

NEWS RELEASE

For more information, call:

Patrick O'Sullivan, 501-378-2221

FOR IMMEDIATE RELEASE

Blue & You Foundation awards \$1.5 million in grants to improve health

LITTLE ROCK, Ark. (Nov. 18, 2009) – The Blue & You Foundation for a Healthier Arkansas has awarded a total of \$1,574,691 in grants to 33 health improvement programs in Arkansas.

“Our grants this year went to programs across the state that address such issues as obesity, diabetes, healthy lifestyle choices, medical care for low-income individuals, dental health, safety 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 eight years of operation, the Blue & You Foundation has awarded more than \$10 million to 162 health improvement programs in Arkansas.

The grants awarded for 2010 are:

American Diabetes Association, Bentonville (\$35,000) – to fund diabetes educational efforts reaching 20,000 children and adults in northwest Arkansas.

Area Agency on Aging of Southeast Arkansas, Pine Bluff (\$25,876) – to support diabetes health fairs and exercise programs in 16 senior centers in southeast Arkansas.

Arkansas Hunger Relief Alliance, Little Rock (\$110,000) – to help five cities in Arkansas make their communities a healthier place to live and combat obesity, through the Arkansas Coalition for Obesity Prevention.

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Arkansas Mission of Mercy, Sherwood (\$50,000) – to support a two-day free dental clinic to be held in Monticello to provide basic dental care for approximately 2,000 needy patients in southern Arkansas.

Arkansas Quality Foundation, Little Rock (\$43,262) – to examine the causes of infant deaths and why disparities exist in different areas of the state.

Baptist Health Foundation, Little Rock (\$149,940) – to help 656 mothers supply breast milk for their babies in intensive care units, by providing breast pumps and lactation consultations.

Cedarville Schools, Cedarville (\$62,160) – to provide greater physical activity in core subjects and physical education classes for 1,500 students in Crawford County.

Chicot Memorial Hospital Foundation, Lake Village (\$60,182) – to provide interactive presentations about disease prevention and health promotion for 8,000 public school children in Chicot, Desha, Arkansas and Ashley counties.

Crawford-Sebastian Community Development Council, Fort Smith (\$5,032) – to provide dental-health presentations and supplies to 1,000 low-income families in the Fort Smith area.

Dallas County Alliance Supporting Health, Fordyce (\$8,805) – to support wellness and fitness efforts that include a walking program and diabetes workshops.

FoodShare and Opportunity Network, Prescott (\$11,250) – to provide 1,500 low-income seniors with food and personal hygiene products.

Friendship Community Care, Russellville (\$41,528) – to support summer therapy camps for developmentally challenged children and giving parents a respite from constant care.

Group Living, Arkadelphia (\$4,107) – to provide health education and physical activities for 55 developmentally disabled adults in Clark County.

Harding University College of Pharmacy, Searcy (\$50,447) – to support a diabetes management pilot project serving diabetic patients at the White River Rural Health Center in Brinkley.

Harmony Health Clinic, Little Rock (\$50,000) – to expand the dental and Spanish-language services of this clinic which provides medical, dental, physical therapy and prescription drug treatment for individuals without medical insurance.

Helen R. Walton Children's Enrichment Center, Bentonville (\$58,255) – to provide CPR and first aid training to 528 early childhood education professionals in Ashley, Bradley, Chicot, Desha, Drew, Benton, Washington, Madison, Sebastian and Crawford counties.

Hospice of Texarkana, Texarkana (\$11,505) – to support a bereavement coordinator to help children cope with loss due to the death, divorce or incarceration of a parent.

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Kimmons Junior High and Sutton Elementary, Fort Smith (\$104,860) – to expand the *PE4life* program of physical activity for students, parents and staff of Kimmons Junior High School and Sutton Elementary in northeast Fort Smith.

Lawrence Memorial Health Foundation, Walnut Ridge (\$42,270) – to promote healthy lifestyles in 17,000 Lawrence County students, through a dietician, counselor and fitness expert.

Madison County Health Coalition, Huntsville (\$66,360) – to implement a worksite wellness program at schools and businesses in Madison County, providing health screenings and increased physical activity for 750 employees.

NEA Clinic Charitable Foundation, Jonesboro (\$30,400) – in support of its *Center for Healthy Children After-School Program*, providing Jonesboro area schools with a six-week nutritional and fitness program for approximately 250 children, ages 8-12.

North Arkansas Partnership for Health Education, Harrison (\$117,371) – to provide chronic disease self-management education for 25,000 patients in Boone and Newton counties.

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.

Northwest Arkansas Women's Resources, Rogers (\$49,756) – to fund testing, lab processing and medication treatments of two additional sexually transmitted diseases for 500 at-risk women in Benton and Washington counties.

Paragould Light Water and Cable Employees, Paragould (\$17,000) – to train 560 youth in CPR lifesaving techniques.

Parenting and Childbirth Education Services (PACES), Jonesboro (\$33,617) – to conduct weekly life-skills classes at CityYouth Ministries for 150 pregnant and parenting teens.

Pulaski County Youth Services, Little Rock (\$16,050) – to promote nutrition education by teaching 180 sixth-grade students how to prepare nutritious meals and snacks.

River City Ministry of Pulaski County, North Little Rock (\$24,000) – to provide first-aid supplies for the clinic, which gives free medical, dental and vision services to approximately 250 uninsured and mostly homeless patients in Pulaski County.

Shepherd's Hope Neighborhood Health Clinic, Little Rock (\$25,000) – to provide acute dental care and medications for 500-800 uninsured residents of midtown Little Rock.

University of Arkansas at Little Rock (UALR), Little Rock (\$50,100) – to provide 2,400 students with dental restorative and preventive treatments, such as fluoride varnish and sealants, from the in-school clinic at Wakefield Elementary.

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University of Arkansas for Medical Sciences (UAMS), Little Rock (\$34,397) – to provide HIV/AIDS awareness and testing clinics serving 800 citizens from the Arkansas Delta region including Chicot, Crittenden, Desha, Lee, Monroe, Phillips and St. Francis counties.

University of Arkansas for Medical Sciences (UAMS), Little Rock (\$80,961) – to provide health-care resources such as flu vaccinations and cholesterol screening to the 25,000 Latino/Hispanic individuals who visit the Mexican Consulate in Little Rock each year.

Van Buren County Schools, Clinton (\$55,200) – to provide substance-abuse prevention activities for 1,000 students, grades 6-12, to promote behavioral health.

The Blue & You Foundation received 94 grant applications requesting \$5.7 million in support. The 2010 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; Mahlon Maris, M.D., Harrison; George K. Mitchell, M.D., Little Rock; Marla Johnson Norris, CEO, Aristotle Inc., Little Rock; and Mark White, president and CEO, Arkansas Blue Cross and Blue Shield, Little Rock.

The Blue & You Foundation will accept proposals for its next funding cycle any time between Jan. 1 and Jul. 15, 2010. 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.