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FOR IMMEDIATE RELEASE

Blue & You Foundation awards 42 grants to improve health in Arkansas

LITTLE ROCK, Ark. (December 3, 2013) – A healthy meal, an outdoor trail, a piece of medical equipment ... they might not seem to have much in common, but to the Blue & You Foundation for a Healthier Arkansas, the relationship is clear ... they all are ways to improve the health of Arkansans. The Foundation recently awarded \$2,670,346 in grants to 42 programs throughout the state.

“The Blue & You Foundation focuses our grants on programs that bring communities together in positive, healthy ways,” said Patrick O’Sullivan, executive director of the Blue & You Foundation. “It was difficult to choose from all of the applications submitted this year, but we are very impressed with the wide diversity and geography of the programs selected. There is something in these programs that can benefit thousands of Arkansans.”

The Blue & You Foundation was established in 2001 by Arkansas Blue Cross and Blue Shield to support community organizations that are implementing programs to improve the health of Arkansans. In its 12 years of operation, the Blue & You Foundation has awarded nearly \$19 million to 423 health-improvement projects in Arkansas.

The grant recipients for 2014, by geographic area, are:

Statewide

Arkansas Children’s Hospital Foundation (\$124,000) — For licenses to provide GoNoodle Plus physical activity breaks in public schools, kindergarten through fifth grade.

Arkansas Department of Health (\$121,208) — To improve the quality of care for stroke patients treated in 34 counties.

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Arkansas Hunger Relief Alliance on behalf of Arkansas Coalition for Obesity Prevention (\$150,000) — To host five regional training summits regarding access to healthy foods and physical activity and to fund implementation of the training.

Arkansas Trauma Education and Research Foundation, Inc. (\$150,000) — To research the true costs of caring for trauma patients, trauma center verification and response costs and address the efficiency and cost-effectiveness of Arkansas trauma centers.

Baptist Health Foundation (\$60,000) — For training of health care professionals in basic breastfeeding management and counseling by telephone to 1,000 new mothers in counties with low breastfeeding rates.

Save the Children Federation, Inc. (\$70,000) — To provide activities, nutrition education and family engagement to children in seven counties.

University of Arkansas at Little Rock (\$102,608) — To purchase pediatric simulation models and other equipment to train students in the Department of Nursing.

University of Arkansas for Medical Sciences (UAMS) (\$150,000) — To establish clinical rotations for dental students from the University of Tennessee to introduce them to practice opportunities in underserved areas of Arkansas.

UAMS (\$95,000) — To increase the number of physician assistants in Arkansas, particularly in medically underserved areas.

Central

Little Rock

Centers for Youth and Families (\$8,611) — To equip behavioral health clients and their families in Central Arkansas with nutrition classes and fitness center memberships.

Easter Seals Arkansas (\$74,769) — To evaluate and provide early intervention services and training to parents of more than 150 infants discharged from neonatal intensive care units.

Gaines House, Inc. (\$25,000) — To provide homeless women suffering from mental and/or physical health issues with education on healthy lifestyles and needed medical treatment.

Single Parent Scholarship Fund of Pulaski County (\$14,620) — To provide workshops on preventing heart disease, diabetes and obesity to low-income, single-parent families in Pulaski County.

St. Vincent Infirmiry Development Foundation (\$62,422) — To establish a new obstetric simulation lab for nurses and support staff.

North Little Rock

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Family Service Agency (\$63,350) — To implement electronic medical records in order to track the treatment and outcomes of 200 adolescents with substance use disorders who live in Pulaski, Lonoke and Saline counties.

Northeast

Augusta

Augusta First United Methodist Church (\$2,000) — To restock the community food pantry and purchase a freezer.

Cherry Valley

Cherry Valley Food Pantry (\$5,000) — To provide 3,000 boxes of food for individuals in Cherry Valley and Vanndale.

Cushman

Cushman United Methodist Church (\$5,000) — To purchase food from the Arkansas Food Bank to feed individuals in Independence County and surrounding area.

Jonesboro

East Arkansas Area Agency On Aging (\$5,000) — To provide educational materials and health presentations for a sustainable fitness and health awareness program in St. Francis and other surrounding counties.

Food Bank of Northeast Arkansas (\$11,750) — To provide supplementary food for senior citizens.

Oil Trough

City of Oil Trough (\$1,000) — To fund outdoor exercise equipment for city and county residents.

West Memphis

Crittenden Hospital Association (\$35,000) — To develop health ministries and recruit church members to participate in health education sessions.

Northwest

Cedarville

Cedarville Public Schools (\$75,000) — To purchase dental equipment and supplies for a dental clinic for students and staff members.

Fayetteville

Fayetteville School District #1 (\$140,000) — For the construction or improvement of running/walking tracks at four schools.

Northwest Arkansas Free Health Center (\$32,500) — To purchase dental equipment, begin an oral health

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education program, and support the first year of a part-time dental assistant.

Washington Regional Medical Foundation (\$150,000) — To support the palliative care program at Washington Regional Medical Center.

UAMS Northwest (\$77,500) — To provide equipment and resources for weekly medical education conferences for five hospitals in western and Northwest Arkansas.

Fort Smith

Donald W. Reynolds Cancer Support House (\$5,000) — To supply gas cards to cancer patients who live or receive treatment in western Arkansas.

Ozark

Franklin County Learning Center (\$22,451) — For medical supplies to improve the health of clients and the community in Franklin County.

Rogers

Samaritan House Community Center (\$15,000) — To purchase dental supplies and provide financial assistance for prescription antibiotics and dentures.

Waldron

Waldron School District (\$85,418) — To provide a licensed mental health therapist for children ages 5-18 in Scott County.

Southeast

Crossett

Crossett Elementary School (\$150,000) — To build an asphalt walking trail with 15 exercise stations.

DeWitt

Greater Delta Alliance for Health, Inc. (\$86,500) — For worksite wellness programs in 48 businesses throughout Southeast Arkansas.

Southwest

Camden

Southern Arkansas University Tech (\$109,620) — For scholarships and testing fees for unemployed or underemployed minority students to become certified nursing assistants.

El Dorado

South Arkansas Community College, (\$139,211) — For a teaching salary and CPR equipment and to provide educational opportunities to health care providers, students and others in the area.

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UAMS South (\$29,722) — To educate new parents on injury prevention in vehicles, safe sleep practices for infants, infant CPR, home safety and to provide safety equipment.

Nashville

Community First Wellness (\$45,600) — To provide six safety programs on injury prevention for community members.

Prescott

FoodShare and Opportunity Network (\$16,750) — To purchase additional food and fresh produce and pilot a first-ever mobile pantry distribution in underserved rural areas.

Hope

Our Lady of Good Hope Catholic Church Food Pantry (\$5,000) — To purchase and distribute food to area individuals.

UA Community College at Hope Foundation (\$48,736) — To purchase a pediatric simulator, cardiac monitor and parts for a birthing simulator to train medical students in 13 counties.

Hot Springs

Project Hope Foodbank (\$9,000) — To provide emergency food to families identified by community counselors.

Texarkana

Texarkana, Ark. Police Department (\$91,000) — For six injury prevention programs for local youth and adults.

The Blue & You Foundation received 141 grant applications requesting \$9 million in support. The grant selections were made by the Blue & You Foundation board members. The application deadline for the Foundation's next funding cycle is July 15, 2014. For more information about the grant application process, visit the Foundation website at blueandyoufoundationarkansas.org. 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.

