

Starting Off Right

A Quarterly Newsletter from
Healthy Start Coalition of Jefferson,
Madison & Taylor Counties, Inc.

FALL 2012



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whole child
TRI-COUNTY

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MAKING A DIFFERENCE

Tonya Bell

Tonya Bell is the Whole Child Advisor and Community Health Educator serving the tri-county area as a valued member of the Healthy Start Coalition of Jefferson, Madison & Taylor Counties. Dedicated in all tasks, whether working with babies, adolescents, or adults, she shares herself with community partners throughout the region. No matter how big or small the cause, she's there to lend a hand.



Providing Florida KidCare application assistance is an ongoing focus for Tonya and the Coalition.



Scoring at the shooting range, Tonya chaperoned 4H youth during a weeklong outdoor Wilderness Camp.



Tonya spearheaded the "Beating the Streets" campaign, going door to door.



Tonya attended a workshop titled, "Undoing Racism; An Essential Approach To Addressing African American Infant Mortality," in Tampa, Fla.



Tonya and SWAT students during the 1st Annual Jefferson County Health & Fitness Day.



Thank you cards for Tonya from several Making Proud Choices program attendees.

Raising the Bar on Obesity

Nearly 36 percent of the pregnant women in Jefferson, Madison, and Taylor Counties are obese during pregnancy, resulting in medical interventions to control gestational diabetes, hypertension and other chronic health conditions related to obesity. Nearly 96 percent of obese mothers deliver before 40 weeks and require delivery by Cesarean, an additional medical intervention that perpetuates the trend of low birth weight and negates the positive effects of natural birth for the infant.

The Healthy Start Coalition hopes to offset this growing trend in obesity during pregnancy by implementing a prevention project to work with adolescent females, ages 10–13 to perpetuate lifestyle changes and parental involvement in healthy living.

Funded by the Florida Healthy Kids Corporation, the Raising the Bar project will consist of eight weekly classes for a targeted group of youth, using the Power of Choice curriculum with instruction provided by nursing students under the Allied Health Program of North Florida Community College.

In addition to weekly classroom instruction and hands-on practical skill-building, the youth will be offered a physical outlet once weekly; currently the Madison class participates in Yoga classes at NFCC.

This project is being offered simultaneously in both Madison and Taylor Counties.



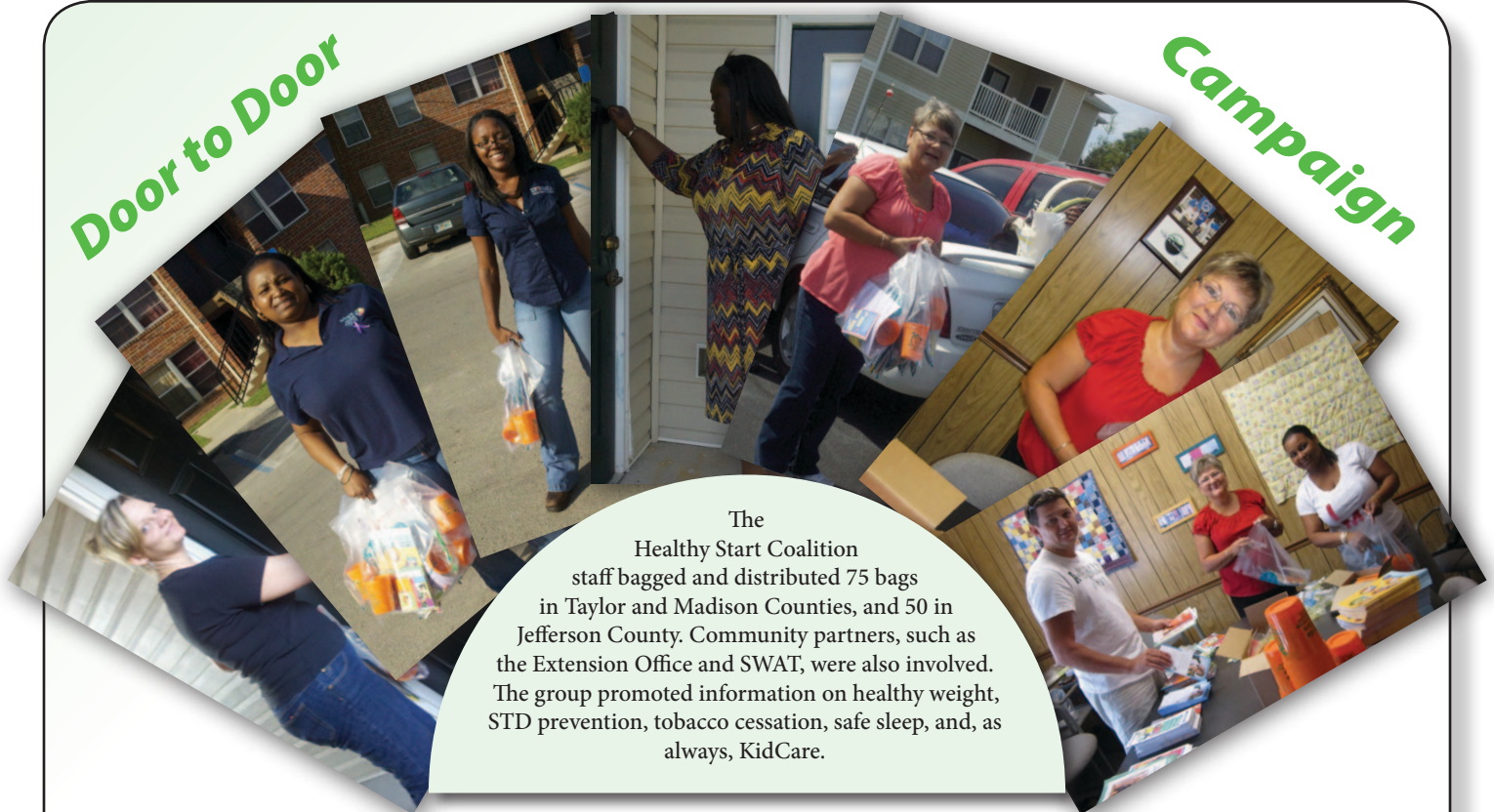
Tonya Bell Attends Leadership Institute

The Women's Health Leadership Institute (WHLI), a national initiative of the Department of Health and Human Services Office on Women's Health (DHHS-OWH) met in Orlando, Fla., on Sept. 27–28 to educate experienced CHW in leadership development to enhance their ability to influence improvements in their practice and communities. The training was offered in collaboration with the Florida Coalition of CHWs (www.floridachw.org) and it was an honor for Community Health Educator Tonya Bell to be included among the exclusive invitees.



Tonya Bell, Whole Child Advisor and Community Health Educator, had the honor of attending the Women's Health Leadership Institute in Orlando in September.





The Healthy Start Coalition staff bagged and distributed 75 bags in Taylor and Madison Counties, and 50 in Jefferson County. Community partners, such as the Extension Office and SWAT, were also involved. The group promoted information on healthy weight, STD prevention, tobacco cessation, safe sleep, and, as always, KidCare.

Tobacco Use Is the Single Most Preventable Cause of Death and Disease in the United States

Each day in the United States:

- The tobacco industry spends nearly \$36 million to market and promote its products.
- Almost 4,000 adolescents start smoking.

Taylor County Statistics (HIGHER THAN BOTH NATIONAL AND STATE LEVELS):

- 32% of Taylor County residents are smokers.
- 17.9% of Taylor County residents are exposed to second-hand smoke.

Best Practices for Comprehensive Tobacco Control Programs



Center for Disease Control has prepared “best practices” to help states organize their tobacco control program efforts to ultimately eliminate the burden of tobacco use.

I. State and Community Interventions

- ☑ **Local Interventions:** State and local Taylor County interventions unite a range of integrated programmatic activities, including local and statewide policies and programs, chronic disease and tobacco-related disparity elimination initiatives, and interventions specifically aimed at influencing youth.

II. Health Communication Interventions

- ☑ **Local Interventions:** Taylor County Health Department utilizes media advocacy through public relations efforts, such as press releases, local events, media literacy, and health promotion activities.

III. Cessation Interventions

- ☑ **Local Interventions:** All patients seen in the lo-

cal health care system are screened for tobacco use, receive brief interventions to help them quit, and are offered more intensive counseling services offered by QuiltLine.com and AHEC.

IV: Surveillance and Evaluation

- ☑ **Local Intervention:** Monitoring tobacco-related attitudes, behaviors, and health outcomes at regular intervals are done at both the state and local levels. Collecting baseline data related to each objective and performance indicator is critical to ensuring that program-related effects are clearly measured and reported.

V. Administration and Management

- ☑ **Local Intervention:** Taylor County Health Department has staff in place that facilitates program oversight, technical assistance, and training with tobacco programs.

Investing in and implementing what we know works will end the tobacco use epidemic!

For more information please contact Vickie Brannen at 850-584-5087, Ext. 193

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Tonya Bell
*Whole Child Advisor
and Community Health
Educator*



UF UNIVERSITY of FLORIDA
IFAS Extension

FLORIDA PEANUT PRODUCERS ASSOCIATION

The average child will eat 1,500 peanut butter and jelly sandwiches before he/she graduates high school.

Let's keep children eating locally grown peanuts in healthy, nutritious, and YUMMY peanut butter.

**In 2011,
560 children (21%)
in Jefferson County were
considered food insecure.**

Join UF/IFAS Extension agents to help

Take a bite out of HUNGER!

Drop off unopened jars of peanut butter to your local UF/IFAS Extension office now through November 16th.

All peanut butter will be donated to a local food pantry during Farm-City Week.

Food insecurity refers to USDA's measure of lack of access, at times, to enough food for an active, healthy life for all household members and limited or uncertain availability of nutritionally adequate foods.

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211 Big Bend HIV/AIDS Hotline Announces New Chat Feature

Anonymous & confidential online chatting with a certified HIV/AIDS counselor is now available on the 211Big Bend hotline website. To initiate the chatting feature go to <http://211bigbend.net/hotlines/florida-hiv-aids-hotline.html> and click on the blue "Ready to Chat When You Are" button in the lower right hand corner. The Florida HIV/AIDS hotline is open Monday–Friday 8am–9pm, and on Saturdays from 10:30am–6:30pm. The four hotline numbers available are:

- 1-800-FLA-AIDS (352-2437) English
- 1-800-545-SIDA (545-7432) Spanish
- 1-800-AIDS-101 (243-7101) Haitian Creole
- 1-888-503-7118 TDD/TYY (hearing/speech impaired)

The website also has a wealth of information on HIV/AIDS. Certified HIV/AIDS counselors can also be reached via email at: <http://211bigbend.net/contact-florida-hiv-aids-hotline-counselor.html>.