

News Release

Contact: Patrick O'Sullivan
Phone: 501-378-2221
Email: posullivan@arkbluecross.com

Foundation Awards 55 Mini-grants in 2013

LITTLE ROCK, AR (July 9, 2013) – The Blue & You Foundation for a Healthier Arkansas has awarded \$1,000 grants to 55 health-improvement programs in Arkansas.

Mini-grant recipients include:

Academy of Creative Arts at Shorter College, North Little Rock - *Fresh Start Whole Food Nutrition Program*, through a community garden, will provide affordable access to organic fruits and vegetables and nutrition information.

Amboy Community Food Pantry, North Little Rock - *School's Out: Extra Cereal for the Kids* project will provide breakfast cereal for children during the summer months.

ARcare, Augusta - *ARcare Healthy Weight Initiative* will promote healthy eating and physical activity in children and adults in McCrory, Woodruff County.

Arkadelphia Community Foundation DBA Clark County Strategic Plan, Arkadelphia - *Clark County Adolescent Summer Fitness Challenge* will provide the services of a Registered Dietitian and healthy snacks for youths.

Arkansas Association of Health System Pharmacists, Little Rock - *Health and Wellness Education* by the UAMS Student Society of Health System Pharmacists will conduct health literacy education for medically underserved populations in Little Rock and Northwest Arkansas.

Arkansas Insurance Department, Little Rock - *AHELP-- Motivate, Move, Maximize* will teach employees how to make proper food selections, prepare food in a healthier manner and learn how to exercise while at work.

Arkansas Tech University, Russellville - *Safe Spring Break Health and Wellness Fair* will show students to have a safe and healthy Spring Break.

Arkansas Workers' Compensation Commission, Little Rock - *AHELP Initiative* will purchase exercise equipment and incentive items to encourage healthy life choices by employees.

Bethlehem Missionary Baptist Church, Magnolia - *Community-Wide Vacation Bible School* will promote healthier eating and exercise.

Boy Scouts of America, Chickasaw Council, Memphis - *Summer Camp Scholarships* offer additional funding for Crittenden County youth who would like to attend the annual summer camp program in Hardy.

Bryant Parks and Recreation, Bryant - *Bishop Parks Community Garden* project will build a community garden for residents in Bishop Park and the Saline County area.

Cabot Crisis Pregnancy Center, Cabot - *Empowered! Sexual Risk Avoidance* will educate teens in the Cabot School District about abstinence from all high-risk behavior.

Calhoun Heights Community Outreach, Inc., Magnolia - *Summer Enrichment Program* will purchase stationary exercise bikes, fitness mats, and exercise videos for use by children.

(The) CALL in Cleburne County, Heber Springs - *CPR and Pediatric First Aid Materials* will provide required training of its volunteers.

Center for Fathers & Families, Paragould - *Healthy Lifestyles* project will teach parenting skills to adults, helping them to raise responsible and well-adjusted children.

Christian Health Center, Camden - *Service Expansion Program* will provide access to primary care practitioners for the medically indigent by helping the clinic to maintain its prescription assistance program and electronic medical records.

City of Batesville, Batesville - *Eat Well, Play Hard, Make It Balance* project will increase the number of city employees who participate in physical activity and wellness opportunities in the area.

Compassion Works for All, Little Rock - *Family Re-Unification Broadcasts* will provide radio broadcasts aimed at men and women who are incarcerated, to help establish successful relationships with their estranged children and other family members.

Conway County Literacy Council, Morrilton - The program will provide *Safety Baby Showers* for low-income at-risk pregnant women and family members in Conway County.

Fayetteville Public Education Foundation, Fayetteville - *Roadrunner Day* will integrate fitness and wellness into daily routine for students of Asbell Elementary in Fayetteville.

Forest Park Elementary PTA, Little Rock - *Centennial Athletic Pavilion and Track* will increase physical activity on campus through the purchase of two adjustable basketball goals.

Grand Prairie Charitable Christian Medical Clinic, DeWitt - *Patient Medications and Clinic Maintenance* project will purchase prescribed medications for uninsured adults in DeWitt and the surrounding area who visit the clinic, as well as for clinic maintenance.

H. L. Lubker Elementary, Bald Knob – This program will purchase cardio rebounder trampolines to provide a fun and exciting cardio-respiratory activity for students.

Hartford School District, Hartford - Funds will be used to support a community health fair.

In Your Hands Ministries, Inc., North Little Rock - *Nutritional Outreach for Kids* provides for everyday nutritional needs of families and children in the McAlmont area.

Independence County Hometown Wellness Coalition, Batesville - *Physical Activity Fun* will promote a county-wide exercise program among participants in Independence County.

Jack Stephens Youth Golf Academy, Inc., Little Rock - The First Tee's *Summer Outreach Program* will provide healthy lifestyle programs for young people, primarily from impoverished families.

Jackson County Learning Center, Newport - *Healthy Lifestyles* program will educate staff members and adults with developmental disabilities on the importance of physical activity and healthy meal planning.

Jes LeRe Hama Corp., Memphis - The *Drug Abuse Awareness and Healthy Lifestyle Choices* program will educate students in the Delta region of Arkansas about drug abuse risks.

Kirby School District, Kirby - *Sugar Sugar Everywhere* will inform students in Kirby Public School in Pike County about the dangers of too much sugar intake.

Lee County Cooperative Clinic, Marianna - *Regional Health Education Fair* will hold a Health Fair on the football field at the Lee County School District.

Lend A Hand of Lincoln County, Star City - *Emergency Food Assistance Program* will provide nutritious and healthy food to people in need in Lincoln County.

Leukemia & Lymphoma Society, Little Rock - *Light the Night Walk* will raise money to support research, patient services and support groups in Arkansas.

Lupus Foundation of America, Inc., Arkansas Chapter, Hot Springs - The *Public Awareness of Lupus in Arkansas Project* will increase awareness in Arkansas of the disease lupus.

Midland High School, Pleasant Plains - *Step Up to Good Health* will provide organized, convenient physical activity for people in the Pleasant Plains community in Independence County.

Mission Outreach of NEA, Inc., Paragould - *Charitable Medical Clinic* will provide access to life-sustaining or life-saving surgical procedures to impoverished individuals in Northeast Arkansas.

New Morning Star Children & Families Development Services Center, Inc., Pine Bluff - *Healthy Choices* is an exercise program geared toward the health-care needs of African-Americans in Pine Bluff.

North Park Baptist Church, Van Buren - *AEDs for NPKidz* will purchase two AEDs to help protect the babies, children, and youth who attend North Park Baptist Church in Van Buren.

Oil Trough School, Oil Trough - *Step Up to Good Health* program will increase the physical activity of residents in the Oil Trough community of Independence County.

Our Lady of Good Hope Catholic Church, Hope - *Food Pantry* will provide food assistance to individuals from the Hope/Hempstead County area.

Ozark School District, Ozark - *Play Equipment* will purchase hula hoops, jump ropes and tetherballs/poles for use by 4th and 5th grade students.

Peace at Home Family Shelter, Fayetteville - *Building Bridges* will train Washington County emergency room personnel on victim-centered domestic violence intervention.

Perryville School District, Perryville - *The PHS School and Community Garden* will teach students about growing and eating different type of fruits and vegetables.

Quality of Life Outreach, Inc., Mena - *Outreach Resource Guide* seeks to develop a community resource guide for low-income residents of Polk County.

Southeast Arkansas Education Service Cooperative Foundation, Monticello - *Effectively Conducting Physical Fitness Assessments on School Age Children* will train Southeast Arkansas educators and community volunteers to more accurately measure the physical fitness levels of students.

Southeast Arkansas Medical Education Foundation, Inc., Pine Bluff - *Health Literacy Awareness* will help consumers who attend flu shot clinics in understanding the questions to ask medical providers about their health conditions and medications.

Southside Elementary School, Batesville - *Step Up to Good Health* program will provide a recreational space and organized physical activity class for participants in the Southside community of Independence County.

Stone County Hometown Health Planning Coalition, Inc., Mountain View - *Family Care Fair* will provide citizens with health and safety materials at a community health fair.

Texarkana Arkansas Police Department, Texarkana - *P.R.I.D.E. Academy* program will help young adults choose a better life for themselves and those around them.

University of Arkansas Community College at Batesville, Batesville - *Get ACTIVE* will increase the physical activity of faculty, staff and students who work or attend the University of Arkansas Community College at Batesville.

Village Commons, Little Rock - *Healthy Foods Community Dinner* will increase access to healthy foods and build community for residents in the 12th Street area of Little Rock.

We Care Adult Day Care Center, Inc., North Little Rock - *Mental Stimulation & Sensory Awareness Therapeutic Program* will improve the quality of life of elderly adults who have some degree of dementia/Alzheimer's, or stroke-related disabilities.

Westside Consolidated School District #5, Jonesboro - *Stabilizing Learners' Lives* will improve the mental, physical, educational and social health of special education students, through the use of stabilizing balls.

White County Medical Center, Searcy - *A Day of Caring* will provide personal-care items for White County residents.

White County Single Parent Scholarship Fund, Inc., Searcy – *Scholarship Fund* will provide financial assistance to single parents who wish to pursue a medical career.

Nonprofit and charitable organizations, schools, and government institutions in Arkansas are eligible to apply for two different programs: a \$1,000 mini-grant program (available again in early 2014), and a regular grants program of \$5,000 to \$150,000 with an application deadline of July 15. Grant guidelines and the online applications can be found at www.BlueAndYouFoundationArkansas.org.

The Blue & You Foundation was established in 2001 by Arkansas Blue Cross and Blue Shield to help support community organizations that are implementing programs to improve the health of Arkansans.

“In its first 12 years of grantmaking, the Blue & You Foundation has awarded more than \$16 million to 381 health-improvement projects in Arkansas,” said Patrick O’Sullivan, executive director. “These include programs to address obesity, diabetes, healthy lifestyles, medical and dental care for the uninsured, and dozens of other health issues that are affecting our state’s population.”

The Blue & You Foundation is an independent licensee of the Blue Cross and Blue Shield Association and serves the state of Arkansas.

#