



Pembina County Public Health

Prevent. Promote. Protect.

Pembina County Public Health Wants to Hear from YOU!

In an effort to gauge the overall health needs of the community, Pembina County Memorial Hospital (PCMH) and Pembina County Public Health (PCPH) will survey area residents during a three-week period beginning **June 10**. Results of the survey will guide PCMH and PCPH on ways to improve the delivery of healthcare.

Assistance with conducting the assessment is provided from the Center for Rural Health at the University of North Dakota School of Medicine and Health Sciences.

PCMH and PCPH strongly encourage all area residents to participate. Surveys will be distributed in various ways: service clubs, stores, churches, other public venues, and a “Community Group” convened by PCMH and PCPH.

Residents may access an online version of the survey by visiting the following website: <http://tinyurl.com/Pembinacountysurvey>. Written copies are also available by calling PCMH at 701-265-8461. All survey responses are anonymous and there is no way to track responses back to individuals. Survey responses are returned to the Center for Rural Health to help ensure anonymity. A postage-paid return envelope is included with each written survey.

How will this survey help healthcare providers in Pembina County?

- ⇒ Identify how health care services are being provided
- ⇒ Be informed about public suggestions
- ⇒ Identify any missing services
- ⇒ Learn about community health and other concerns
- ⇒ Determine preferences for using local health care versus traveling to other facilities

The survey also seeks general input from residents about the community’s health needs and the delivery of local health care. Completing the survey takes about 25 to 30 minutes.

A periodic community needs assessment is one of the new requirements of the Affordable Care Act. The new regulations require non-profit hospitals such as PCMH to assess the community’s health needs periodically. The cost of the survey is covered by the Medicare Rural Hospital Flexibility (Flex) Grant Program. The Flex Program is a state-based partnership that works with and assists all rural hospitals to stabilize and sustain their local health care infrastructure.

UPCOMING EVENTS

June 12—Safety Day at
NDSU Research Center
Langdon, ND

June 23-June 29—Public
Fossil Dig Walhalla, ND

July 4—Independence Day
Office Closed

July 10-14—Pembina County
Fair Hamilton, ND

July 29—Outdoor
Adventure Education at
Tetrault Woods State
Forest Walhalla, ND

August 14—Cavalier Back
to School Night Car Seat
Checkup Event 5pm-7pm

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Choose Health! Tobacco Coalition Holds First Meeting in Pembina County

Following the *Addiction Incorporated* film showing in Cavalier this fall, the Pembina County Tobacco Prevention team was hopeful in creating a coalition from the interest that sparked from this event. After this initial coalition building event, the team established communications with individuals who expressed interested and an official group meeting occurred. It took place Wednesday, April 23 from 6-7pm at the Cavalier Evangelical Free Lutheran Church.

Tobacco coordinators Jeanne Chaput, Jeanna Kujava, and Kallie Christenson hosted a diverse group of 15 people. Students and professionals alike joined forces to make their communities a healthier place to live, work, and play.

The coalition worked together on establishing their name—*Choose Health!* and became educated on current issues in tobacco. Being that this was the first official meeting, introductions, networking, and educating were priority. The group teamed up for an exciting game of



Above: “Many Hands Make Light Work”
The *Choose Health!* Tobacco Coalition gathered in April to join forces and better the health of all Pembina County residents!

tobacco trivia after learning about the Centers for Disease Control and Prevention (CDC)’s best practice recommendations when it comes to preventing tobacco from becoming a problem in more peoples’ lives. The group has committed to a mission of choosing health over a lifestyle of risk and disease. They hope to share this effort with others in Pembina County.

This coalition will meet twice a year, and in the meantime, will receive electronic correspondence as needed. The group will work closely with community based organizations, other health advocates, community members, school systems, and health providers to

facilitate tobacco prevention education, policy, and cessation services under the guidance of CDC’s best practices.

The picture above was taken at the meeting and depicts the idea that “many hands make light work”. If we all work together toward improving health in Pembina County, quality work will get done! Much fun was had by all!

For more information about joining the Pembina County Tobacco Coalition, please contact Jeanne Chaput, Jeanna Kujava, or Kallie Christenson, Tobacco Prevention Team at Pembina County Public Health: 701-265-4248.



An initiated measure approved by North Dakota voters provides funding to Pembina County Public Health to diminish the toll of tobacco in our state by addressing the number one preventable cause of death and disease: tobacco use.

Health Communication Strategies:

The Answers Behind the Advertisements

North Dakota's comprehensive tobacco prevention plan: "Saving Lives, Saving Money" uses the Centers for Disease Control and Prevention (CDC) 2014 Best Practice strategies proven to prevent tobacco use. These strategies include implementing media campaigns, 100 percent smoke-free laws, tobacco pricing interventions, tobacco-free school policies and sustained community and statewide efforts.

According to the CDC, mass media campaigns against tobacco use—most often TV ads—have proven to be very effective at helping prevent tobacco use by young people. Studies show that teens respond most to ads that trigger strong negative feelings, such as ads about how smoking and secondhand smoke harm health and ads that expose the tobacco industry's marketing strategies that target young people. Even ads that are designed for adult audiences help reduce tobacco use among our youth.

These advertisements are powerful tools for preventing smoking initiation, promoting and facilitating cessation, and shaping social norms related to tobacco use. Effective messages can also stimulate public support for tobacco control interventions and create a supportive climate to make tobacco use less acceptable.

Still not sold on these strategies? Read the evidence...

- ◇ The CDC best practices provide evidence on how to end the tobacco epidemic - by using evidence-based, statewide tobacco control programs that are comprehensive, sustained, and accountable. These programs have been shown to reduce smoking rates, tobacco related deaths, and diseases caused by smoking.
- ◇ Best practice health communication efforts play a critical role in ending the epidemic. To be effective, health communications efforts need to be adequately funded and sustained over time to counter tobacco industry marketing.
- ◇ Campaigns of longer duration and higher intensity are associated with greater declines in smoking rates and assure that fewer youth will ever begin using tobacco.
- ◇ To effectively reach all state residents with mass media campaigns, a multiple mix of radio, television and print ads are recommended.

BreatheND
Saving lives, saving money. The voice of the people.



Summer Immunization Clinics

Summer is a great time to catch up on your child's immunizations! Pembina County Public Health has set aside the dates and locations below for back to school shots. Children need immunizations at many different ages, so please feel free to call our office to make sure your child is up to date or to make an appointment. Also, North Dakota schools work with the Department of Health to set aside requirements specific for children entering kindergarten and middle school. Pembina County Public Health is able to provide immunizations to all children in the county regardless of their insurance status.

June 23rd

Public Health Cavalier

July 21st

Public Health Cavalier

August 6th

St. Bonafice School Walhalla

August 11th

Public Health Cavalier

Pembina County Public Health



Public Health
Prevent. Promote. Protect.

301 Dakota Street W #2

Cavalier, ND 58220

Phone: (701) 265-4248

Fax: (701) 265-5193



Are you confused about car seats? Does your child need a new one? Contact us for more information!

Your Public Health Staff

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We're on the Web!

[pembinacountynd.gov/
publichealth](http://pembinacountynd.gov/publichealth)

If you would like to receive this newsletter or join the tobacco coalition, please contact us by phone or email.

Pembina County Resources Spotlight

Tetrault Woods State Forest

Take a drive to Pembina County's very own piece of state forest—Tetrault Woods. Families can take an adventure while experiencing forest sights, sounds, and smells. Be prepared to picnic, hike, bike, or horseback ride through the mowed trails which are well-maintained by the ND Forest Service. Take a break from reality and spend quality time with your friends and family as you enjoy all that Pembina County has to offer!

SAVE THE DATE for an exciting event that will be taking place in the Tetrault Woods State Forest July 29th from 1pm-5pm. This outdoor education opportunity will be led by local adult

professionals and held specifically for children ages 10-14. On this day, children will take part in group activities along the trails such as wilderness first aid and building a first aid kit with public health, outdoor cooking, building wood duck houses, and identifying wildlife throughout the forest! For more information on registering for this great learning opportunity, call Helen at NDSU Extension 265-5138.



Tetrault Woods State Forest—photo courtesy of Helen Volk-Schill, NDSU Extension Agent