



**Blue & You**  
**FOUNDATION**  
**FOR A HEALTHIER ARKANSAS**  
An Independent Licensee of the Blue Cross and Blue Shield Association

## **NEWS RELEASE**

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FOR IMMEDIATE RELEASE

### **Blue & You Foundation awards \$2.4 million in grants to improve health**

**LITTLE ROCK, Ark. (November 14, 2016)** – From walking trails and playgrounds, to feeding programs to training medical providers, the Blue & You Foundation for a Healthier Arkansas touches the lives of many Arkansans. The Foundation recently awarded a total of \$2,488,307 in grants to 31 health improvement programs in Arkansas.

“Our grants this year went to programs across the state that address such issues as nutrition and exercise, dental health, and medical professional education,” 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 15 years of operation, the Blue & You Foundation has awarded more than \$27 million to 1,036 health improvement programs in Arkansas.

The grants awarded for 2017 are:

**Arkansas Community Foundation (on behalf of Arkansas Coalition for Obesity Prevention), Little Rock (\$150,000)** – Growing Healthy Worksites will implement wellness programs in 20 worksites, helping 2,250 employees and their families, in support of the state’s Healthy Active Arkansas program.

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**Arkansas Department of Education, Little Rock (\$150,000)** – SPARK It Up Arkansas PE Program will provide professional development for physical education teachers in Arkansas, using K-8 evidence-based curriculum and exercise equipment.

**Arkansas Department of Health, Little Rock (\$87,000)** – Healthy Active Arkansas Website and Tracking Project will create a website to provide resources for Arkansans to support the 10-year initiative aimed at reducing the state's obesity rate.

**Arkansas Hospice, North Little Rock (\$150,000)** – Arkansas Palliative Care Program will serve 576 seriously ill inpatient and homebound patients in White County through Unity Health in Searcy.

**Arkansas Hunger Relief Alliance, Little Rock (\$88,682)** – Arkansas Hunger and Nutrition Initiative Program will reduce hunger by increasing healthy food access, nutrition and knowledge for thousands of food-insecure Arkansans in all 75 counties, through cooking classes and a mobile farmers' market.

**Arkansas Pharmacy Foundation, Little Rock (\$150,000)** – Arkansas Immunization Action Coalition will promote and sponsor statewide immunization programs and provide mini-grants to new immunization providers.

**Arkansas Tech University, Russellville (\$135,199)** – ATU Simulation Center will purchase a SimBaby manikin and medication station to improve education of nursing students and other healthcare professionals.

**City of Cave Springs (\$150,000)** – Cave Springs Connection will construct a connector trail from Cave Springs to the Razorback Greenway Trail to provide additional exercise opportunities.

**City of Pocahontas (\$10,500)** – Aquatics Program will teach CPR classes using CPR dummies, practice AEDs, first aid, oxygen delivery and lifeguard scenario equipment.

**City of Thornton (\$13,700)** – Fit-Trail Program will resurface a walking trail to provide exercise opportunities in its city park.

(more)

**Clinton School District, Clinton (\$108,028)** – Playground Program will build a playground for Clinton Elementary School and the community.

**Community First Wellness, Nashville (\$80,200)** – Eating Fresher in Howard County Program will train school and community members in healthy living programs, including gardening.

**Community Services Clearinghouse, Fort Smith (\$30,000)** – Meals for Kids Program will provide weekend bags of food for 2,100 school children in Sebastian, Crawford, Logan, Scott and Franklin Counties.

**El Zocalo Immigrant Resource Center, Little Rock (\$11,000)** – Feeding Mouths, Empowering Minds Program will improve the health and wellness of low-income immigrant families in Central Arkansas through access to healthy foods and health education.

**Harrison Noon Lions Club, Harrison (\$32,000)** – Plusoptics Program will purchase machines for eye examinations in area schools.

**Johnson County Rural Fire Department 9, Clarksville (\$5,000)** – Personal Protective Equipment Program will purchase safety equipment for volunteer fire fighters.

**KIPP Delta, Helena (\$50,000)** – KIPP Delta Public Schools will build a new playground and two soccer fields at its Elementary Literacy Academy in Helena.

**Loaves and Fishes Food Bank of the Ozarks, Berryville (\$15,000)** – Food for Hungry Kids Program will provide weekend food packs to children in Berryville and Green Forest who are on reduced and free school lunch program.

**March of Dimes Arkansas Chapter, Little Rock (\$20,000)** – Family-centered Care in the Newborn Intensive Care Unit (NICU) Program will continue the NICU Family Support program to provide comfort, information and critical healthcare messages to families in crisis.

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**Mercy Health Foundation Northwest Arkansas, Rogers (\$150,000)** – Internal Medicine Residency Program will add eight new Internal Medicine residents to the program each year for three years and provide healthcare services to 846 patients.

**Mission Outreach of Northeast Arkansas, Paragould (\$7,000)** – Mission Outreach Program will provide mental health services and prescription assistance to homeless people in northeast Arkansas, as well as healthy foods and supplies for children.

**North Arkansas College Foundation, Harrison (\$123,466)** – Advancing Simulated Health Education Program will purchase a pediatric manikin and x-ray machine to train students in health education programs.

**Pine Bluff Parks and Recreation, Pine Bluff (\$150,000)** – Lake Saracen Inclusive-Play Playground Project will build a handicapped accessible playground at Lake Saracen in Pine Bluff.

**Samaritan House Community Center, Rogers (\$50,000)** – Dental Hygiene and Oral Health Education Program will provide oral hygiene services and education for uninsured adults in Northwest Arkansas.

**Town of Hatfield (\$16,400)** – Hatfield will install outdoor fitness equipment in the city park to give residents a place to exercise.

**University of Arkansas Foundation (UAMS-ACHI), Little Rock (\$136,449)** – Healthy Active Arkansas: Creating a Conduit for Communication Program will build a networking infrastructure to address obesity across Arkansas, through the Arkansas Center for Health Improvement (ACHI).

**University of Arkansas Winthrop Rockefeller Institute, Morrilton (\$20,000)** – Rural HealthCare Summit will seek to retain and recruit primary care physicians and increase the use of innovative healthcare solutions in rural areas.

**Vera Lloyd Presbyterian Family Services, Monticello (\$48,000)** – Improving Health of Children in Foster Care Program will provide playground equipment, weights, fitness and healthy eating classes for the children residing at the facility.

(more)

**Washington Regional Medical Foundation, Fayetteville (\$125,683)** – Mobile Dental Unit Program will provide dental services to 1,000 uninsured and low-income adults throughout Northwest Arkansas.

**West Memphis Public Schools, West Memphis (\$75,000)** – Richland Elementary Fitness Trail Project will construct a walking trail for use by the school and community.

**White River Health System, Batesville (\$150,000)** – Bringing Quality Healthcare to Rural North Central Arkansas Program provides health coaches for home visits to 100 patients and a coordinator to manage data and quality processes.

The Blue & You Foundation received 215 grant applications requesting \$17 million in support. The 2017 grant selections were made by Blue & You Foundation board members: Susan Brittain, Malvern; Robert V. Brothers, Lowell; Robert D. Cabe, chairman of the board, Little Rock; James V. Kelley, Little Rock; J. Thomas May, Pine Bluff; Dan Nabholz, Conway; and Sherman Tate, Little Rock.

The application deadline for the foundation's next funding cycle is Jul. 14, 2017. For more information about the grant application process, visit the foundation Web site at [www.BlueAndYouFoundationArkansas.org](http://www.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.

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