

# HEALTH MATTERS

Assisting People in Douglas County to be Healthy, Independent, and Safe

April 2008

621 W. Madrone  
Roseburg, OR 97470  
www.co.douglas.or.us/dch

## Gear Up for Safety: Every Ride, Every Time

Riding on wheels is fun—if it's done safely. Unfortunately, many kids and parents underestimate the risk of brain injury from a crash while biking, skateboarding, in-line skating, or riding a scooter.

A helmet is the simplest, most cost-effective way to prevent brain injury from wheeled sport crashes. Safe Kids reports that helmets can reduce the risk of brain injury by as much as 88%. Unfortunately, fewer than one in four (23%) Douglas County 8th graders report wearing a helmet when riding a bike (Oregon Healthy Teen Survey, 2006). And, no surprise to most parents, helmet use goes down as kids get older.

Teaching kids to wear a helmet is one of the most important things parents can do to protect their children from a life-threatening injury. Too often, parents and children seem to let down their guard on helmet use once a child gets older. Kids, especially tweens—kids age 10 to 14 — are sometimes reluctant to wear helmets.

*Gear Up for Safety* is a county-wide effort to motivate middle schoolers to gear up for safety every ride, every time. With major sponsorship from local State Farm Insurance agents, and support from Safe Kids, Fred Meyer, ODOT, and Cascade Community Credit Union, a bike safety and bike helmet promotion is taking place in Douglas County's middle schools (grades 6-8).

*Gear Up for Safety* asks middle schoolers to take a quiz, make a pledge, and enter to win a cool bike and bike helmet. A drawing will determine a winner from each of Douglas County's 15 middle schools. Winners from each middle school will be announced by middle schools in

cooperation with local law enforcement and event sponsors during Safe Kids Week (Apr 28-May 2).

Being a safety role model and making helmet use non-negotiable is the best thing a parent can do to keep their kids safe when riding on wheels. We hope that *Gear Up for Safety* will motivate kids and their parents to be safety role models by wearing a helmet every ride, every time.

For more information, call Douglas County Public Health at 440-3563.

### Safety Tips for Kids and Parents

- Make a safety pledge to gear up for safety every ride, every time—no helmet, no ride.
- Use a helmet that meets U.S. Consumer Product Safety Commission standards—learn how to fit and wear a helmet correctly.
- Learn the rules of the road—ride on the right, in the same direction as the traffic.
- Know the law—children age 15 and under are required to wear a helmet when riding a bike, skateboard, scooter, or in-line skates in public places. Failure to wear protective headgear carries a fine of \$25.

### Safety Resources

Safe Kids USA  
[www.usa.safekids.org](http://www.usa.safekids.org)

ODOT Bicycle Safety  
[www.oregon.gov/ODOT/TS/bicyclistsafety.shtml](http://www.oregon.gov/ODOT/TS/bicyclistsafety.shtml)

Think First  
[www.ohsu.edu/thinkfirst/](http://www.ohsu.edu/thinkfirst/)

National Highway Traffic Safety  
[www.nhtsa.gov](http://www.nhtsa.gov) (search "Bicycles" for brochures and videos about bike safety)



### Inside this issue:

<i>Shots for Tots and Teens</i>	2
<i>Immunization Requirements</i>	2
<i>March of Dimes Mission at Work in Douglas County</i>	3
<i>Do Fish Have Teeth?</i>	4
<i>STRIVING to Build Teens Up to Keep Teen Pregnancy Down</i>	4
<i>WIC Benefits</i>	5
<i>Why Wait Campaign</i>	5
<i>Seal Up! Trap Up! Clean Up!</i>	6

*Thank you for helping to prevent child injury in Douglas County*

#### STATE FARM INSURANCE

Douglas County Public Health  
SAFE KIDS  
Douglas County Sheriff's Office  
Myrtle Creek Police Department  
Oakland Police Department  
Sutherlin Police Department  
Winston Police Department  
Oregon State Police  
Oregon DOT-Region 3  
Fred Meyer Store of Roseburg  
Cascade Community CU  
Douglas County Middle Schools

HEALTH CENTER  
621 W. Madrone  
Roseburg OR 97470  
541.440.3501

NORTH COUNTY OFFICE  
316 W. A Avenue  
Drain OR 97435  
541.836.7311

SOUTH COUNTY OFFICE  
247 North Main  
Canyonville OR 97417  
541.839.4495

WEST COUNTY OFFICE  
680 Fir Avenue  
Reedsport OR 97467  
541.271.4835

MENTAL HEALTH CRISIS 541.440.3532  
or TOLL FREE 1.800.234.0985  
SENIOR SERVICES 541.440.3580  
DISEASE CONTROL 541.440.3571

### Douglas County Communicable Disease Summary \*

Reported Cases	2007	2008
Campylobacteriosis	8	5
Chlamydia	121	46
Giardiasis	4	3
Gonorrhea	3	0
Hepatitis A	0	1
Hepatitis B Acute	3	0
Hepatitis B Chronic	2	2
Hepatitis C Chronic	219	61
HIV	1	4
Meningitis	0	0
Pertussis	0	0
Salmonellosis	8	3
Tuberculosis	0	0

\*2007 data are for Jan-Dec; 2008 data are through March; only selected data from the Oregon Office of Disease Prevention and Epidemiology are presented. The increase in Chronic Hep C is due to new reporting requirements, which became effective in 2007.

## Shots for Tots ... and Teens

Oregon law requires that children receive certain immunizations to attend school or childcare. To help parents meet their children's immunization requirements, the Shots for Tots free immunization clinic is held once a year to provide parents an opportunity to bring their tots and teens up-to-date on their immunizations.

At the Shots for Tots clinic held in February, 565 shots were given to children from throughout Douglas County. Over one-third of the immunizations were given to children who are uninsured. Generous support for Douglas County's Shots for Tots clinics is provided by DCIPA, the Rotary Clubs, Douglas County Public Health, and many volunteer staff and nurses.

### What is Oregon ALERT?

The immunization ALERT registry ([www.immalert.org](http://www.immalert.org)) was expanded this month to provide immunization records from birth through age 23. Immunizations given by Douglas County Public Health are reported to the ALERT registry. ALERT compiles immunization information, even if the person has received immunizations from more than one provider. The ALERT registry is an important way to track immunizations and to help identify areas where immunization rates are low.

#### HOW TO REPORT COMMUNICABLE DISEASES

By Phone  
541-440-3571

By Confidential Fax  
541-464-3914

## New Immunization Requirements: Tetanus, Diphtheria, Pertussis and Hepatitis A



Beginning in the 2008-2009 school year, two additional vaccines will be required for children to attend school or childcare—Tdap (combined tetanus, diphtheria, and pertussis) and Hepatitis A. Immunization schedules can be confusing, but simply stated:

- 7th graders will need one dose of Tdap if it has been at least 5 years since their last diphtheria/tetanus containing vaccine.
- Children in kindergarten, preschool, Head Start and childcare will need two doses of Hep A vaccine. The first dose will be required by 18 months of age, and the second dose will be required within one year of the first dose.

### What You Can Do

**Medical Providers**, don't miss opportunity to give all recommended vaccines—even the ones that aren't required for school.

**Parents** can get their children immunized **now**. Maintain complete vaccination histories for your children, and make sure that the school has an updated immunization record. Documentation of specific immunizations is required for students in all grades and for college.

**School or Childcare Providers** can use Oregon's ALERT registry. Authorized users can look up children's immunization records at [www.immalert.org](http://www.immalert.org). Remind parents **now** about the new requirements.

### What Public Health is Doing

Douglas County Public Health is working closely with county schools and childcare providers to help them communicate the new requirements to parents. Information is going out through the news media and school newsletters. Postcards are being sent to parents of children in preschool and sixth grade reminding them that their children will need the Tdap and Hep A to meet the new requirements. A radio PSA aired in December, thanks to grants from vaccine manufacturer Sanofi Pasteur and the Oregon Adult Immunization Coalition.

More information is available on the Oregon Immunization website at [www.oregon.gov/dhs/ph/imm](http://www.oregon.gov/dhs/ph/imm).

## March of Dimes Mission at Work in Douglas County

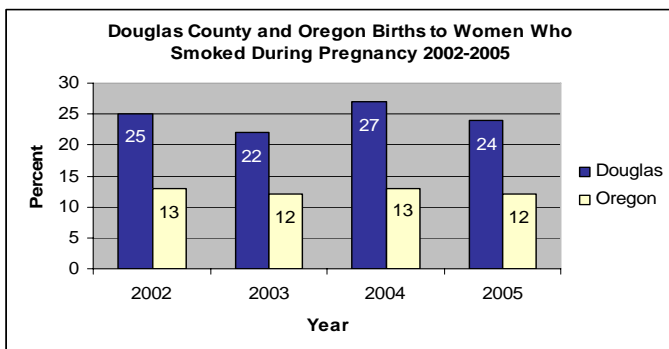
A recent report from the Oregon Department of Human Services begins with this question: “What do a six-fingered man and a screaming baby have in common?”

The answer, research has found, is tobacco use. Having extra fingers (called polydactyly) and decreased infant nap time have both been linked to maternal smoking (CD Summary, January 22, 2008, Vol. 57, No. 2).

Smoking before, during and after pregnancy is a serious risk to a pregnant woman and to the health of her baby. Smoking during pregnancy has been shown to increase the risk for premature birth, low birthweight, spontaneous pregnancy loss, stillbirth, and a host of childhood health and development problems.

### The Challenge

In 2005, 259 babies (24% of live births) were born to Douglas County mothers who used tobacco during pregnancy. This is two times Oregon’s rate of 12%, and far above the goal of 2% set in *Healthy People 2010*. On average, each of these pregnancies costs about \$750 more than a birth to a non-smoking woman. And, the women with the fewest economic resources are most at risk.



Source: Oregon Birth Certificate Statistical File

### Benefits of Quitting

Quitting smoking is one of the best things a woman can do for her own health and the health of her baby.

Quitting smoking during pregnancy:

- Increases the amount of oxygen a baby will get
- Increases a baby’s lung function
- Lowers the risk that a baby will be born early
- Increases the chances of having a normal-weight, healthy baby

Quitting smoking early in pregnancy is the best, but quitting anytime will help a woman to have a healthy pregnancy and a healthy baby. Pregnancy is a teachable moment — a time for families, friends, and providers to

support a woman in her decision to quit for her own health and the health of her baby.

### March of Dimes Helping Moms Quit Smoking

The March of Dimes-Greater Oregon Chapter has awarded a \$10,000 grant to Douglas County Public Health to address maternal smoking in Douglas County. The purpose of the grant is to help fulfill the mission of the March of Dimes to prevent birth defects, premature birth and infant mortality.

The grant will allow Douglas County Public Health to implement “Tobacco Free Baby & Me” — a program that has been successful in helping women to quit smoking during pregnancy and to stay quit after the birth of their babies. The Baby & Me project will be offered to women who receive services through Douglas County Prenatal Clinic and Maternity Case Management Programs.

### The Opportunity

Health care providers, especially those with direct patient contact, have a unique opportunity to help reduce tobacco use before, during, and after pregnancy. Douglas County Public Health will work to help mobilize the community to reduce the percent of babies born to women who smoke—from our current high of 24% to the national goal of 2% set in *Healthy People 2010*.

### Oregon Tobacco Quit Line

The Quit Line is an important resource for all Oregonians. The Quit Line provides free, confidential quit help, and a 2-week starter pack of patches or gum to eligible callers who are ready to set a quit date. Beginning in May, the current 4-week limit for free nicotine replacement for uninsured callers will expand to 8 weeks. Whether a person smokes or chews, the Quit Line can help.



#### Quit Line numbers

Call for free from anywhere in Oregon.

1-800- QUIT-NOW

1-877-266-3863 es el número gratis en español

1-877-777-6534 (TTY for people with hearing impairment)

**Quit Line hours** 5 AM to 9 PM every day





Finn Z Fish Teaching Aid

### *A Vision*

All children and adults practice good oral health habits and have access to preventive and urgent dental care.

## Do Fish Have Teeth?

According to the 2007 Oregon Smile Survey, tooth decay is the most common childhood disease, affecting five times more children than asthma. Tooth decay among children not only causes pain and infection, but can lead to poor nutrition, low self-esteem, and lasting health problems.

Over the past few years, there has been an alarming increase in the number of children who have experienced cavities. In Oregon, 2 out of 3 children in the 1st, 2nd, and 3rd grades have had a cavity, and more than half have untreated decay. Children living in rural communities—especially those who are uninsured or underinsured—have more untreated tooth decay and more need for urgent dental treatment.

Helping preschool age children to develop good dental health habits early—before the eruption of secondary teeth—is one way to

help prevent dental decay later in life. This was the goal of a project designed and implemented by Kami Moore, a student from Oregon State University, Health Promotion Program, who interned with Douglas County Public Health.

During her internship, Ms. Moore reviewed state and local data, surveyed preschools, talked with members of the Umpqua Dental Society, reviewed educational materials, and developed an easy-to-deliver dental education toolkit. A sample kit—which included a *Finn Z Fish* teaching aid, teaching tips, toothbrushes, and dental charts—was donated to a local preschool. We hope to purchase supplies for additional preschool kits with generous support from the Umpqua Dental Society and a pending grant from the Dental Foundation of Oregon. For more information, call 440-3563.

## STRIVE 2008 Supporters



10 Down

Battered Person's Advocacy  
Coming Attractions Theaters  
Cow Creek Band of Umpqua  
Tribe of Indians  
Daphne Schalaus, MD  
DC CAPS  
DINT  
Douglas County Public Health  
Elmer's Restaurant  
Fred Meyer  
Hollywood Video  
Linda O'Grady-Duffy  
Merle Norman Cosmetics  
Northwest Lifestyles  
Pepsi-Cola Bottling  
Phoenix School  
Safeway  
Tranquility Day Spa  
UCC Nursing Program  
Wildlife Safari  
William Hollander, MD  
Central Douglas Co. YMCA

## STRIVING to Build Teens Up to Keep Teen Pregnancy Down

Teen pregnancy is closely linked to a number of other social concerns — increased poverty, increased school drop-out rates, negative health outcomes for mother and baby, and increased risk of infant death. The long-term effects of teen pregnancy are often passed from one generation to the next — children of teen mothers often have lower birth weights, more health problems, increased risk of poor academic performance, and are at a greater risk of abuse and neglect than children of adult-aged mothers.

Over the past few years, teen pregnancy rates have continued to decline in Oregon and in Douglas County. The work of families, communities and the involvement of youth in teen pregnancy prevention have helped young people to build healthy relationships and make healthy decisions. The National Campaign to Prevent Teen Pregnancy suggests that the biggest challenge communities face is becoming complacent about teen pregnancy—pointing out that the U.S. continues to lead the industrialized world in teen pregnancy and birth rates. With a new crop of kids becoming teenagers each year, the prevention of teen pregnancy continues to be a priority for communities ([www.teenpregnancy.org](http://www.teenpregnancy.org)).

The Douglas County Healthy Teens Coalition works to educate teens, parents, and community members about the impact that teen pregnancy has on youth, families, and communities. On April 10, the Coalition hosted STRIVE (Successful Teens Reaching Inward for Vision & Empowerment). Over 50 teen girls age 14 to 18 attended the conference to develop their skills and strengths to live responsible, healthy lives.

For more information about the Healthy Teens Coalition, call Ashley at 440-3577 or check us out online at [www.co.douglas.or.us/healthyteens](http://www.co.douglas.or.us/healthyteens).

### HEALTHY TEENS COALITION

Adapt  
Campus Life  
DC CAPS  
Douglas County Juvenile Department  
Douglas County Public Health  
Family Foundations Program  
STARS  
Roseburg School District

## WIC: Benefits Kids, Families and Communities

WIC is a national supplemental nutrition program for women, infants and children. Throughout Oregon, WIC is helping families who are at nutritional risk by providing nutrition education and increased access to nutritious foods. The following explains how WIC works to help families in Douglas County.

### How WIC helps

WIC helps families give their children a healthy start. Promoting healthy habits early in life, is a cost-effective way to improve lifelong health.

### Who WIC serves

WIC serves pregnant, postpartum, or breastfeeding women, and infants and children under age 5 who have health or nutrition risks. Many working families receive WIC assistance. For example, a family of 4 who earns \$38,208 in 2008 meets the WIC income guidelines.

### How does WIC work

Eligible WIC participants receive health assessments, nutrition education, breastfeeding support, and referrals to other preventive services like prenatal care and immunizations.

### What are WIC vouchers

WIC food vouchers allow families to purchase nutritious foods. Only certain healthy foods may be purchased with the vouchers, such as milk, low sugar cereal, peanut butter, tuna, and eggs. There is no “cash back” option for food items not purchased with the voucher.

### How can I find out more about WIC in Douglas County

WIC services are available in Canyonville, Drain, Glendale, Myrtle Creek, Reedsport, Roseburg, and Sutherlin. For information, call the WIC Program at 440-3516.



2007 Douglas County  
WIC FACTS

Pregnant, breastfeeding, and postpartum women served ..... 1,643  
 Infants and children under 5 served..... 3,803  
 Percent of working families served.....65%  
 Families of WIC clients with income at or below the federal poverty level.....64%  
 WIC and Farm Direct benefit to county ....\$2.6 mil

## Why Wait: Oregon's New Smokefree Workplace Law

Beginning January 1, 2009, the list of indoor workplaces required to be smokefree will expand to include bars and bar areas of restaurants, bingo halls, bowling centers, employee breakrooms, and at least 75% of hotel/motel sleeping rooms. Oregon's **Why Wait Campaign** is an effort to recognize and help business owners who make an early transition to becoming smokefree. The Oregon Tobacco Prevention and Education Program offers the following tips for business owners who want to go smokefree now:

- S Make the decision** — establish your policy and your date to go smokefree.
- S Tell your employees and customers about the Quit Line** — the Quit Line offers free, confidential quit help for those who are ready to quit, thinking about quitting, or helping a friend or family member quit. And, while supplies last, free nicotine replacement is available for those who are ready to set a quit date. Call the Quit Line toll-free at 1-800-Quit-Now or 1-877-2NO-FUME (Español).
- S Order free materials** — Order brochures, door and window stickers, and other information for your employees and customers from the Oregon Tobacco Clearinghouse by calling toll-free 1-800-412-1701 or call Douglas County Public Health Education at 440-3563.
- S Promote your smokefree business** — list your business online at [www.smokefreeoregon.com](http://www.smokefreeoregon.com) to help people find you.

More information about Oregon's current Smokefree Workplace Law and the changes that become effective on January 1, go to [www.healthoregon.org/smokefree](http://www.healthoregon.org/smokefree) or call 1-866-621-6107 (toll-free).

It's good for business,  
good for health!

### Smokin' Factoids

- Secondhand smoke contributes to over 300 deaths a year in Douglas County.
- 84% of Douglas County adults--both smokers and non-smokers--say that people should be protected from secondhand smoke
- As few as 30 minutes of secondhand smoke exposure can affect your breathing.
- Food service workers exposed to secondhand smoke at work may face a 50% higher risk of lung cancer.

Source: Oregon Tobacco Prevention and Education Program

**Assisting People to be Healthy,  
Independent, and Safe**

Douglas County Health and Social Services  
621 W. Madrone, Room 360  
Roseburg, Oregon 97470

Presorted  
Standard  
U.S. Postage Paid  
Roseburg, Oregon  
Permit #220

## **GOT RODENTS? Seal Up! Trap Up! Clean Up!**

According to the Centers for Disease Control and Prevention, rats and mice spread over 35 diseases. Rodent-borne diseases are spread directly to humans through bite wounds, consuming food or water that is contaminated with rodent feces, coming in contact with surface water contaminated with rodent urine, or through breathing in germs that may be present in rodent urine or droppings that have been stirred into the air. Diseases from rodents are also spread indirectly to humans by way of ticks, mites, and fleas that transmit the infection to humans after feeding on infected rodents ([www.cdc.gov](http://www.cdc.gov)).

To help control rodent infestations, the CDC suggests the following three steps:

**Seal Up!** Mice can squeeze through a hole the size of a nickel, and rats can squeeze through a hole the size of a half dollar! Prevent rodents from entering the home by checking inside and outside the house for gaps or holes.

**Trap Up!** Trap rodents around the home to help reduce the rodent population. Don't forget to place traps in outbuildings and in areas that might likely serve as rodent shelters.

**Clean Up!** Prevent contact with rodents by cleaning up your home or workplace. If storing trash and food waste inside the home, do so in rodent-proof containers, and frequently clean the containers with soap and water. Dispose of trash and garbage on a frequent and regular basis, and pick up or eliminate clutter.

If you're involved in the clean-up of rodent infestations, take extra safety precautions. Before cleaning a space, ventilate the area by opening the doors and windows for at least 30 minutes to allow fresh air to enter the area and to remove potentially contaminated air from the area. Use cross-ventilation and leave the area during the airing-out period. Always wear rubber, vinyl or latex gloves when handling rodent debris, and thoroughly wash hands with soap and water (or use a waterless alcohol-based hand rub when soap is not available and hands are not visibly soiled). A mask or other respiratory protection should also be worn, especially if cleaning up heavy infestations.

More information is available on the CDC Rodent page at [www.cdc.gov/rodents](http://www.cdc.gov/rodents).

