

NEWS RELEASE

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Blue & You Foundation awards \$1 million in grants to improve health

LITTLE ROCK, Ark. (Nov. 18, 2008) – The Blue & You Foundation for a Healthier Arkansas has awarded a total of \$1,056,320 in grants to 21 health improvement programs in Arkansas.

“Our grants this year went to programs across the state that address such issues as obesity, healthy lifestyle choices, medical and prescription drug care for low-income individuals, prenatal education, dental health, safety, nurse education and worksite wellness,” said Patrick O'Sullivan, executive director of the Blue & You Foundation.

Arkansas Blue Cross and Blue Shield established the Blue & You Foundation in 2001 as a charitable foundation to promote better health in Arkansas. The Blue & You Foundation awards grants annually to non-profit or governmental organizations and programs that positively affect the health of Arkansans.

In its seven years of operation, the Blue & You Foundations has awarded more than \$8.5 million to 129 health improvement programs in Arkansas.

The grants awarded for 2009 are:

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American Diabetes Association, Little Rock (\$20,400) – to provide African-American churches and constituents with tools to address diabetes awareness and to support Family Resource Network educational events.

Arkansas Mission of Mercy, Sherwood (\$25,000) – to support a two-day free dental clinic to be held in Springdale to provide basic dental care for approximately 1,500 needy patients in northwest Arkansas.

Beebe Public Schools, Beebe (\$14,014) – to support an afterschool program of daily physical exercise and physical assessments for 1,400 pre-K through ninth-grade students.

Boston Mountain Rural Health Center, Marshall (\$36,000) – to provide nutritional after-school snacks, health education and physical activity training for 200 school children in Searcy County.

Boys and Girls Club of Central Arkansas, Little Rock (\$48,499) – to promote health and wellness through a Mind, Body and Soul program for 600 members of eight Boys & Girls Clubs of Central Arkansas.

Chicot Memorial Hospital Foundation, Lake Village (\$37,560) – to provide interactive videos about disease prevention and health promotion for 2,000 public school children in Chicot and Desha counties.

Christian Community Care Clinic, Benton (\$72,269) – to provide improved patient care to approximately 750 Saline County residents who are chronically ill with uncontrolled diabetes and hypertension.

Christian Health Center, Camden (\$34,000) – to support the clinic in providing prescription medications and medical, dental, vision and mental health services to low-income patients in Ouachita, Union, Calhoun and Dallas counties.

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CityYouth Ministries, Jonesboro (\$79,439) – to provide approximately 100 at-risk youth with a Kids Fitness Bootcamp and offer educational sessions on nutrition to both youth and families.

Communication Arts Institute, Eureka Springs (\$100,000) – to support the expansion of the Chewy Café program, which provides middle school teachers, students and parents with an innovative video educational program focused on healthy cooking.

Community Clinic Rogers Medical, Springdale (\$115,000) – to provide pediatric medical services to an additional 1,300 low-income and uninsured children in Benton County.

Crittenden Regional Hospital, West Memphis (\$31,385) – to provide prenatal and postpartum home visits by doulas to assess needs and barriers to care for pregnant women in Crittenden, St. Francis, Lee and Poinsett counties.

Helen R. Walton Children's Enrichment Center, Bentonville (\$14,049) – to provide free CPR and First Aid training to 240 early childhood education professionals in Benton, Washington, Carroll and Madison counties.

Kimmons Junior High, Fort Smith (\$47,287) – to implement the PE4life program of physical activity for students, parents and staff of Kimmons Junior High School in northeast Fort Smith.

Madison County Health Coalition, Huntsville (\$56,300) – to implement a worksite wellness program at approximately 25 businesses in Madison County, providing health screenings and increased physical activity for 1,500 employees.

Museum of Discovery, Little Rock (\$28,594) – to provide sexual health education courses to teachers and students in grades 4-8, to help reduce teen pregnancy and sexually transmitted disease.

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NEA Clinic Charitable Foundation, Jonesboro (\$23,959) – in support of its Center for Healthy Children After-School Expansion Program, providing area schools outside of Jonesboro with a 3-week nutritional and fitness program for approximately 500 children in grades 4-7.

Northwest Arkansas Free Health Center, Fayetteville (\$50,000) – to increase access to health and dental care for approximately 13,500 uninsured and low-income residents of northwest Arkansas, by expanding clinic hours of operation from part-time to full-time.

PE4life, Kansas City, MO (\$148,565) – to support advocacy for quality physical education programming and provide services needed to implement the PE4life approach to physical activity in schools in the south, east and central regions of Arkansas.

River City Ministry of Pulaski County, North Little Rock (\$24,000) – to support the expansion of its clinic, providing funds for the purchase of starter prescription medications for approximately 1,000 uninsured patients in Pulaski County.

Southern Good Faith Fund, Pine Bluff (\$50,000) – to support its Career Pathways program, which educates nurses in the Arkansas Delta region.

The Blue & You Foundation received 97 grant applications requesting \$6.1 million in support. The 2009 grant selections were made by Blue & You Foundation board members: Carolyn Blakely, Ph.D., dean of the Honors College, University of Arkansas at Pine Bluff; Robert D. Cabe, chairman of the board, Little Rock; Sybil J. Hampton, Ed.D., Little Rock; Hayes C. McClerkin, Miller County Abstract, Texarkana; Mahlon Maris, M.D., Harrison; George K. Mitchell, M.D., Little Rock; and Robert L. Shoptaw, chief executive officer of Arkansas Blue Cross, Little Rock.

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The Blue & You Foundation will accept proposals for its next funding cycle any time between Jan. 1 and July 15, 2009. For more information about the grant application process, visit the foundation Web site at www.BlueAndYouFoundationArkansas.org or write to Blue & You Foundation, 320 West Capitol Ave., Suite 200, Little Rock, AR 72201.

The foundation is an independent licensee of the Blue Cross and Blue Shield Association and serves the state of Arkansas. The foundation is a 501(c)(3) organization.