



Arkansas Tobacco Settlement Commission

Quarterly Report

January – March 2008

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Commission Overview

The Arkansas Tobacco Settlement Commission (ATSC) was created under the Arkansas Tobacco Settlement Proceeds Act of 2000, along with seven funded programs including the Arkansas Aging Initiative, Arkansas Biosciences Institute, College of Public Health, Delta Area Health Education Center, Department of Health’s Tobacco Prevention and Cessation Programs, Department of Human Service’s Medicaid Expansion Initiatives, and the Minority Health Initiative. The ATSC is charged with monitoring and evaluating the programs created through the Act. Quarterly reports from each of the programs assist the ATSC in regularly reviewing program activities, short and long-term goals, and program finances.

The following quarterly reports are submitted by each of the funded programs to the ATSC.

TABLE OF CONTENTS

<i>Commission Overview</i>	1
<i>Tobacco Prevention & Cessation</i>	2
<i>College of Public Health</i>	11
<i>Delta Area Health Education Center</i>	18
<i>Arkansas Aging Initiative</i>	23
<i>Arkansas Minority Health Initiative</i>	27
<i>Arkansas Bioscience Institute</i>	29
<i>Medicaid Expansion Program</i>	31
<i>Program Expenditures</i>	34



Tobacco Prevention and Cessation Program

The Tobacco Prevention and Cessation Program (TPCP) introduced the Stamp Out Smoking (SOS) Campaign to educate Arkansans about the dangers of tobacco use. Using the Center for Disease Control and Prevention's (CDC) Best Practice Guidelines, a plan was developed to reduce disease, disability and death related to tobacco by preventing the initiation of tobacco use among young people; promoting quitting among young people and adults; eliminating exposure to secondhand smoke; and identifying and eliminating the disparities related to tobacco use and its effects on population groups.

Program Progress

Advisory Committee

TPCP held our quarterly **Tobacco Advisory Committee** meeting on February 14th. The following slate of officers was elected for office: Barbara Kumpe-Committee Chair; David Busby-Vice Chair; and Genine Perez-Secretary. The meeting dates for the remainder of the calendar year were announced: May 8th, August 14th, and November 13th. Kevin Collins, the program representative from the CDC gave a presentation on the new BEST PRACTICES, released in October 2007. Wilma Houston gave a presentation on the activities of the Asian Pacific Coalition for a Smokefree Arkansas. The Committee voted to hold the next meeting in Hot Springs, in conjunction with the Arkansas Public Health Association Annual Meeting.

Community Programs

The Tobacco Prevention and Cessation Program (TPCP) currently funds 22 community coalitions throughout various regions across the State of Arkansas. They report all activities to TPCP and are monitored on a quarterly basis.

A few highlights for the quarter include:

- **North Arkansas Partnership for Health Education (Boone County)** - Coalition members met with Pepsi Executives and asked them to implement a written tobacco-free facility policy, including company vehicles. Pepsi agreed to implement the written tobacco-free policy, including encouraging employees to quit tobacco use and providing cessation information. Pepsi also banned smoking from company vehicles. They set a date for April 1st to roll out the policy to their 53 employees.
- **North Arkansas Partnership for Health Education (Baxter County)** - Coalition members reviewed with the staff of Dr. Reese, DDS the use of the Five A's as well as their offer to provide throat cancer screenings. They plan to introduce a quick, scripted tobacco-use survey/educational review for their patients. The office also agreed to help educate the 2,000 plus people who attend the annual spring healthfair. Two dental hygienists will take turns offering oral cancer screenings during the fair and refer everyone to the state 1-866-NOW-QUIT for that free, proven program, as well as referring the uninsured to the local Christian Clinic that provides free or discounted dental services along with free quit medications such as varenicline and nicotine patches. The dental clinical

has also agreed to distribute the announcement flyer for the next BCTCC cessation classes, and to assist in the distribution of educational materials about the risks of all tobacco products.

- **Mississippi County Coalition** - The Mississippi County Tobacco Prevention University issued 74 Pre-test & Youth Surveys at the Blytheville Intermediate School/Boys & Girls Club, to gain knowledge of who will be targeted to advocate for tobacco prevention efforts and garner volunteers.
- **Share Foundation** - The El Dorado Boys and Girl Club adopted policies making all ballparks smokefree in 2007 and tobacco free in 2008. Signage has been provided for all the Boys and Girls Clubs ballparks and all ballparks at Union County schools.

School & Youth Programs

The TPCP currently funds 23 school programs. All TPCP-funded schools, in conjunction with the Arkansas Department of Education, have implemented the Coordinated School Health model.

Listed below are a few highlights that occurred during this reporting cycle:

- **Dawson Education Service Cooperative** - Mayor Clayton Franklin signed a "Through With Chew" proclamation for the week of February 17 - 23. A picture and article was placed in the paper. "Through With Chew" facts were read each day at the Cabe Middle School and Gurdon High School during the week, and an informational booth was placed in the Gurdon High School entryway. Information was also disseminated regarding the harmful effects of smokeless tobacco, cigarette smoking and ACT 13. Cessation information was available. A drawing was held for a \$25 gift certificate. Each person that visited the booth was allowed to enter.
- **Great Rivers Educational Services Cooperative** - Brinkley High School EAST students were thrilled to find that their proposal for a SOS grant had been approved. They quickly came up with a theme for their project - 'Tackle Tobacco'. This made perfect sense for this spirited group, since it consisted of cheerleaders, football players, and step team members! The team's goal was to provide events specifically targeting three groups in their community: elementary children, middle and high school students, and adults. The team decided the best way to get their message across to children would be to present an entertaining and informative skit. The team divided responsibilities- researching, writing narration, designing costumes and recruiting others to help in the cast. Each class had a picture made with the entire cast. The pictures were printed, put in a folder that stated, 'Tobacco Free Is the Way To Be', with an attached form giving information about how to get help stop using tobacco. These, along with SOS goodies, were passed out to every elementary child. The team's cooperation and hard work resulted in a successful event.

To reach the middle and high school students, the team sponsored a week of dress up days - Stomp Out Tobacco (wear boots), Tie Up Tobacco (wear ties), Shade Out Tobacco (wear sunglasses), and Tobacco Free Is No Sweat (wear sweats). A large number of students participated and a drawing was held for prizes at the end of the week. The group sponsored a "Draw A Line Against Tobacco" competition that resulted in some very thought provoking art work. The 'X Out Tobacco' provided a graphic reminder to students as 250 students were marked with different color 'X's' designating them as having the many kinds of cancer associated with tobacco use. Participants' names were placed in a drawing and winners received SOS prizes.

The adult population received the group's message by the team using every form of communication available in their small, rural community. The team set up displays with student-made brochures, presented a Powerpoint presentation at club meetings, recorded radio spots, and wrote a series of short articles for the editorial page of our newspaper. The radio and newspaper coverage ensured that a wider audience was reached with the team's message. Group members also passed out SOS information and materials during the school's parent-teacher conference.

The 'Tackle Tobacco Team' used creative approaches to presenting their message and were very effective at reaching their intended audiences. Members have reflected on their work and are using the results of the 'Tobacco Use Survey', developed and conducted by team members, to make recommendations to improve future projects. Their teamwork paid off and was evident in the success of all their events. This group of enthusiastic students worked through any problems that arose and all contributed to the success of the project. Their hard work and dedication is sure to result in our community coming closer to becoming tobacco free.

Family Service Agency-Youth Leadership Initiative

Over 719 young Arkansans have joined the **Youth Extinguishing Smoking (YES!) Teams of Arkansas**. This is a diverse group of youth from across the state who work together to educate their peers and adults about the dangers of tobacco. The Tobacco Control Youth Board (TCYB) is currently made up of fifty-five board members.

Highlights of this quarter's activities included:

- 12 Team **YES Speaks** and 20 TCYB members volunteered to speak at their schools, in their communities and other speaking activities for Smoke Free Movies Campaign. Currently awaiting reports. Approximately 15 or so activities have been reported thus far that have been youth-led.
- Two Team YES Speaks members agreed to speak at the **Statewide Pride Conference** held at the end of February.

- Planning is in progress for the **2008 Youth Leadership Training**, hosted by Mississippi County Coalition in Blytheville on May 24th. For the June Leadership Conference, discussions between the Dover New Hampshire Group -- Youth to Youth -- are in progress as Key Notes and workshop presenters. This is in addition to collaborative efforts between TPCP, Dept. of Education and Family Services Agency. Both the training and conference will ensure the recruitment of strong leaders for the Tobacco Control Youth board. Applications will go out in April and May for both events.

Statewide Youth Tobacco Prevention Program

On April 10th TPCP presented the ASPIRE project by introducing tobacco control youth advocates to **ASPIRE (A Smoking Prevention Interactive Experience)**. ASPIRE is a multimedia Web-based tobacco prevention and cessation program for youth, and has been demonstrated to decrease smoking initiation among youth. The ASPIRE CD-ROM version, funded by the National Cancer Institute, was evaluated in schools among adolescent smokers and non-smokers. The success of the ASPIRE CDROM led to the web-based ASPIRE, funded by the George & Barbara Bush Endowment for Innovative Cancer Research. Produced in collaboration with fellow colleagues from The University of Texas School of Public Health, Alexander V. Prokhorov, M.D., Ph.D., helps various communities to deliver the ASPIRE message. ASPIRE helps educators, health care professionals, and the general public give youth the tools they need to make smart choices about tobacco. ASPIRE has been used successfully in many school districts in Texas and several other states, but Arkansas is the first state to pilot a statewide implementation project. The action-packed day with Dr. Prokhorov will feature an overview of the program during Grand Rounds and afternoon lecture on implementation, evaluation, and launch activities.

Cessation

During this fiscal year, TPCP continued to offer a **tobacco cessation program** to Arkansans. Services include the SOS Quitline, SOSWorks Fax-back Referral Program, and the Arkansas Tobacco Cessation Network (ATCN), with services provided by the UAMS Fay W. Boozman College of Public Health. In the third quarter of FY08, SOS Quitline served 1,295 callers. Of those 1,295 calls received during the third quarter of FY08, 899 received counseling treatment for tobacco cessation.

The SOSWorks Fax-back Referral Program is a convenient method for referring patients, employees, and others to tobacco cessation services. During the third quarter of FY08, this program received 1,389 referrals – with 53.3% of patients accepting a referral to either the SOS Quitline or the Arkansas Tobacco Cessation Network (ATCN). 250 patients total were treated through the Arkansas Tobacco Cessation Network.

A study to examine Arkansas healthcare provider's knowledge and awareness of cessation treatment began development in January. Conference calls to Steven A. Schroeder, M.D., a distinguished Professor of Health and Health Care of the Smoking Cessation Leadership Center in San Francisco, Uta Vorbach, MPH Research Manager of the Comprehensive Tobacco Control Program Office of the State Epidemiologist at the New Jersey Department

of Health & Senior Services, and Esther Baker, MA of the Iowa Tobacco Research Center Department of Community and Behavioral Health at the University of Iowa College of Public Health, helped TPCP Data Manager Trena Mitchell develop a framework for our Arkansas health care provider tobacco study. The Arkansas health care provider tobacco study to examine Arkansas healthcare providers' knowledge and awareness of cessation treatment is currently in process. Efforts to secure needed software and equipment are on schedule. Software and equipment needed to complete the study include the SAS system, automatic feed scanner with OMR (Optical Mark Read) capabilities and scanner software to create data output.

Media & Public Relations

A fax-referral program is a free, proactive, centralized referral system that links patients and others to the state-sponsored cessation services in Arkansas. The 'toolkit' program encourages health care providers to question their patients' tobacco use and provide a 'teachable' moment to personalize a cessation message. During February the media team drafted copy, created artwork and developed a list of elements for the program. Elements include:

- Guide book
- Table toppers
- Fax-back forms
- Collateral items for hospitals and clinics
- Posters
- Index cards with dosing information
- Evaluation forms
- How-to-use toolkit fact sheet
- Cover letters

SOS Web Site - www.stampoutsmoking.com

The SOS Web site was revised during February to improve site navigation and improve the user's experience. Cornelya Dorbin, Program Support Manager-Media & Public Relations, revised copy for the site to be shorter and more emphatic.

During February the media team created and distributed the **Hunters' Quit the Spit** collateral and compiled a list of hunting events and possible locations to distribute the pieces. To date, 1,475 brochures have been distributed at 12 events throughout the state.

During February, the **Ad Recall Survey** results were presented to TPCP staff. This survey is conducted annually to measure what viewers remember about the tobacco counter marketing campaign.

- 87% of respondents who are smokers had seen Stamp Out Smoking in the last six months.
- 67% of the smokers said the ads make them think smoking is bad for them.

Disparity Initiatives

Collegiate Tobacco Prevention Initiative

The TPCP continues its push to educate college students across the state with its Collegiate Tobacco Prevention Initiative through the Oxygen Project Campaign. The Oxygen Project campaign is designed to target college-aged students, ages eighteen to twenty-four for the purpose of reducing and eliminating tobacco usage among this population. In February, they contacted the 28 schools they had previously identified as potential hosts for the Oxygen Project. The eleven schools chosen as Oxygen Project sites were strategically selected to represent different geographic regions of the state, and each school had previously responded favorably to staff inquiries about the project. None had previously participated in the program. The schools chosen to host the Oxygen Project include: Walnut Ridge, ASU-Beebe, Harding, ASU-Newport, Ouachita Tech, Henderson State, Hendrix, Crawley's Technical College, Southern Arkansas University, Arkansas Baptist, and South Arkansas University.

TPCP will be visiting the majority of school campuses in March and April. During March, TPCP staff visited several schools including ASU-Beebe, Harding University, ASU-Newport, Ouachita Technical College, Henderson State and Hendrix College. At each school, TPCP had a booth presentation, games, cessation information and collateral items to be given away. In most of these colleges/universities, the current policy is that of the one mandated by the law – smokefree buildings in public universities. Our goal is for all school campuses in the state of Arkansas to be tobacco-free -- not just smoke-free in the buildings, only. The plan for implementing this project is to first educate the students through the campus visits.

The data collection process for The Oxygen Project started in mid-February. TPCP staff tour the selected colleges/universities and survey the campus population on their awareness and prevalence of tobacco use. Once the responses from the campus surveys are accounted for and tallied, the responses are given to the TPCP Data Manager for interpretation. Each campus will receive a report based on the data from their campus survey to aid in the development and improvement of campus policies on tobacco use. Trena Mitchell will interpret and compile all campus survey responses into one report, which will be available shortly after the conclusion of the Oxygen Project.

TPCP is continuing to promote “The Oxygen Project Major in Smoke-Free Living”, a contest being held on the college campuses that TPCP visits. The purpose of the contest is to encourage student groups/organizations to create an advertising campaign, community service project, research/art project or awareness campaign for their particular school or town. Groups must be sponsored by a campus organization to participate, and all groups that enter will receive \$300 to create their projects. While TPCP staff is on the campus for the Oxygen Project, they will assess what has been done on the campus and recommend how the organization can be more effective with their project. After the competition is complete, the campaigns will be judged by a panel of judges and the top 3 campaigns will receive monetary awards for their respective organizations. First place will receive \$2,500; 2nd place \$1,000; and 3rd place \$500. Winners will also have a chance to see their work included in the next media outreach campaign for Stamp Out Smoking.

UAPB, Minority Initiative Sub-Recipient Grant Office

The University of Arkansas at Pine Bluff (UAPB) Minority Initiative Sub-Recipient Grant Office (MISRGO) currently funds 20 sub grantees to continue to educate the public on the dangers of tobacco and the harmful effects of secondhand smoke; reducing youth access to tobacco, decreasing advertising and promotion of tobacco products and promoting cessation resources.

Highlights of a few of this quarter's activities included:

- **SWACDC** and select coalition members chose three stores in Columbia County, to monitor the entranceways. After monitoring stores for a period of 3 months, coalition members noted that an average of 13-20 people were being exposed to secondhand smoke on a daily basis. Findings have been documented and program planning has begun to address these stores.
- **East Arkansas Enterprise Community** - Earle School District held assembly with 385 students and school staff in attendance. This assembly focused on student's in grades 9-12 to help improve their personal behavior and school attendance. This assembly also focused on the devastating effects of tobacco, alcohol, and other drugs on one's health. The students wrote letters on resisting tobacco, drugs and violence in their classes. The Speaker for the activity was Warden Joe Porchia of the Arkansas Department of Corrections in Mississippi County Work Release Program in Luxora, Arkansas. SOS information flyers were provided.

EAEC also presented a tobacco prevention program for parents and youth entitled "Could Your Kid Be Smoking?" One hundred fifty people attended. Tobacco information flyers were provided for all in attendance.

Coalition for a Tobacco Free Arkansas (CTFA)

The Coalition for a Tobacco Free Arkansas (CTFA) is a network of statewide organizations with a shared mission to prevent the use of tobacco in our state. CTFA provides education and technical support to local tobacco free coalitions and other organizations across the state.

Some of the activities that occurred during this quarter included the following:

- The CTFA staff attended the Little Rock Park Commissioners meeting and staff retreat and made a presentation on the dangers of secondhand smoke. Additional education was provided to the commissioners on how a smoke-free parks policy could benefit the public's health and protect children from SHS exposure. At least two parks commissioners stated that they would be in support of a smoke-free parks policy. The Park Commission formed a sub-committee to study the issue. The Director of Parks and Recreation also assigned a staff member to work along side of the sub-committee. The staff member asked CTFA to serve as a supporter by providing technical assistance and resource information to the sub-committee.

- The CTFA was contacted by a faculty representative from the University of Arkansas at Little Rock about launching a smoke-free campus campaign. CTFA sent the representative a copy of a smoke-free college campus resolution that was drafted and mailed to UALR mid-year in 2007. An identical copy of the resolution was designed and submitted to the University of Arkansas at Pine Bluff (UAPB). UAPB adopted the resolution and implemented a smoke-free campus policy that went into effect on January 1, 2008.

Surveillance & Evaluation

TPCP staff has been actively engaged in putting together a diverse evaluation committee to help the program obtain good quality evaluation information of Act 13. The Act 13 Evaluation Committee met for the first time on February 7th. Members include: Stephen M Bowman (UAMS); Leavonne Pulley (UAMS); Andreas Muller (UAMS); Andrew Hyland from Roswell Park (evaluation agency); Lewis Leslie (ADH, Chronic Disease Branch); Michael Johnson (Battelle); Thaer Baroud (ADH Epidemiology Branch); and Carolyn Dresler, Cornelya Dorbin and Rosa Pippin (ADH/TPCP). TPCP updated the committee on the efforts made to evaluate the impact of Act 13 at the present time. Andy Hyland addressed the basic assessment questions we must answer by the evaluation. The committee's primary recommendation to complete the baseline evaluation effort is to perform an observational study. It was agreed that these studies provide valuable information on compliance, as they are typically done to evaluate observance of seat belt laws. Roswell Park offered to help us as a resource, if we need them to develop the design.

In March, the committee proceeded with the Evaluation Plan of Act 13, by initiating the Observational study design and protocol. We will make car observations choosing three sites per Arkansas Public Health Region (PHR). Four other Arkansas surrounding states were chosen to perform this study for data comparison and three sites will be selected per state. By April 2008 we will finalize the design and develop a training plan for participant teams. We will also select the contractor to perform the observations, and the contractor for the analysis and development of the study report. We will rely on the Act 13 Evaluation Committee Members for technical assistance on the development and implementation phase of this study (see February 2008 monthly report for full list of committee members). The observational study will be one of the components to create baseline evaluation data that will help us to measure the impact of our educational efforts toward compliance and enforcement of Act 13.

TPCP collaborated in January with Mark Travers from the Roswell Park Cancer Institute to tabulate and revise the information provided on the Indoor Air Quality Studies performed in Arkansas by TPCP staff during 2007. In March, Rosa Pippin, Health Analyst (Policy/Second Hand Smoke) tabulated and provided information on the Indoor Air Quality Studies performed in 2006-2007 to Mark Travers of the Roswell Park Cancer Institute to complete the analysis and elaborate the study report. On March 18, 2008 we received the Arkansas Indoor Air Quality study Report. This study shows the levels of tobacco smoke pollution in Arkansas establishments:

- 1) pre-law in smoking places
- 2) pre-law in smokefree places

- 3) post-law in smokefree places
- 4) post-law in exempt (smoking) places

Quality Management

To assist statewide coalitions in documenting the information requested in their statewide grant proposals and evaluation reports, and by CTFA request, TPCP developed “Sample Guidelines for Statewide Programs.” These sample guidelines include the minimum required elements and information that statewide coalitions need to provide in their proposal to improve the understanding of the project, the implementation process and expected outcomes. TPCP staff are studying the development of a standardized tool for the RFA for statewide coalitions to use to submit their program applications in the future. This will help TPCP to obtain specific project information more efficiently and will provide guidelines for coalitions to follow.

TPCP Core Planning Teams

TPCP staff has developed teams to assess and improve daily operations in four core systems that affect the job performance of every staff member, directly impacting TPCP’s ability to meet and/or exceed our Branch’s overall outcome objectives.

Communication (internal and external) *C.Dorbin, C.Tucker, M.Fleming, Z.Edwards*

The Communication Team began creating a master calendar of all meetings attended by TPCP staff. The team also worked on drafting a Survey Monkey Tool to query staff about communication preferences.

Organization (procedures/mechanics) *B.Russell, B.Secretst, A.Hawkins-Walker, C.Gentry*

The Organization Team worked on streamlining the travel process and creating a staff contact form with birth - month/day and home phone number.

Quality Management (internal and external) *L.Smith, T.Mitchell, K.Talabi*

The QM Team and TPCP colleagues selected “Five Quality Principles of Service”. The principles selected are as followed:

- Continuous improvement and learning
- Ethics and responsibility
- Involvement of people
- Long-range view of the future
- Fast-response

The QM Team began working on “Continuous Improvement and Learning” by researching A-TRAIN courses that may be suitable for TPCP colleagues, and they distributed a list of course suggestions at a staff meeting.

Technology (infrastructure/training) *G.Sergeant, R.James, R.Pippin*

The Technology Team carried out an extensive inventory of the computer/software resources of the TPCP central office and queried staff about their technological concerns. On March 28th, they presented a detailed report at the TPCP staff meeting

with recommendations including staff training, replacement equipment, and several creative strategies.

College of Public Health

The mission of the Fay W. Boozman College of Public Health (COPH) at UAMS is to improve health and promote well-being of individuals, families, and communities in Arkansas through **education, research, and service.**

The COPH has elected to address this mandate through a community-based health education model. The COPH will improve health and well-being of Arkansans by:

- Training and re-training a professional public health workforce capable of further disseminating effective community and other public health programs.
- Training healthcare and public health practitioners in prevention methods through offering continuing education programs and through partnerships in the delivery of model programs;
- Contributing to the development of linkages among graduating students, state agencies, local organizations, healthcare practitioners, and communities to help align, coordinate, and implement effective prevention programs; and
- Conducting community-based and other public health research that is Arkansas focused and based on Arkansas needs.

Program Progress

Education Goal: Increase the number of communities in which citizens receive public health training (Initiation)

- **Student Expansion:** 260 students enrolled in a degree program in the Spring 2008 semester; 20 of these students are enrolled in doctoral programs – 16 in the DrPH program; 3 in the in the newly established PhD in Health Systems Research and 1 in the newly established PhD in Health Promotion and Prevention Research. Student demographics follow: 192 (74%) of the students are female; 124 (48% of those enrolled in Spring 2008 programs) are part-time students; 61 (23%) are African-American; 17 (6%) are Asian; 176 (66%) are Caucasian; 4 (2%) are Hispanic; and 2 (1%) is Native American. Student age range is wide: 32% are 20 – 29 years old; 32% are 30 – 39 years old; 20% are 40 – 49 years old; 14% are 50 – 59 years old and 2% are 60 and above. A total of 100 (39%) of the students are from the Central AHEC region; 11 (4%) are from the Northwest; 12 (5%) are from the Northeast; 3 (1%) are from the Southwest; 6 (2%) are from the South; 6 (2%) are from the Delta; 35 (14%) are from South Central (Pine Bluff); 18 (7%) are from North Central (Fort Smith); 48 (18%) are from out of state; and 21 (8%) are from foreign countries. Although some students are from out of state and foreign countries, they were all residents of Arkansas at the time of their admission. A total of 43 (16%) of the students are Arkansas Department of Health (ADH) employees.
- **Faculty Development:** As of March 31, 2008, the COPH had 55 full-time and part-time salary supported faculty; 43 of these are 100% supported in the College.
- **Program Development:** The COPH offered 34 courses in the Spring of 2008 with 21% of the courses offered by way of distance learning, WebCT, weekend format, and or directed study. In addition, 38 students enrolled in the MPH Preceptorship, in the MPH Integration and/or in the the DrPH Doctoral Practica in Spring 2008.

- **Degree Programs** now include:
 - Post-Baccalaureate Certificate
 - MPH (generalist and specialist in each of the five departments)
 - MS in Occupational and Environmental Health
 - Master of Health Services Administration (MHSA)
 - 4 combined degrees: MD/MPH; JD/MPH; PharmD/MPH; MPS/MPH
 - Doctor of Public Health in Public Health Leadership (DrPH)
 - PhD in Health Systems Research
 - PhD in Health Promotion and Prevention Research
- **Monthly magazine column:** No column was provided by COPH faculty to the Arkansas Municipal League magazine “City and Town” this quarter. Articles were provided by other UAMS colleges that are joining us in providing articles that offer useful advice on how municipal officials and administrators can promote better health.
- **The Health Policy/Prevention Conference** is held most Tuesdays from 4:00 pm – 5:00 pm (except during the months of July and August and when other activities conflict). The Arkansas Department of Health (ADH) is a conference co-sponsor. COPH faculty/guests provide relevant information related to public health policy and prevention. One-hour Continuing Education Units (CEUs) are available to Physicians, Nurses, Pharmacists, Nutritionist/Dieticians, Health Educators, CHES/CPHE, EMT’s, Sanitarian and Social Workers who attend.
- **Public Health Grand Rounds** are also held each Thursday from 8:00 am – 9:00 am in the ADH Auditorium (except on the rare occasion when some other major event conflicts). The College participates as a co-sponsor of these grand rounds. One-hour CEUs (same as listed above) are available to those who attend.
- **Accreditation:** The College of Public Health has been fully accredited for a 7-year period by the Council on Education in Public Health (CEPH) with no requirements for interim reports.

Research Goal 1: *Obtain federal and philanthropic funding*

During this quarter, COPH faculty submitted 10 proposals seeking approximately \$1.4 million in funding; of this number, 5 are pending, and 5(\$361,109) was funded. The total extramural funding in the COPH at the end of April 2008 exceeded \$29 million.

Research Goal 2: *A significant portion of research conducted shall be relevant to the health issues within Arkansas and/or community-based in nature*

With coronary heart disease (CHD), cancer, and stroke being the three leading sources of mortality and morbidity among all gender and race groups nationally and in Arkansas, the COPH has focused on research relevant to smoking and obesity prevention and control, the two leading preventable causes of all three of these diseases. Additionally, because many ethnic and racial minority groups, including our state’s African-American and rapidly growing Latino populations, experience a disproportionate disease burden, the COPH has also identified eliminating these racial and ethnic health disparities as an additional research focus relevant to the health issues within Arkansas.

COPH contracted/grant programs addressing tobacco

- Funding is expected to continue the next several months for the two ADH contracts with the COPH for Dr. Christine Sheffer, Assistant Professor, Department of Health Behavior and Health Education, to oversee the statewide telephone-based and clinic-based tobacco cessation programs as well as the fax-back tobacco treatment referral program - each of these programs incorporates community-based public health approaches. They are named the “Arkansas Tobacco Cessation Network (ATCN)”, “SOSWorks” fax-back referral program, and the Arkansas SOSQuitline. Together these programs provide state-of-the-art, evidence-based treatment for tobacco dependence accessible to nearly all Arkansans. These programs also work to integrate proven cessation services into the healthcare and workplace settings across the state. Arkansas residents can be linked to cessation services by referrals from their healthcare provider or by calling a toll-free number. Proactive, motivational calls assist referrals in enrolling in treatment. Medication assistance is provided as well as tailored self-help and motivational materials. A Spanish-speaking counselor is available, and translation services are available for virtually every other language. Under the direction of Dr. Sheffer, these programs have provided treatment to a record number of Arkansans in a comprehensive and coordinated manner over the past several years.

COPH funded programs addressing ethnic minority health disparities

- Dr. Kate Stewart obtained funding from the Corporation for National and Community Service (CNCS) Learn and Serve America Higher Education Program administered by the Community-Campus Partnerships for Health to implement the “Arkansas Health Disparities Service Learning Initiative (start date March 1, 2008; end date February 28, 2009). Drs. Stewart and Creshelle Nash will co-develop the health disparities service learning course, co-teach the course (once it’s developed) and develop a proposal to create a certificate program for health disparities. Additionally, both Co-Principal Investigators will supervise the organization of the Martin Luther King Jr. Day of Service activities.
- Last quarter, the COPH received funding to establish an Exploratory National Center for Minority Health Disparity Research Center of Excellence in Arkansas. This five-year project funded by the National Institute of Health places Arkansas in a leadership role to develop research to improve access to quality prevention and healthcare programs for racial and ethnic minorities with a goal of eliminating health disparities. The Center will focus on chronic disease disparities with an initial emphasis on cardiovascular disease (CVD), cancer, and their risk factors, including obesity, diabetes, tobacco use, physical inactivity, and sexual risk factors for chronic disease. The projects in the Center include one full research project, an initial six pilot research projects (with more pilot projects to be funded in future years), and three cores that will support the Center. The Education/Training Core will promote minority student recruitment into careers in health disparities research through a combined BA/MPH degree program in concert with Arkansas’ three Historically Black Colleges and Universities (University of Arkansas at Pine Bluff, Philander Smith College, & Arkansas Baptist College).
- A contract is continuing with the Minority Health Commission (MHC) to support COPH faculty members Dr. Creshelle Nash and Dr. Eddie Ochoa in extending their work on the “Arkansas Racial and Health Disparities Research Study.” Additionally,

the MHC has contracted with the COPH to support Dr. Nash to serve as Medical Director for the Commission.

- Under the leadership of Dr. Kate Stewart, the COPH responded to a Kellogg Foundation solicitation to accredited schools and programs of public health to complete an assessment of their school and program activities to eliminate racial and ethnic health disparities. The College was 1 of 12 schools and programs selected to participate in this planning effort to reduce/eliminate health disparities. *No funding was directly available*; however, Kellogg is providing expert technical assistance and consultation to the COPH
- This quarter, COPH faculty and staff organized eight (8) free previews of the four-hour, seven-part series “Unnatural Causes: Is Inequality Making Us Sick?” . This documentary addresses questions about relationships between social status and health. The focus audience included health care professionals, public officials, community-based organizations, educators, social advocates, and the faith-based community. Over 300 Arkansans attended the previews and participated in discussions on ways to utilize the film(s) to begin a dialogue on the social determinants of health. PBC began airing this documentary in its entirety during the month of March 2008.
- Dr. Leavonne Pulley also continues to be funded as a subcontractor on an NIH grant to study the etiology of geographic and racial differences in stroke as well as for a CDC - funded grant to examine chronic disease risk factors among African-American residents of the Arkansas Delta.

COPH- funded programs addressing obesity

- No additional program addressing obesity was funded this quarter. However, obesity is a major targeted area for on-going and planned research projects. Four substantial grants have been awarded to faculty addressing obesity: the Web-based Weight Loss Grant, and the most recently funded CDC grant for the Translation of Obesity and Cognition Research in a Rural State via Senior Centers, both having Dr. Delia Smith West serving as Principal Investigator; the Robert Wood Johnson Foundation-funded project to continue for an additional five years the Evaluation of Act 1220 of 2003 with Dean Raczynski serving as principal investigator; and the full research project for the Exploratory National Center for Minority Health Disparity Research Center of Excellence in Arkansas mentioned above on which Dr. T. Elaine Prewitt serves as PI.
 - The Web-based Weight Loss Grant is designed to determine the benefit of a web-based counseling approach to weight loss versus delivery through group, in-person methods. If web-based approaches are found to be effective for helping people lose weight and maintain losses, then a highly cost-effective approach to weight loss and maintenance will be added to what can be done in Arkansas to counteract the obesity epidemic. Recruitment for this project is now completed recently and 239 Arkansans have been enrolled and randomized. Behavioral weight control intervention using the different delivery channels have begun and will follow these individuals for 18 months to determine the best ways to produce sustainable lifestyle changes. Results are not yet available but Dr. West and the investigators are planning a subsequent grant that will follow up on the findings and will seek to extend the reach of behavioral lifestyle obesity programs in rural settings, like Arkansas.

- Dr. West's three year CDC study will examine the impact of a lifestyle weight management program for older adults and a cognition training program to improve memory and reduce risk of Alzheimer's disease and other dementias using senior centers across Arkansas to offer the programs and lay health educators to deliver the programs. The study is a collaborative effort that includes the UAMS College of Public Health, the UAMS Donald W. Reynolds Institute on Aging, the Arkansas Department of Health, the Arkansas Division of Aging and Adult Services, and the Arkansas Area Agency on Aging.
- The five additional years of funding for the evaluating of Act 1220 of 2003, will extend this evaluation a total of nine years overall. This project will provide information for legislators, those involved in implementing the Act and those in other states who are trying to combat childhood obesity about how the components of the Act have been implemented and how they are working. Four years of data have already been collected; the baseline data were presented to the House and Senate Public Health Committee in January 2005, second-year data were presented in January 2006. COPH faculty presented the third-year data to the Senate and House Public Health Committee's in January 2007. Reports are also sent to all school superintendents and principals, as well as a variety of others throughout the state, and they are posted on the web for easy access. The most recent renewal of this Robert Wood Johnson Foundation funded project will enable the College of Public Health to expand its evaluation of the 2003 childhood obesity law to include more intensive evaluation of selected schools. The college will use the information to help determine the most effective strategies for reducing obesity.
- Dr. Prewitt's recently funded, five-year project as part of the Center will involve translating the highly successful weight loss, lifestyle intervention used for the Diabetes Prevention Project into real-world settings to improve quality care. The efficacy and cost-effectiveness of Community Health Workers in delivering the intervention on weight loss will be examined among overweight residents in rural, low-income Arkansas Delta communities with high proportions of African-Americans. If proven effective, this project may provide Arkansas public health practitioners with proven, cost-effective methods for reducing obesity among rural Arkansans and reducing their risk for associated diseases.

Service Goal 1: *COPH shall act as a resource to the General Assembly, the Governor, state agencies, and communities*

- COPH faculty were designated to serve on the following task forces formed through legislation:
 - Act 125 of 2007** – An Act to establish the AR Legislative Task Force on Traumatic Brain Injury.
 - Act 695 of 2007** – An Act to create the newborn umbilical cord blood bank for postnatal tissue and fluid.
 - Act 842 of 2007** – An Act to create an Arkansas HIV-AIDS Minority Task Force and to coordinate statewide efforts to combat the debilitating effects of HIV-AIDS on Minority Arkansans
 - Act 629 of 2007** – An Act to create the Task Force on Substance Abuse Prevention

- COPH faculty and staff continues to participate in the “Step Up” Coalition which consists of a variety of health care organizations formed to develop legislative support for increasing the excise tax on cigarettes which would decrease the number of smokers in our state.

Service Goal 2: *COPH shall collaborate and partner with other agencies, organizations, etc. on health-related issues when feasible. (Consultation and Analysis/Collaboration and leveraging)*

- COPH faculty and staff serve in a leadership capacity and are visible partners with the AR Cancer Coalition, AR Minority Health Commission, AR Department of Health, and the American Cancer Society.
- COPH students have over 35 agency/organization choices for their integration projects and preceptorships.
- Three CPH faculty/staff serve on an Advisory Committee of the Philander Smith College - Kendall Health Science Institute. Collaboration, research, and increasing the number of minorities in health related jobs is the primary foci of the Advisory Committee.
- CPH faculty/staff are ongoing participants in the Clinton School of Public Service educational activities.

RAND Recommendation Focus Areas Based on December 2004 Annual Report:

RAND Recommendation 1: *The CPH should maintain the discount for ADH employees*

It was agreed that the CPH had no direct control over this recommendation. This decision must be supported by the UA Board of Trustees, the President of the UA System, and the Chancellor of UAMS. The 70% discount was discontinued in 2005; however, over 15% of the CPH student body continues to come from the ADH employees. Also, legislative approval for the ADH using their resources to increase scholarship support for health department staff provides ADH employees with enhanced opportunities for educational financial assistance. Finally, under contract from the ADH, the CPH faculty and staff under the leadership of Dr. Katharine Stewart, CPH Associate Dean for Academic Affairs, conducts the Arkansas Public Health Institute, offering year-long educational programs for ADH employees.

RAND Recommendation 2: *The CPH should provide scholarships and discounts for distance learning students; and*

RAND Recommendation 3: *The CPH should provide scholarships to students to help support the cost of obtaining a degree*

Even though the CPH has no direct control over appropriations and cannot guarantee allocation of additional funds to the CPH for scholarships and assistantships, it should be noted that approximately 80% of the overall CPH student body are non-traditional students who are working at a full-time job as they pursue their degrees. Nonetheless, a number of students are being supported as research assistants with extramural funding, in essence providing them with financial assistance while at the same time giving valuable experience. A system has also been established in the Office of Student Services to compile student funding opportunities from outside the College and distribute this information to students.

In addition, efforts are being made to develop scholarship endowments within the COPH. For instance, the Department of Environmental and Occupational Health has been able to secure contributions from corporate sponsors to establish tuition scholarships for students pursuing specialized MPH degrees in the department. Additionally, in consultation with the family of the late Dr. Fay Boozman, the College has also established the Fay W. Boozman Public Health and Community Service Scholarship fund to help support a deserving MPH student(s) each year. Sufficient funds have now accumulated so that a Scholarship Award of approximately \$1,000 was made at Convocation in May 2007 to a student applicant and will be made at all future convocations. Additional donations may be sent to the *UAMS Foundation, Fay W. Boozman Public Health and Community Service Scholarship, 4301 W. Markham, Slot 716, Little Rock, AR 72205*. Finally, funds were donated by the previous Governor's cabinet (Governor Mike Huckabee), with matching funds from the UAMS Chancellors Office, to establish the Boozman Textbook Fund award at the COPH. A small award is to be given annually to a deserving student (standardized criteria have been established) to help defray the cost of textbooks.

Rand Recommendation 4: *Continue to hire more faculty; particularly diverse faculty*

The COPH remains committed to maintaining a diverse faculty. As of April 2008, 7 of the 43 (16%) COPH full-time faculty members are from racial and/or ethnic minority groups; 5 of the 7 (12%) are from the underrepresented minority classification.

Rand Recommendation 5: *Provide evaluation expertise to the COPH community partners to assess the impact of the work they are doing in the community*

The COPH's Office of Community-Based Public Health (OCBPH) is involved in many different activities which address this need. The OCBPH has four formally recognized community partners: (1) Boys, Girls, Adults Community Development Center in Marvel, (2) Walnut Street Works in Helena/West Helena, (3) We Care in Pulaski County, and (4) La Casa in Pulaski County. Dr. Kate Stewart, Director of the OCBPH is working with other staff and faculty to assist the Tri-County Rural Health Network, which includes Walnut Street Works, in evaluating their Community Connector Program. Dr. Martha Phillips, Assistant Professor of Epidemiology, is overseeing the analysis of data from a community tobacco usage survey conducted by We Care as part of their tobacco prevention grant program and working with ADH Hometown Health Improvement Coalitions to help them develop basic evaluation skills. Federal funding for the USDA Delta Nutrition Intervention Research Initiative (NIRI) has ended; however, the OCBPH is continuing to work to assist the NIRI in providing training to their Arkansas community partners in community-based participatory research. This project has directly benefited the Boys, Girls, Adults Community Development Center (BGACDC) in Marvel, and lessons learned will also subsequently be shared with the other three formally recognized COPH community partners.

RAND Recommendation Focus Areas Based on 2005 Interim Report

Recommendation 1: *Increase grant funding and leveraging activities from other sources*

As of April 30, 2008, the COPH has more than 50 active grants/contracts amounting to over \$29 million in total active funding. Total extramural awards since the COPH was founded in 2001 amount to almost \$44 million. The COPH has significantly increased

grant funding in a very short period of time and has now been awarded extramural funding that approximately doubles the tobacco funding received across all years.

Recommendation 2: *Develop Curricula for the new doctoral programs*

Recommendation 3: *Develop two new doctoral programs that are required to maintain accreditation; recruit new students for them*

Two new doctoral programs were developed in August 2005; one in Health Systems Research (HSR) and the other in Health Promotion and Prevention Research (HPPR). The UA Board of Trustees approved these degree programs in January 2006. Both programs were also approved by the Arkansas Department of Higher Education (ADHE). The curricula for these new programs have been fully developed, although the curriculum for each will likely be refined in ensuing years. Three students are presently enrolled in the HSR program and one student is enrolled in the HPPR program. New applications have been received for both programs and are being reviewed by admission committees.

RAND Recommendation Focus Areas Based on 2006 Interim Report:

RAND Recommendation: *The COPH should continue its efforts to meet the new accreditation requirements by December 2007, to expand full-time faculty for doctoral and masters programs and recruit students for the new doctoral programs, and to obtain funding to support the additional salaries*

In June 2007, the COPH was fully accredited for a 7-year period by the Council on Education for Public Health (CEPH) with no requirements for interim reports. It was noted in the previous report that the COPH needed an additional health economist faculty member to support the PhD program in Health Systems Research and that an additional faculty member is required to support the new PhD program in Health Promotion and Prevention Research. To date, neither position has been hired as we do not have the funding for them. When adequate funding becomes available, these two positions, along with an Epidemiologist position, will be a top priority of the COPH.

Major Challenges this quarter/Assistance needed by RAND:

The College of Public Health's major challenges are lack of space for further program expansion and lack of funding for needed faculty positions. The COPH is presently leasing or using off-campus space in two locations for grants recently funded due to insufficient space being available on-campus. Additionally, the COPH lacks adequate funding for three essential faculty positions.

Delta Area Health Education Center

The Delta Area Health Education Center (Delta AHEC) was established by the Tobacco Settlement Proceeds Act (July 1, 2001). It is the intent of the Act that "the University of Arkansas for Medical Sciences (UAMS) establish a new Delta Area Health Education Center to serve the following counties: Chicot, Crittenden, Desha, Lee, Monroe, Phillips, and St. Francis. The new Delta AHEC shall be operated in the same fashion as other facilities in the UAMS-AHEC program including training students in the fields of medicine, nursing, pharmacy, and various allied health professions, and offering medical residents specializing in family practice. The training shall emphasize primary care, covering general health education and basic medical care for the whole family. The

program shall be headquartered in Helena with offices in Lake Village and West Memphis."

Primary Goals

(1) To serve Chicot, Crittenden, Desha, Lee, Monroe, Phillips, and St. Francis counties by increasing access to quality healthcare through the composition, distribution, and appropriate preparation of a culturally competent health professional workforce; and, (2) to further serve the citizens by increasing the capacity of participation in culturally sensitive health promotion and health education programs.

Progress in Attaining Goals & Objectives/Performance on Process Indicators

Indicator 1 targets increases in the number of communities and clients served.

Health and fitness activities continue to be a major emphasis for the Delta AHEC. A new program, **Body Battle**, offered an 8-week weight loss competition to encourage individuals to change their lifestyle. Incentives were used to motivate participation in the program. Participants earned points for completing each of three components - weight loss, exercising in the Fitness Center, and attending educational sessions. Gas cards were given to the female and male winners of each week, and, at the end of the 8th week, the top three female and male winners received cash prizes.

Our Body Battle program goal to provide individuals with information and suggestions for modifying their lifestyle in order to achieve a healthier mind and body was achieved. A total of 108 wellness center members joined the program, significantly surpassing our goal of 50. Participants exercised 6 days a week in the fitness center and attended weekly educational sessions that aimed to improve the overall nutritional quality of a participant's diet. In total, participants lost more than 1,000 pounds, and 4 participants stopped smoking because of this program. Satisfaction with the program was rated highly by the participants.

The **Delta Weigh** program is a similar weight management program provided throughout Chicot and Ashley counties. This program offered a weekly weigh-in with a group support meeting and a fitness component. Participants in this program have currently lost 1,993 pounds. Chicot Memorial Hospital began its own Delta Weigh program and encouraged participants to lose weight by offering a \$100.00 "Biggest Loser" award each month. Montrose Development Center will be the newest participant and will offer a weekly class to its community members.

The **Delta AHEC Adolescent Health Program** sponsored its 4th Annual Leadership Retreat on Petit Jean Mountain March 27-30. A group of 33 adolescents was comprised of members of YES 4-H, the Youth-in-Action Advisory Board, Freedom for Youth's Omega Little Brothers, and the Sister to Sister Group also from the Freedom for Youth organization. During the retreat, students studied parliamentary procedure, engaged in activities from the Agricultural Extension program's Health Rocks curriculum, and participated in team-building exercises, including a low ropes course. They also completed a rigorous nature hike, were treated to Civil Conservation Camp history from a former teacher who was born in 1926 and had first-hand knowledge of the depression years, created and acted out smoking prevention skits which they plan to showcase at the

upcoming Healthy Family SOS RiverFest this May, and participated in a wiener roast around a blazing campfire. Many new friendships were made and the youth deemed the retreat a resounding success! "I thought these kids would be a bunch on nerds, but I really enjoyed getting to know them and learned not to make value judgments about people I don't know." "I really enjoyed learning about the Great Depression from Mrs. Proft." "Sometimes the information was boring, but I learned more in this weekend than I have in a long time."

Forever Fit, a senior fitness program incorporating arthritis exercises, cardiovascular exercise, and strength training, is growing. Currently operating at three sites, the program will add another location at the Montrose Development Center in April. Regular participants in the program, which meets twice a week, currently totals 42 seniors.

The **Chicot Youth Diabetes Initiative** is a school-based diabetes and obesity-related screening program in the county school system. The goal of the project is to reduce the number of hospitalizations resulting from diabetes or diabetic complications in Chicot County and surrounding areas by 10% by recognizing diabetes at an early age and educating these youth and their parents on the nature of diabetes and how to control this chronic disease through diet, exercise, and knowledge. The program screened 213 students in March 2008 and identified 13 youth at high risk of diabetes through glucose. Educational materials related to children and diabetes that published by the American Diabetes Association and purchased through the Arkansas Black Hall of Fame grant were distributed.

Attendance/encounters at the public education activities which were available during the quarter were as follows:

<i>To increase the capacity of participation in culturally sensitive health promotion and health education programs:</i>	
93	CPR/First Aid for Consumers
757	Health Education for Adolescents (includes YES)
81	Health Education for Adults
99	Health Education for Children
337	Health Fairs/Screenings
40	How Healthy is your Faculty?
80	How Healthy is your Industry?
2,752	Kids for Health
179	Prescription Assistance (\$99,834.17 saved this quarter)
469	Seniors CLASSICS
0	Geriatrics (other than CLASSICS)
0	Substance Abuse Prevention
158	Tobacco Cessation
96	Tobacco Prevention
0	Sexually Transmitted Infections
<i>To improve health behaviors related to chronic health problems:</i>	
7	Asthma

1	Diabetes (1-on-1 and Group)
234	Diabetes Clinic
38	Diabetes Hospital
600	Diabetes Outreach
14	Diabetes Self-Management
276	Diabetes Support Group
1,468	Sickle Cell
489	Consumers provided with library services
<i>To improve health behaviors in regards to physical activity and nutrition:</i>	
9,362	Fitness Center Encounters
194	Other Exercise Programs
524	Tai Chi/Water Aerobics
93	Nutrition (Group)
28	Nutrition (1-on-1 Counseling)
5	Nutrition (1-on-1 Counseling and Group)
<i>To improve health behaviors related to teen pregnancy prevention and parenting skills:</i>	
303	Prenatal/Parenting
543	Teen Pregnancy Prevention

Indicator 2 targets increases in the number of training sessions for health professionals.

Training session encounters that occurred for health care students and professionals in Delta AHEC facilities in order to assess their compliance with the Act’s intent regarding health care training were as follows:

<i>To provide support services and continuing education for area health professionals and health professions students:</i>	
23	Continuing education programs (includes compressed video)
13	CPR for health professionals
103	Health professionals were provided with library services
165	Health professions students/residents were provided library services
0	Public education programs for health professionals (no CME credit)

Indicator 3 targets increases in access to a primary care providers in underserved communities.

A senior UAMS medical student rotated with Dr. Kenneth Nadeau in January. Arrangements were made for 16 Marion High School medical professions education students to shadow in the hospital and clinics during the quarter. This quarter, 3 of the RN-to-BSN students completed the 4-part Leadership and Management CD’s in the Delta AHEC library. These CD’s are offered by their instructor for extra credit.

<i>To increase the number of health professionals practicing in underserved areas in the Delta:</i>	
	BSN nurses are receiving instruction for a Masters of Science in Nursing
5	RNs are preparing for a BSN
	Medical students mentored for admittance to UAMS COM
	Pharmacy student mentored for admittance to UAMS COP

11	Nursing students doing clinical rotations
	UAMS medical student doing preceptorship
1	UAMS senior medical student doing selective rotation
	Students preparing to be Certified Nursing Assistants
<i>To acquaint minority and/or disadvantaged youth with health careers:</i>	
	Health Careers (M*A*S*H ; CHAMPS)
	Mentoring Program

Important Events

Crittenden Regional Hospital was re-certified as a Diabetes Self Management Center by the American Diabetes Association.

In January 2008, the City of Lake Village gave the building located on 400 Confederate Street to Chicot Memorial Hospital and Delta AHEC South for the purposes of establishing a community health outreach center. The center will house a fully equipped workout facility, an exercise room, an educational outreach center and computer lab, classrooms that will accommodate a literacy program and health and wellness programs, and a kitchen for cooking classes. The facility is currently being equipped and will open its doors to the public in April 2008.

Continuous Quality Improvement

The Delta AHEC database was enhanced as program reporting requirements are evolving.

Collaboration/Coordination

In January, the Delta AHEC librarian presented to 18 Medical Terminology II students at Phillips Community College. Each student was given a packet with current health related web sites and information pertaining to the services provided by the Delta AHEC Library.

Delta AHEC South partnered with Chicot Memorial Hospital and the Chicot Community Health Network to apply for and received two grant awards this quarter.

- Susan G. Komen Foundation (\$39,405.00): The **“You Go Girl” Initiative** 2008-2009 will encourage all generations of women in the community to unite against breast cancer by building a support network with family members. The goal of the project is to increase breast health and breast cancer awareness among women in Chicot County and surrounding communities and will specifically focus on the hard-to-reach rural population. The project will provide three educational seminars on breast self-exams and the importance of yearly mammograms for all women after 40 years of age. Free screening mammograms will be available for 150 women who do not qualify for mammograms or yearly exams due to lack of insurance coverage, Medicaid, Medicare, or the Breast Care program.
- Arkansas Rural Health Services Revolving Grant (\$19,537.92): Chicot Memorial Hospital and its partners, Chicot Community Health Network and Delta AHEC South, received funding from the Arkansas Department of Health’s Office of Rural Health and Primary Care to implement a mobile health screening unit, **“CMH in Motion”**. This initiative will target health screenings for the underinsured and uninsured population

of Chicot County and its surrounding communities. The mobile health screening unit will provide outreach to the community; providing recognition of existing health issues and promoting health and wellness programs currently in place to address many of these disparities.

The **Total Mind Fitness** program funded by a grant from Arkansas Tobacco Settlement Commission completed two sessions, started one new session, and extended into Forrest City, Marvell, West Memphis, as well as Helena-West Helena. The Forrest City program is being conducted in collaboration with East Arkansas Area Agency on Aging and the Crowley's Ridge Vocational Technical School. Initial quality-of-life reporting from the first session resulted in an average improvement of 3%; the second session reported average improvement of 15%. (A change in software contributed to the variance.) The American Society on Aging has recognized the new software for its benefits to aging society. A new brochure shares comment from the Delta Center on Aging program with future users. Overall the program has stimulated minds and bodies, since the participants frequently are engaged in other fitness activities offered by Delta AHEC.

Minority Participation

This quarter, participants in Delta AHEC activities were 51% white and 49% minorities.

Arkansas Aging Initiative

The Arkansas Aging Initiative seeks to improve the health of older Arkansans through interdisciplinary geriatric care and innovative education programs and to influence health policy affecting older adults

Program Progress

- The Donald W. Reynolds Foundation approved the planning grant to replicate the AAI in Oklahoma! The grant was awarded to the University of Oklahoma with a subcontract to the Donald W Reynolds Institute on Aging. Work on this grant/contract will begin in June, 2008.
- *Partners in Planning*, whose goal is to pull “aging” leaders together from across the state to develop a Master Plan for Healthy Aging for Arkansas Seniors met monthly and are moving forward to have a video teleconference to be broadcast from the AR Department of Health to all parts of the state - to update partners on the work of the 4 workgroups to and to discuss future plans. This conference will be held in April.
- The Arkansas Aging Initiative gave an update to the Arkansas Tobacco Commission in January, regarding past accomplishments and future plans.
- The Arkansas Aging Initiative leadership staff completed successful strategic planning and budget meetings with 5 of the 7 sites (2 planned for April).
- Drs. Beverly and McAtee met with Dr. Mark Mengel, the new Vice Chancellor for Regional Programs, in March to discuss The Arkansas Aging Initiative, its history, future and the relationship with the central and regional AHEC programs.
- The new Center on Aging in Hot Springs, named The Oaklawn Senior Healthcare Center, is progressing. Ann Shedelbower has been hired as a temporary employee

to be the Needs Assessment Coordinator. The survey and focus group research tools/process are awaiting IRB approval, which should be granted in April. The survey and groups should be completed by June, 2008.

- Theresa Higginbotham met with the Regional Centers on Aging in January to explain the LANE (the national nursing home excellence program) and their roles as regional champions. Their first goal was to communicate with the nursing homes in their areas to persuade them to participate in the survey process with *My Innerview*. Their next goal will be focused on the target goals of the homes, probably restraint use reduction or pressure ulcer reduction.

Development/Advisory Committees

All Regional Centers on Aging now have operational Advisory Committees. The committees consist of local citizen’s representative of the business, professional, and civic leaders in the community. The Chair of each committee coordinates the activities of the Advisory committee with the Director of the Regional Center on Aging and also serves as a liaison between the committee and the Reynolds Institute on Aging Community Advisory Board.

The goals and objectives of the regional advisory committees reflect the interest and needs of their respective Centers of Aging. The committees generally assist the Centers on Aging in public relations, marketing, fund raising, legislative initiatives, and evaluation and interpretation of programmatic needs.

Leveraging Activity - Total leveraged dollars for the quarter: \$266,857

SACOA	Delta	COA-NE	SCCOA	WCCOA	TRCOA	Schmieding
\$8,288	\$2,728	\$30,220	\$2,000	\$8,916	\$12,700	\$210,921

Collaborative Efforts

- Progress was made on the planning grant from The Arkansas Aging Initiative to the Reynolds Foundation to replicate the caregiving program from the Schmeiding Center in Springdale to all other AAI locations. Staff from the Schmeiding Center and from Central AAI is still working on this proposal and will submit the final version to the Foundation in April, 2008.
- A clinic nurse from the South Central Center on Aging presented a program at a kindergarten class regarding how to access emergency services. This programming was requested because several of the children are cared for regularly by aging grandparents.
- South Central Center on Aging and Susan Hecke from Grant County Extension Office worked together on a project that a presented food demonstration and literature at Healthy Changes Diabetic Workshop in Grant County.
- The TRCOA partnered with Texarkana College & Ark-Tex Council of Governments Area Agency on Aging to for annual REACT Conference Continuing Education Program (14 CE hours) in Texarkana, over 120 healthcare professionals attended in January.
- The Baxter Regional COA (formally know as the Mt. Home Outreach of the Schmieding Center) is partnering with Arkansas State University to bring the Home

Care Giver program to Mountain Home. The Elder Pal class started with 11 students. They are also working together to bring more video tele-conferences for professionals to Mountain Home. Plans are to offer at least one program on a monthly basis.

Scholarly Work

- Theresa Horton, MNSc, APN, Director of Education, South Central Center on Aging, UAMS presented a seminar entitled: Rural Centers on Aging: Challenges in a Medically Underserved State, 2008 Annual Conference of the National Council on Aging and the American Society on Aging, March, 2008.
- Larry D. Wright, MD, FACP, AGSF, (March, 2008). Elder Home Care, *Aging Well*, 1(1).
- Larry D. Wright, MD, FACP, AGSF and Hardy Doyle, MA (March, 2008) It is the Caregiving Project for Older Americans

Major Challenges

- Sustainability of programs due to the instability of Tobacco Funding: attempts to expand financial base with alternate modes of funding.
- Funding for research and evaluation associated with AAI outcomes.

Evaluation

- The AAI is making significant progress toward a comprehensive evaluation plan. In summary, the focus of evaluation is four-fold: (1) documenting progress toward program objectives; (2) supporting but not duplicating measurement of program activities; (3) targeting continuous program improvement; and (4) delineating formative and summative outcomes of the program. Evaluation conducted at each program site will be aligned with site specific objectives as well as AAI objectives for the program as a whole.

Oversight of the evaluation process will be conducted by experienced, external faculty and staff from the UAMS Academic Affairs, Office of Educational Development: Virginia A. Johnson, Evaluator; Anna Moses, IRB\Survey Consultant; and Cindy Mercado, Data Management\Report Consultant. The established and widely used logic model for systematic evaluation will be used to identify connections between program “inputs” or implementation processes and “outputs” involving immediate outcomes and long-range impact. This model has been used successfully by the evaluator across the UAMS colleges of medicine, nursing, and public health.

Evaluation activities will involve an ongoing audit of AAI implementation processes. The audit will use a “minutes” recording format as (1) a rich source of formative data, (2) an accurate and comprehensive documentation of progress towards program objectives, (3) a resource for data driven decision-making, (4) documentation that standards have been met, and (5) an outcome and impact record for reports, handouts, publications, presentations. Evaluation activities will also collect quantitative and qualitative documentation as a rich source of “inputs and “outputs” evidence that can be analyzed using a mixed method approach. This

data will be collected and used to document that AAI activities are meeting specific program objectives. It will not be a replication of program activity measurement conducted by site directors or AAI administrators.

Dr. Johnson will ensure that evaluation follows standards of the Committee on Standards for Educational Evaluation and Anna Moses will continue to work with site and central AAI office personnel to acquire IRB approval for data collection. Dr. Johnson and Ms. Mercado will collaborate to design user-friendly templates for conveying “outputs” in periodic status reports. Reports will address rates of participation, levels of performance, and the perception of both providers and patients. Output reports will serve formative evaluation purposes by providing a valuable resource for planning, decision-making, and continuous program improvement. Reports will also serve summative evaluation purposes as a resource for producing publications or presentations.

- Substantial progress has been made this quarter toward designing an evaluation plan for the unique AAI structure of central office with multiple distant sites each with a unique set of program objectives. The current goal is to finalized the evaluation plan and present it during the upcoming AAI retreat.
- The Delta Center on Aging in Helena is compiling data from Total Fitness for the Mind program. First series which utilized the Brain Builder and Posit software programs, Quality of Life (RAND) evaluations showed a 3-5% improvement in perceived quality of life. The second series, which utilized Mindfit software, showed a 7-15% improvement in perceived quality of life.

Minority Population Initiatives

- Dr. Beverly was featured on Dr. Bryant-Williams television show in March.
- Dr. McAtee met with a group at the Minority Health Commission regarding the interstate professional services contracts they are asking for to spread work in state-wide minority communities. Plans are for the several of the AAI sites to submit professional service contract proposals for these services.
- This quarter 24.2% of the total attendees to the AAI Education programs were minorities. 22.8% were African American, 0.3% Hispanic, 0.4% Asian, and 0.7% other.

Goal 1: Interdisciplinary geriatric healthcare will positively impact health outcomes of older Arkansans. Total Senior Health Clinic visits for Dec, Jan, and Feb, 2008 was 8,805.

SACOA	Delta	COA-NE	SCCOA	WCCOA	TRCOA	Schmieding	Schmieding Bella Vista
922	83	936	643	750	933	2707	1,831

Goal 2: Geriatric education will positively impact behaviors to improve health outcomes. Total Education Encounters for this quarter was 16,411 with 24.2% of those to minorities.

AAI Site	Health Professionals	Inservices	Para Professionals	Community	Exercise	Students	Totals
SACOA	108	35	0	964	781	1	1889
<i>Minorities</i>	19	23	0	115	96	0	
DCOA	66	30	0	380	2300	3	2779
<i>Minorities</i>	27	26	0	248	1952	0	
DCOA-Helena	20	308	22	435	625	0	1410
<i>Minorities</i>	2	64	22	232	172	0	
COA-NE	397	17	0	1565	1916	227	4122
<i>Minorities</i>	2	0	0	155	24	7	
TRCOA	201	0	9	208	560	0	978
<i>Minorities</i>	46	0	7	34	37	0	
Schmieding	199	0	244	98	0	2	543
<i>Minorities</i>	30	0	33	2	0	0	
SCSHE-Bella Vista	0	15	0	437	26	0	478
<i>Minorities</i>	0	0	0	0	0	0	
SCSHE-Mtn. Home	29	0	47	462	0	221	759
<i>Minorities</i>	1	0	3	9	0	0	
SCSHE-Harrison	21	0	23	194	0	0	238
<i>Minorities</i>	0	0	0	0	0	0	
SCCOA	96	0	0	644	11	0	751
<i>Minorities</i>	42	0	0	152	0	0	
WCCOA	97	14	0	1671	658	24	2464
<i>Minorities</i>	16	6	0	81	7	12	
Total Ed Encounters							16,411

Minority Health Initiative

The Arkansas Minority Health Initiative mandates that the Arkansas Minority Health Commission (AMHC) establishes and administer screening, monitoring and treatment of hypertension, strokes and other disorders that disproportionately affect the minority groups of Arkansas.

The goals of the Arkansas Minority Health Commission are:

- To increase awareness of hypertension, strokes and other disorders that are disproportionately critical to minorities by utilizing different approaches that include but are not limited to the following: advertisements, distribution of educational materials and providing medication assistance materials for high risk minority populations.
- To provide screening or access to screening for hypertension, strokes and other disorders that are disproportionately critical to minorities and to provide this service to any citizen within this state regardless of racial/ethnic background.
- To develop intervention strategies to decrease hypertension, stroke and other disorders and their complications that disproportionately target minority populations including but are not limited to the following: smoking cessation,

health education programs, weight loss, promoting a healthy lifestyle and treatment of hypertension with cost-effective medications as well as case management for patients in these programs.

Program Progress

The AMHC is in the process of redefining and redeveloping its strategic plan. The strategic plan will mirror very closely the mandated Initiated Act, with emphasis on promoting increased access to care, rather than spending the majority of funds to directly assure participant treatment... The direction will emphasize and focus on connecting with other state agencies and community organizations already addressing health care concerns, health disparities and health resources. Arkansas Minority Health Commission continues to facilitate the development of policy to increase access to treatment, and to increase prevention activities in the state. Arkansas Minority Health Commission has conducted one public forum in Springdale, Arkansas to engage the Marshallese community in addition to the Hispanic and African-American community to address their health care issues. A detailed report from this meeting will be disseminated to health care providers in the area, legislators and members from the community. The overall intent of the community/public forums is to improve, to make aware and to hopefully begin to bridge the gap between research, theory and practice.

Ongoing efforts continue with our media campaign which includes community awareness of proper blood pressure measurement techniques. Heart Disease and Stroke Prevention continues to partner with AMHC to help provide this much needed information.

As part of our mandate to develop databases on hypertension, we continue our support for the ARCHES Study, a state-wide representative examination survey partially funded by a grant from the CDC to the Arkansas Department of Health's Cardiovascular Health Program. The study is expected to provide critical information about the prevalence of cardiovascular disease risk factors throughout the state, with an emphasis on comparing prevalence rates between African Americans and Caucasians.

Prevalence of Hypertension in Minority School-Age Children in Northwest Arkansas

This study was conducted in two schools in Northwest Arkansas as a result of the prevalence of hypertension in children showing a steady increase in association with the obesity epidemic and children from Hispanic and African American ethnic and racial minority groups. As cardiovascular risk factors have their origins in childhood, preventive measures should also start in childhood. The first step to achieve this goal is to identify high-risk children.

School based blood pressure screening was performed in 481 4th and 10th grade students at Bayyari Elementary and Springdale High School in late 2007. Subjects with elevated blood pressure at the first screening visit had their blood pressure checked again by the school nurse. If blood pressure was still elevated after two follow-up checks by the school nurse, the parents were notified, and children were referred to their primary care physician for further evaluation.

As a result of this study, it was revealed that there were a significant number of children at risk for overweight. A total of seven children with undiagnosed hypertension were identified. The study also revealed the there were barriers to accessing health care for treatment and follow-up.

The study also demonstrated an opportunity for collaboration and the forging of partnerships between school administrators, nurses, school staff, nursing students and legislators to affect policy to improve the health of minority children in the state.

Southern Ain't Fried Sundays

AMHC continues to sponsor the SAAFS program. A total of 16 facilitators received training to administer the program. Prior to receiving the training, the facilitators had to have a list of ten participants who pledged their commitment to participant. A total of 160 people participated in the program which began in January. Facilitators receive training manual and other resources to assist them in being successful.

The Executive Director has spoken and or presented papers at several venues. To capture a few they include: The Racial Conversation Meeting held at University of Arkansas at Little Rock. Dr. Bryant-Williams was asked to serve as a respondent to the racial survey which focused on health. Other engagements included: cancer-coalition, Mid-South Health Expo., various church workshops promoting health, Retired Little Rock Educators. Health issues continue to be the topic of concern which is highlighted on the Minority Today television program. Several Arkansas Tobacco Settlement partners have appeared or have agreed to appear on the show.

Eating and moving for life:

The cumulative total for participants representing Phillips, Mississippi and Sevier counties total 180 participants. New enrollees in the program total 52. Indicators for being overweight, obesity, hypertension, diabetes and high cholesterol continue to be checked. Each county reported participants to be affected by these measures. Twenty-seven participants graduated from the program. Graduation is defined as the completion of sixteen classes.

Arkansas Biosciences Institute

Arkansas Biosciences Institute, the agricultural and biomedical research program of the Tobacco Settlement Proceeds Act, is a **partnership of scientists** from Arkansas Children's Hospital Research Institute, Arkansas State University, the University of Arkansas-Division of Agriculture, the University of Arkansas, Fayetteville, and the University of Arkansas for Medical Sciences.

In accordance with the Tobacco Settlement Proceeds Act, the purpose of the Arkansas Biosciences Institute is to conduct:

- **Agricultural research** with medical implications;
- **Bioengineering research** that expands genetic knowledge and creates new potential applications in the agricultural-medical fields;

- **Tobacco-related research** that identifies and applies behavioral, diagnostic, and therapeutic knowledge to address the high level of tobacco-related illnesses in Arkansas;
- **Nutritional and other research** that is aimed at preventing and treating cancer, congenital and hereditary conditions, or other related conditions; and
- **Other areas of developing research** that are related or complementary to primary ABI-supported programs.

Program Progress

Outreach Activities - ABI recently completed a report to RAND Health on community and educational outreach activities. While most of the outreach programs are not directly funded with ABI funds, the investigators are presenting seminars on their work and giving many elementary and secondary students and community organizations an opportunity to learn about ABI-supported research. Activities this past year have included:

- **Summer Science Program** - Arkansas Children's Hospital Research Institute is co-sponsoring, with the UAMS Department of Pediatrics, the Summer Science Program. The Summer Science Program gives outstanding upper-level college students the experience of a career in academic medicine—in both the clinical and research aspects.
- **University Days** - The University of Arkansas, Fayetteville, and the UA Division of Agriculture, with partial support from ABI, are sponsors of University Days. Researchers, staff, and students in UA laboratories step aside for two days in February to make way for K-12 students and teachers of science, mathematics, and technology, as part of University Days 2008. This interactive research experience seeks to stimulate the science, mathematics, and technology curricula of Arkansas schools with instruction and hands-on experience.
- **Crime Scene Investigations: Jonesboro Edition** - The Arkansas State University Summer Crime Scene Investigation (CSI) Camps began in summer 2005, through a collaborative effort using criminology expertise from the College of Humanities and Social Sciences and forensic expertise from ABI-supported researchers. These intensive, one-week resident camps offer high school students in grades ten through twelve an opportunity to experience the processes involved with crime scene investigation, physical and DNA forensic science techniques, and exposure to the presentation of evidence through a mock grand jury.
- **Brain Awareness Week** - The University of Arkansas for Medical Sciences recently sponsored the *What's Bugging the Brain* exhibit at Little Rock's Museum of Discovery by providing free admission for families on March 15. The exhibit was designed by UAMS Associate Professor Dr. Tammy Kielian for the Society of Neuroscience's Brain Awareness Week. Each year the local Arkansas Chapter of the Society for Neuroscience teams up with the Museum of Discovery to host this

event. The Museum of Discovery is a great venue to educate young children as well as adults about neuroscience.

Leveraged Funding - ABI member institutions reported on external funding for January through March. Many ABI-supported researchers use their ABI funding to develop research that will allow them to compete for additional extramural (outside) funding.

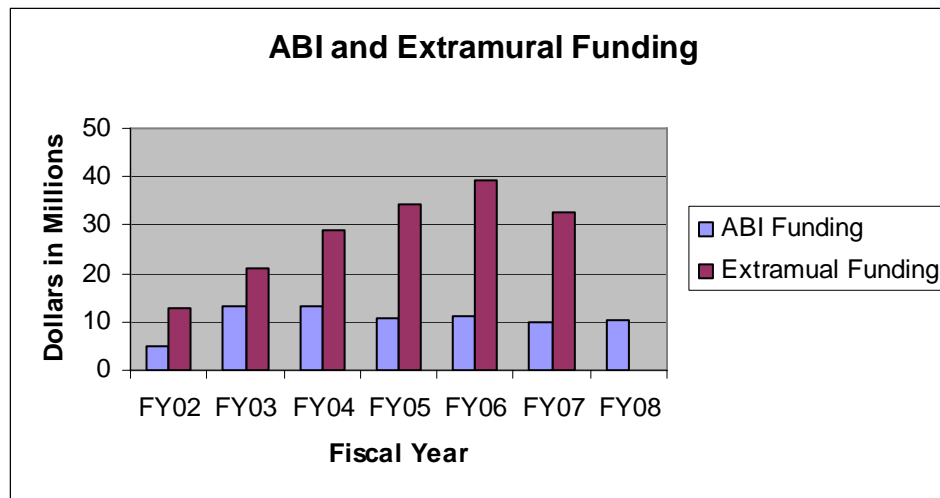
Pending grants for this quarter include:

- Scutellaria as an anti-cancer crop; USDA. \$465,526.
- Polysaccharide-modifying enzymes from sugar beet; USDA. \$99,817.
- Interface of environment, inflammatory disease, and phyto-protectants; NIH. \$3,941,405.
- Community-partnered walking program for cardiovascular fitness in rural worksites; NIH. \$2,847,658.

New grants awarded for this quarter include:

- Colorectal cancer education and screening program; NIH. \$535,158.
- Premortem enzymatic DNA damage in kidney; NIH. \$289,500.

Total extramural funding for ABI-supported research for FY08 will be available in August. Past funding trends for extramural and ABI funding are shown below:



Upcoming Events

May 1-2 - Biomedical Engineering Forum on Nanotechnology, University of Arkansas

July TBA - ABI Quarterly Board Meeting

Medicaid Expansion Program

The goal of the Medicaid Expansion program is to create a separate and distinct component of the Arkansas Medicaid Program that improves the health of Arkansans by expanding health care coverage and benefits to specific populations.

PROGRESS OF MEDICAID EXPANSION INITIATIVES

Pregnant Women Expansion

- Increased the income eligibility limit from 133% to 200% of the federal poverty level.
- Program implemented November 1, 2001.
- Cumulative number of program eligibles:

January	11,873
February	12,016
March	12,157 (3,234 minorities)

Hospital Benefit Coverage

- Increased the number of benefit days from 20 to 24 and decreased the co-pay on the first day of hospitalization from 22% to 10%.
- Program implemented November 1, 2001.

65 and Over Expansion (AR Senior)

- Incrementally increase coverage to the 65 and over population.
- Implemented November 1, 2002 at 75% of QMB Level.
- Increased to 80% of QMB Level effective January 1, 2003.
- Current program participants:

January	4,652
February	4,703
March	4,727 (1,427 minorities)

Age 19 to 64 Expansion (ARHealthNetWorks)

- This population will be covered through a federal waiver program which provides eligible small employers with health coverage for employees.
- The ARHealthNetWorks Program was implemented in January 2007.

Program Description

Every 12 months ARHealthNetWorks will cover the following:

- *7 Inpatient Days Per Year*
- *2 Major Outpatient Services per Year, including emergency room and major services performed in the office.*
- *6 Physician Office Visits Per Year*
- *Two Prescriptions Per Month*
- *Maximum Annual Benefit of \$100,000*
- *Renewable each 12 months*

Deductible and Co-Insurance for ARHealthNetWorks

- *\$100 annual deductible (does not apply to office visits & Rx)*
- *After deductible, 15% co-insurance will be required*
- *\$1,000 maximum out of pocket annually, including deductible*
- *NovaSys Health providers must be used for benefits to be paid (including ER)*
- *Ongoing discounts apply after benefits are exhausted*

Pharmacy Benefits for ARHealthNetWorks

- *Two Monthly Prescriptions*
- *Subject to Co-pay (but not deductible)*
- *\$5 Generic*
- *\$10 Brand Formulary*
- *\$30 Brand Non Formulary*
- *Program administered by Express Scripts*
- *Wide choice of pharmacies (no mail order)*

Current program enrollees:

January	2,204
February	2,359
March	2,544

Expenditures and Proportion of Leveraged Medicaid Dollars

	Total	Tobacco	Federal
Pregnant Women	\$1,354,659	\$ 366,571	\$ 988,088
In-Patient Hospital	\$2,474,081	\$ 669,487	\$1,804,594
ARSeniors	\$1,472,713	\$ 398,516	\$1,074,197
ARHealthNetWorks	<u>\$1,171,807</u>	<u>\$ 319,275</u>	<u>\$ 852,532</u>
Sub-Total Program	\$6,473,260	\$1,753,849	\$4,719,411
Administration	<u>\$ 248,201</u>	<u>\$ 124,100</u>	<u>\$ 124,101</u>
Total	\$6,721,461	\$1,877,949	\$4,843,512

Important Events that have Impacted the Program this Quarter:

Enrollment in the *ARHealthNetWorks Program* continues to increase each quarter. NovaSys Health, the plan administrator, and the Department of Human Services will continue efforts to inform eligible employers about the benefits of this new program.

Steps for Continuous Quality Improvement:

Outreach activities continue to focus on the promotion of the new *ARHealthNetWorks Program*.

Program Quarterly Funding Summary

Program Name	Appropriation Amount	FY08 Available Funding	FY 08 Expenditures To Date
TPEP	\$15,156,056	\$21,386,576	\$10,167,630.92
COPH	\$3,368,364	\$2,415,281	\$1,618,087
Delta AHEC	\$2,574,143	\$1,610,187	\$1,356,537
AAI	\$2,329,781	\$1,673,187	\$1,108,662
Minority Health	\$1,486,914	\$1,486,914	\$700,114
ABI	\$6,260,008	\$4,264,733	\$3,134,657
Medicaid Expansion*	\$16,112,408	\$51,131,135	\$ 17,412,589

*The final Carry Forward of Tobacco Funds from SFY 2007 into SFY 2008 after closeout was \$37,326,750. When this amount is added to the distribution for this year (\$13,804,385), the total Tobacco Settlement funding available for SFY 2008 is \$51,131,135. The implementation of the ARHealthNetworks initiative will result in an increase in expenditures in future quarters as we begin to provide services to low-income persons aged 19-64 who work for participating businesses.



*The ATSC Quarterly Report is compiled by the
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