

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Blue & You Foundation awards \$1.7 million in grants to improve health

LITTLE ROCK, Ark. (Nov. 17, 2010) – The Blue & You Foundation for a Healthier Arkansas has awarded a total of \$1,723,343 in grants to 23 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 and safety,” 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 nine years of operation, the Blue & You Foundation has awarded nearly \$12 million to 185 health improvement programs in Arkansas.

The grants awarded for 2011 are:

Arkansas Academy of Family Physicians Foundation, Little Rock (\$150,000) – to fund a patient-centered medical home project providing approximately 600,000 Arkansans with comprehensive primary care.

Arkansas Children’s Hospital Foundation, Little Rock (\$112,109) – to train certified athletic trainers in 70 high schools to implement neurocognitive testing for sports concussions.

Arkansas Hunger Relief Alliance, Little Rock (\$143,000) – 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 Quality Foundation, Little Rock (\$124,537) – to develop a statewide infant death review process with community-based analysis and intervention plans, to help reduce infant mortalities and disparities.

Brandon Burlsworth Foundation, Harrison (\$75,000) – to provide free eye exams and glasses for approximately 1,500 children throughout Arkansas.

Conway Interfaith Clinic, Conway (\$68,168) – to expand clinic operations for low-income patients from three to four days per week, serving an additional 800 individuals per year.

Crittenden Regional Hospital, West Memphis (\$47,962) – to provide prenatal and postpartum home visits by doula to assess needs and barriers to care for pregnant women. The program serves 419 pregnant women from Crittenden, St. Francis, Phillips and Poinsett counties.

Dallas County Alliance Supporting Health, Fordyce (\$8,500) – to fund a walking program, diabetes workshops and demonstration garden benefiting approximately 1,060 individuals in Dallas County.

FoodShare and Opportunity Network, Prescott (\$18,000) – to provide 750 low-income seniors and children with food and personal hygiene products.

Greater Delta Alliance for Health, DeWitt (\$60,547) – to conduct four diabetes self-management courses, six diabetes education lunches and diabetes screenings for approximately 2,000 residents of Ashley, Chicot, Desha, Lincoln and Arkansas counties.

Harmony Health Clinic, Little Rock (\$45,000) – to expand the dental and Spanish-language services of this clinic which provides medical, dental, physical therapy and prescription drug treatment for 3,000 individuals without medical insurance.

Harvest Texarkana Regional Food Bank, Texarkana (\$30,000) – to provide more timely distribution of perishable foods to food banks in southwest Arkansas, serving approximately 30,000 individuals.

Helen R. Walton Children’s Enrichment Center, Bentonville (\$71,832) – to train 1,000 early childhood professionals in northwest Arkansas in child and playground safety, administer TB clinics and testing, and fund improved playground “fall zones” at eight child care sites.

Monticello School District, Monticello (\$79,285) – to encourage physical activity and healthier eating in 2,125 students in the Monticello School District, through school menu planning, student gardening, and PE and Home Economics classes.

Northwest Arkansas Free Health Center, Fayetteville (\$42,500) – to provide greater access to prescription medications by enrolling an additional 264 low-income patients in its prescription assistance programs.

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Parenting and Childbirth Education Services (PACES), Jonesboro (\$41,336) – to educate approximately 17,000 individuals about the dangers of Shaken Baby Syndrome and substance abuse during pregnancy.

River Valley Christian Clinic, Dardanelle (\$56,700) – to provide free medical, dental, vision and medication assistance to approximately 1,000 patients in the Dardanelle area.

Ronald McDonald House Charities of Arkansas, Little Rock (\$150,000) – to fund its Care Mobile Dental Clinic, which provides dental care to approximately 2,000 underserved children by visiting elementary schools and summer programs in Pulaski, Saline, Perry, Faulkner, Lonoke, Jefferson and Grant counties.

South Arkansas Caring Pregnancy Center (Hannah Medical Center), El Dorado, (\$35,353) – to fund its Sexual Integrity Project, reaching 5,000 students in Columbia, Union and Ouachita counties with sexual abstinence education.

Sutton Elementary School, Fort Smith (\$108,095) – to fund its PE4life program and walking trail, reaching approximately 2,000 students and parents with increased exercise opportunities and family wellness nights.

University of Arkansas at Little Rock (UALR), Little Rock (\$57,400) – to provide 2,500 students with dental restorative and preventive treatments, such as fluoride varnish and sealants, from the Children International Future Smiles in-school clinic at Wakefield Elementary.

University of Arkansas for Medical Sciences (UAMS), Little Rock (\$149,019) – to support its Internal Medicine Resident Clinic in obtaining NCQA accreditation as a Patient-centered Medical Home, serving approximately 5,976 patients in central Arkansas.

University of the Ozarks, Clarksville (\$49,000) – to involve 800 school children in a study to measure physical activity intensities in a normal school program versus a structured program.

The Blue & You Foundation received 111 grant applications requesting \$7.3 million in support. The 2011 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 application deadline for the foundation's next funding cycle is Jul. 15, 2011. 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.