidemiologist and AR physicians survey and working out timelines.

