

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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

LITTLE ROCK, Ark. (Nov. 14, 2011) – The Blue & You Foundation for a Healthier Arkansas has awarded a total of \$1,541,507 in grants to 21 health improvement programs in Arkansas.

“Our grants this year went to programs across the state that address such issues as dental health, diabetes, healthy lifestyle choices, medical care for low-income individuals, and infant 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 10 years of operation, the Blue & You Foundation has awarded nearly \$14 million to 208 health improvement programs in Arkansas.

The grants awarded for 2012 are:

Arkansas Chapter American Academy of Pediatrics Foundation, Little Rock (\$122,511) - *Breathe Easy: Combating Asthma through Practice Quality Improvement* will improve asthma control for 1500 children. Three pediatric clinics statewide will use practice quality improvement to implement asthma care guidelines for their patients.

Arkansas Children’s Hospital Foundation, Inc., Little Rock (\$138,500) - *Seal the State Dental Sealant Program* will reach out to more uninsured, at-risk and medically challenged children, screening approximately 1,200 additional children for dental sealants and expanding to seven additional counties (Lincoln, Chicot, Ashley, Bradley, Monroe, Lee and Cross).

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Arkansas Children's Trust Fund, Little Rock (\$73,600) - *Baby Safety Showers* will provide home safety kits for 900 young, expectant mothers in 22 different sites across the state. The program will also provide car seats for 440 teen parents enrolled in the THRIVE home visiting program.

Arkansas Hospital Education and Research Trust, Little Rock (\$50,000) - *The Best on Board Trustee Education and Certification* program will offer education, testing and certification for approximately 80 percent of the hospital trustees in the state of Arkansas. The education for hospital trustees that will be presented in two formats (live and online) on hospital fundamentals of governance and quality initiatives for an affordable fee that provides at least a 50 percent savings for each trustee.

CareLink, North Little Rock (\$54,090) - The *CareLink HomeMeds* program will identify, assess and resolve medication problems by implementing an evidence-based medication management improvement system for 500 ElderChoices home care clients in six counties in central Arkansas. Funding is for start up costs associated with training and software and support for case management and pharmacy consultation.

Community Clinic at St. Francis House, Springdale (\$150,000) – The *Community Clinic Pediatric Expansion* program will offer primary health care and integrated behavioral health services to an additional 1,500 children in Washington County. Funding is for a medical provider and a behavioral health provider.

Community First Wellness, Nashville (\$57,150) - *Healthy Howard County* will provide direct health education and awareness programs for at least 1,000 youth and adults, encouraging healthy nutrition, promoting physical activity and increasing health literacy.

Community Health Centers of Arkansas, Inc., North Little Rock (\$88,431) - *Patient Centered Medical Home Collaborative* will facilitate the achievement of patient centered medical home accreditation within all 73 Arkansas CHC sites to support improved quality and health-care delivery systems. The project will impact 150,669 patients in 54 counties.

Cossatot Community College of the University of Arkansas, DeQueen (\$116,740) - The *Cossatot Community Health Center* will enhance access to primary medical care to 900 underserved adults in Sevier County. Funding will help offset costs of personnel and consumable supplies as the current community charity care clinic transitions to a satellite clinic of Healthy Connections, Inc.

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Crawford-Sebastian Community Development Council, Inc., Fort Smith (\$30,000) - *Tooth Be Gone* will help 250 patients in low-income areas in Sebastian and Crawford counties find education and pain relief from tooth decay. Funding will cover the cost of the part-time dentist, office supplies and dental supplies for 250 patients.

Girls Incorporated of Fort Smith, Fort Smith (\$10,000) - *The Friendly PEERsuasion®* program will help 800 girls in the Sebastian County area to avoid smoking, drinking or using drugs.

Greater Delta Alliance for Health, Inc., DeWitt (\$65,800) - *Southeast Arkansas Diabetes Project-Phase 2* will improve the health of over 4,000 residents living with diabetes through education, screening and services. This project will target residents in Ashley, Arkansas, Bradley, Chicot, Desha and Lincoln counties.

Jones Center for Families, Inc., Springdale (\$14,795) - *Breaking Diabetes' Grip on the Marshallese* will decrease the death rate from diabetes among Washington County's Marshallese population, which is estimated to be almost 6,000 people. Three hundred people will be selected to take part in the program. Funding is for diabetes education, nutrition, cooking and physical activity classes.

Monticello School District, Monticello (\$80,000) - *Healthier US Schools Monticello* will meet the foodservice requirements for the Bronze level of the National Healthier US Schools Challenge and comply with 2011 USDA School Meal guidelines for 2,125 students and 695 employees of the Monticello School District in Drew County. Funding is for foodservice staff training, for guidance so students, parents and staff embrace meal changes, and for a school gardener to encourage increased acceptance of fruits and vegetables.

Northwest Arkansas Free Health Center, Fayetteville (\$50,000) - *The Prescription Assistance Program* will provide access to prescription medications for 1,588 uninsured and low income individuals in Northwest Arkansas through program enrollment assistance. The funding is for the clinic's patient advocate and related expenses.

Our House, Inc., Little Rock (\$52,785) - *Improving the Health of Homeless Families and Individuals in Central Arkansas* will increase access to health services and promote health education, improving the health of the 850 homeless adults and children served each year.

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Parenting and Childbirth Education Services, Jonesboro (\$40,341) - *The Healthy Babies Project* will educate 22,000 students and individuals in Northeast Arkansas about the dangers of Shaken Baby Syndrome and prenatal drug and alcohol use by making presentations in schools, childcare facilities and at community events.

Pulaski Technical College Foundation, North Little Rock (\$76,400) - *Using Distance Education* will improve health-care delivery in Arkansas by training future health-care professionals. Funds will support an Associate of Allied Health degree in anesthesia technology, delivered in traditional classroom format in central Arkansas and through advanced-level distance education at up to six sites around the state.

Southern Arkansas University Tech, Camden (\$78,048) - *Caring for Our Elderly* will recruit and pay the tuition and fees for 96 minority males or females who are unemployed or underemployed from Calhoun, Columbia, Dallas and Ouachita counties to receive Certified Nurse Assistant training in an effort to increase caregivers for the area's elderly population.

UAMS Delta Area Health Education Center, El Dorado (\$42,316) - *South Arkansas Safety Baby Showers* will lower risks of unintentional injuries to infants through educating parents and providing necessary safety items. This program will reach more than 240 people in Ouachita, Union and Calhoun counties. Funding is for safety items and program supplies such as a child passenger safety seat simulator.

University of Arkansas for Medical Sciences, Little Rock (\$150,000) - *Strategies for Establishing a UAMS College of Dentistry* will serve the entire state of Arkansas by improving the number and distribution of dentists. Funding is for developing the intellectual and physical infrastructure capable of creating the strategies to achieve that goal.

The Blue & You Foundation received 121 grant applications requesting \$8 million in support. The 2012 grant selections were made by Blue & You Foundation board members: Carolyn Blakely, Ph.D., 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. 16, 2012. 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.