



Arkansas Tobacco Settlement Commission

Quarterly Report

January – March 2007

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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, 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 for the period of January 1, 2007 through March 31, 2007.

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Arkansas Aging Initiative (AAI)

Mission

- To improve the health of older Arkansans through interdisciplinary geriatric care and innovative education programs
- To influence health policy affecting older adults

Program Progress

- The AAI leadership completed the five-year strategic plan and it was approved by Rand representative Shannah Tharpe-Taylor in January.
- Plans for the future satellite center in Hot Springs have continued with the development of a community steering committee that will lead in the development of the Center. Sub committees for the education, strategic plan, and senior health center(s) have been formed and have begun to meet on a regular basis. We are still waiting on the outcome of the appeal process through the Arkansas Supreme Court before final plans can be made.
- Mt. Home (Baxter Country Regional Medical Center) representatives requested a presentation and visit from the AAI central leadership team regarding a Center on Aging in Mt. Home. The team made this visit and presentation on January 12. There were over 30 community and healthcare representatives present. They are committed to finding funds for a center and announced the new location of the satellite education component in Mt. Home. A renovated house on the hospital grounds – a wonderful location next to other support houses ie. breast cancer.
- Dr. Tom Mulligan was hired as the new Center Director for the COA-NE, he will transition with Dr. Maglothin for the next 6 months.
- The AAI semi annual retreat was held January 19th . Some of the topics included:
 - Review of the new performance review process with 2 phases: Phase I is the actual “site visit.” AAI Central Leadership will visit each site to focus on the pervious year’s progress. Site visits will take place from the middle of August through the end of October. Phase II is a one-on-one meeting with each Regional Center on Aging. The Director and Education Director will meet with Drs. Beverly and McAtee at RIOA to focus on the Budget and Strategic Plan for the upcoming fiscal year. These meetings will take place in the first quarter of each year.
 - The 4 components that are tracked for AAI reports and the numbers for FY2006 including trend data since 2003:

Leveraging Activity - Total leveraged dollars for the quarter: \$56,506

SACOA	Delta	COA-NE	SCCOA	WCCOA	TRCOA	Schmieding
\$9,266	\$4,436	\$13,780	\$7,800	\$9,700	\$7,998	\$3,526

Continuous Quality Improvement Activities

- Work on the initial draft of a new Quality Improvement plan has been completed and will be reviewed at the Rand site visit in April.

- Each Center on Aging Director and Education Director made a planned visit to Little Rock to review their strategic plan and budget for FY 08 (completion of Phase II of the performance). Each goal and objective were reviewed as they paralleled the overall goals and objectives for the AAI and how that Center was planning to help meet the overall AAI outcomes. The budget was also reviewed and how the budget would help them meet their goals.

Collaborative Efforts

- Meetings with the Minority Health Commission continued, now adding Kathy Packard from south Arkansas to see if something specific can be done together.
- Partnership with Texarkana college for Mental health update CE program
- Partnership with Artex council of governments Area Agency on Aging for REACT Conference
- Healthy Ager program - co-sponsored by the ASU College of Nursing and Health Professions
- SACOA has developed a partnership with the South Arkansas Symphony to provide a cultural event for the seniors of South Arkansas. They have received over \$15,000.00 in donations. The event will be held May 26, 2007.
- SCCOA staff participated in Jefferson County Senior Coalition planning for Silver Day to be held on May 8th. Partners include Jefferson County Health Department, Pine Bluff Housing Authority, Arkansas Convalescent Center, Davis Life Care Center, Trinity Village Medical Center, and Jefferson Regional Medical Center.
- The Delta/Helena satellite worked with the American Cancer Society to put on programming this quarter with the DCOA
- East Arkansas AAA is teaching Internet 101 classes for the DCOA participants in Helena

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 associated with AAI outcomes.

Minority Population Initiatives

- 24% of the attendees to the AAI Education programs this quarter were minorities. 21.6% were African American, 0.4% Hispanic, 1% Asian, and 1% other.
- Participated in phone conference call with Minority Health Commission to research any opportunities for partnership. Due to limited funding the Minority Health Commission will not be able to assist SACOA with culturally sensitive aging issues in South Arkansas. It was decided SACOA will partner with the Minority Health Commission to provide a meeting to plan the African American Health Fair that is presented every spring.

Goal 1: Interdisciplinary geriatric healthcare will positively impact health outcomes of older Arkansans. Total Senior Health Clinic visits for December, 2006, January and February 2007 is 8518.

SACOA	Delta	COA-NE	SCCOA	WCCOA	TRCOA	Schmieding	Schmieding Bella Vista
1290	78	1293	551	778	943	2711	874

Goal 2: Geriatric education will positively impact behaviors to improve health outcomes. Total Education Encounters for this quarter was 11,584 with 24% of those to minorities.

AAI Site	Health Professionals	Inservices	Para-Professionals	Community	Exercise	Students
SACOA	69	69	0	1224	309	6
Minorities	40	40	0	230	20	0
DCOA	1	695	0	633	1056	74
Minorities	1	618	0	451	596	49
COA-NE	344	0	40	739	544	100
Minorities	3		20	32	11	2
TRCOA	144	0	0	328	885	71
Minorities	22	0	0	47	76	12
Schmieding	116	0	175	338	39	45
Minorities	23		16	8	0	6
SCSHE-Bella Vista	0	0	0	165	45	0
Minorities				0	0	0
SCSHE-Mtn. Home	41	0	109	404	0	0
Minorities	2	0	6	8	0	0
SCSHE-Harrison	0	0	52	0	0	0
Minorities	0	0	2	0	0	0
SCCOA	145	18	0	503	235	19
Minorities	72	11	0	211	73	0
WCCOA	46	68	0	1052	638	0
Minorities	16	13	0	25	4	0
Total	906	850	376	5386	3751	315

Arkansas Biosciences Institute (ABI)

Mission

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:

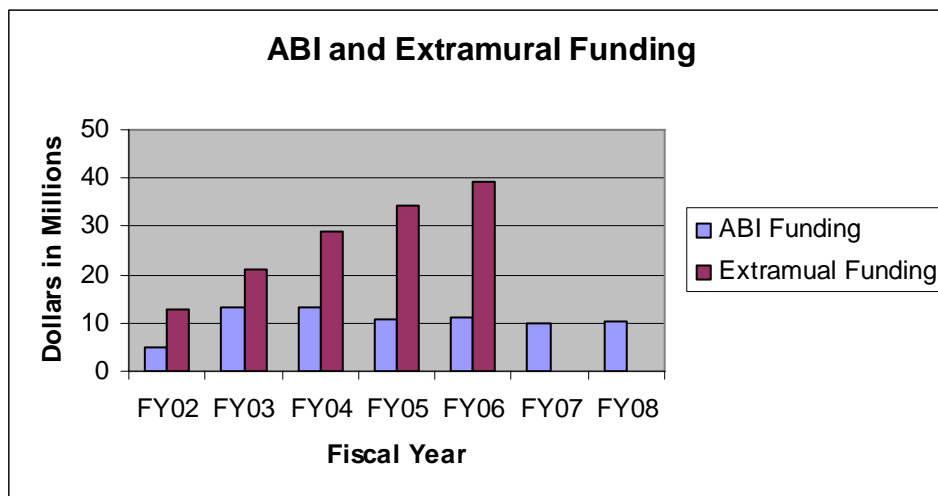
- Agricultural research with medical implications;
- Bioengineering research that expands genetic knowledge and creates new potential applications in the agricultural-medical fields;
- Tobacco-related research that identifies and applies behavioral, diagnostic, and therapeutic knowledge to address the 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

Leveraged Funding for Agricultural and Biomedical Research

Researchers use funding from ABI to help secure additional extramural funding from federal agencies, such as the National Institutes of Health and the National Science Foundation, and foundations. For the first quarter of 2007, ABI member institutions reported that extramural funding for the quarter totaled more than \$2 million. Also for the quarter, member institutions reported that ABI-supported researchers submitted 13 proposals for additional funding; if funded, the proposals would total more than \$6.4 million.

The chart below shows funding from the tobacco settlement plan along with related extramural funding. The estimated funding for FY08 is approximately \$10.2 million, approximately 3.8 percent higher than FY07. The amount of extramural funding for FY07 will be reported in August, 2007.



New Scientists Recruited to Arkansas

For the first quarter of 2007, ABI member institutions announced that six new scientists have been recruited to Arkansas, with support from ABI funding.

- Dr. Fred Kadlubar to UAMS
- Dr. Ganapathy Sivakumar to ASU
- Dr. Chunzhao Liu to ASU
- Dr. Keat Teoh to ASU
- Dr. Dayanandan Anandan to ASU
- Dr. Julie Stenken to UAF

By attracting experienced researchers to our state, Arkansas increases its agricultural and biomedical research infrastructure. Many times scientists bring with them their laboratories, personnel, and extramural funding. As an example, Dr. Julie Stenken, recently recruited from Rensselaer Polytechnic Institute in NY to the University of Arkansas, will bring her grant funding from NSF and has just been awarded a four-year grant from NIH that will begin in August.

Second Annual Capitol Research Expo

Arkansas Biosciences Institute participated in the 2nd Annual Capitol Research Expo on January 16 at the state capitol. The expo was hosted by the Arkansas Science and Technology Authority and highlighted the benefits of research to the state's economy. Dr. Gail McClure, Vice-President for Research at ASTA, noted that the level of legislative participation was much better for this year's expo. Other participants included Arkansas Bioventures, Arkansas Space Grant Consortium, Virtual Incubation Co., and the University of Arkansas at Little Rock.

ABI-Supported Research Highlights

Arkansas State University announced that it has received its first ABI-related patent. ABI-supported researcher, Dr. Robyn Hannigan, developed the Universal Transfer Apparatus that links a gas chromatograph to an elemental analyzer. This allows researchers to delve more deeply into the relationship between metals and metabolism.

ABI Collaborative Research

More and more ABI-supported scientists are working with their colleagues at other institutions on common research projects. By fostering collaborative research projects, ABI creates a larger community of scientists who can better compete for extramural funding, increase the number of research staff supported by outside funding, and help attract and recruit other scientists to the state. In January, Dr. Jack Hinson, UAMS Professor in the Department of Pharmacology and Toxicology, provided an overview of his collaborative research proposal that was submitted to NIH in March. The Superfund Chemical Research in Arkansas proposal is designed to identify biomarkers of toxicity and develop strategies for site remediation at hazardous waste sites in the state. Partners in this collaborative research proposal include UAMS, NCTR, Arkansas Children's Hospital, Arkansas State University, and the University of Arkansas. If funded, the grant will bring approximately \$2 million for 5 years.

Fay W. Boozman College of Public Health (COPH)

Mission

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.

In July 2006, the Fay W. Boozman College of Public Health celebrated five years of working to improve the health and well-being of all Arkansans. Thank you for your continued support!

Program Progress

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

Student Expansion: 256 students registered for the Spring 2006 - 2007 semester; 17 of these students are enrolled in doctoral programs - 15 in the DrPH program and 2 in the newly established PhD in Health Systems Research. Student demographics follow: 182 (71%) of the students are female; 105 (41%) of the students are part-time; 61 (23%) are African-American; 16 (6%) Asian; 173 (68%) Caucasian; 5 (2%) Hispanic; and 1 (1%) Native American. Student age range is wide: 36% are 20 - 29 years old; 29% are 30 - 39 years old; 19% are 40 - 49 years old; 13% are 50 - 59 years old and 3% are 60 and above. A total of 30% of the students are from the Central AHEC region; 4% are from the Northwest; 5% are from the Northeast; 2% are from the Southwest; 2% are from the South; 3% are from the Delta; 14% are from South Central (Pine Bluff); 7% are from North Central (Fort Smith); 24% are from out of state; and 9% 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 40 (16%) of the students are DHHS Division of Health employees.

Faculty Development: As of March 31, 2007, COPH has 53 full-time and part-time salary supported faculty; 42 of these are 100% supported in the College.

Program Development: The COPH offered 47 courses this Spring (including preceptorships, integration projects and directed studies), all on the UAMS campus.

Degree Programs now include:

- Post-Baccalaureate Certificate
- MPH (generalist and specialist in each of the five departments)
- MD/MPH; JD/MPH; PharmD/MPH
- Doctor of Public Health in Public Health Leadership (DrPH)
- PhD in Health Systems Research (with students enrolled in fall 2006)
- PhD in Health Promotion and Prevention Research (to enroll students in fall 2007)

Monthly magazine column: No column was provided by COPH faculty to the Arkansas Municipal League magazine “City and Town” this quarter. The monthly columns offer useful advice on how municipal officials and administrators can promote better health.

Activities: The Health Policy/Prevention Conference is held each Tuesday from 4 pm – 5 pm (except during the months of July and August and when other activities conflict). The DHHS Division of Health (DOH) is a conference co-sponsor. COPH faculty/guests provide relevant information related to public health policy and prevention. Conferences on the first Tuesday of each month focus on Obesity issues. 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 am – 9 am in the Division of Health Auditorium. 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 with no requirements for interim reports by the Council on Education in Public Health (CEPH).

Research Goal 1: Obtain federal and philanthropic funding

During this quarter, COPH faculty submitted 15 proposals seeking over \$6 million in funding; all are pending.

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 programs addressing tobacco cessation

Christine Sheffer, PhD, Assistant Professor, Department of Health Behavior and Health Education, has received funding for six tobacco cessation programs – each of which

incorporates community-based public health approaches. They are the “Arkansas Tobacco Cessation Network (ATCN)”, “SOSWorks” Fax-back Referral Program, the Provider Education Program, the Smoke-free Workplace Assistance Program, YouCanQuit_ AR.net, and the Arkansas SOSQuitline. Together these programs provide intensive evidence-based treatment in 16 sites (AHECs, AHEC hospital affiliates and a few other selected locations across the state) and over the telephone. These programs also work to integrate evidence-based cessation services into the health care and workplace communities across the state. Arkansas residents can be linked to cessation services through proactive calls made by specially trained staff in response to faxed requests or by calling the toll-free number. Medication assistance is provided as well as self-help 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 provide treatment to a record number of Arkansans in a comprehensive and coordinated manner.

COPH funded programs addressing ethnic minority health disparities

Improving racial and ethnic minority health disparities in Arkansas is being addressed by several funded and pending research projects. For example, continuation funding of a contract with the Minority Health Commission supports COPH faculty Dr. Creshelle Nash and Dr. Eddie Ochoa in extending their work on the “Arkansas Racial and Health Disparities Research Study.” Recommendations for both short-and long-term interventions to reduce and even eliminate racial and ethnic health disparities in Arkansas have been developed from focus groups and secondary data analysis.

Under the leadership of M. Kate Stewart, M.D., MPH, the COPH responded to a Kellogg 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 and the College was one 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. Kellogg Consultants, Dr. Larry Green and Ms. Ella Greene-Moton, addressed COPH faculty and administration at the COPH retreat in September 2006. In May 2007, a retreat is scheduled that will address health disparity issues specifically. Consultants for this retreat are Dr. Thomas LaVeist and Ms. Vickie Ybarra – both are nationally recognized in this field. Several COPH faculty members are working with the Minority Health Commissions’ Hypertension Program through Technical Service Agreements.

Finally, 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.

COPH funded programs addressing obesity

Obesity is a major targeted area for on-going and planned research projects. Two substantial grants have been awarded to faculty addressing obesity: the Web-based Weight Loss Grant for which Dr. Delia Smith West serves as principal investigator, and the Evaluation of Act 1220 for which Dean Raczynski serves as principal investigator. The former 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. The first two waves of recruitment for this project have been completed recently and 143 participants are now enrolled and randomized (out of a goal of 244 to be accrued over a 24 month period). 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.

The latter project, evaluating Act 1220 of 2003, 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. Baseline and second-year data have already been collected; the baseline data were presented to the House and Senate Public Health Committee in January 2005, and the second-year data was presented in January 2006. CPH 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, and they are posted on the web for easy access.

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

- CPH faculty and staff actively participated in policy discussion/information briefings with members of the General Assembly and other public health agencies/organizations on a daily basis during the legislative session of the 86th Arkansas General Assembly that convened January 8, 2007.
- CPH faculty was 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.
- CPH faculty/staff is participating in the “Step Up” Coalition which consists of a variety of health care organizations formed to get legislative support for increasing the excise tax on cigarettes which would decrease the number of smokers in our state.

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

- CPH faculty and staff serve in a leadership capacity and are visible partners with the AR Cancer Coalition, AR Oral Health Coalition, AR Minority Health Commission, DHHS Division of Health, and the American Cancer Society.
- CPH students have over 35 agency/organization choices for their integration projects and preceptorships.

- Three COPH faculty/staff serve on an Advisory Committee of the Philander Smith College – Kendall Health Science Institute. Collaboration, research, and addressing the public health needs of the students of Philander Smith College are the primary foci of the Advisory Committee.
- COPH 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 COPH should maintain the discount for ADH employees

It was agreed that the COPH had no direct control over this recommendation. This decision must be agreed to 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 10% of the COPH student body continues to come from the DHHS Division of Health employee pool.

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

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

Even though the COPH has no direct control over appropriations and cannot guarantee allocation of additional funds to the COPH for scholarships and assistantships, it should be noted that over 80% of the COPH students are part-time, 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. 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, the Department of Environmental and Occupational Health has been able to secure contributions to establish tuition scholarships for students pursuing specialized MPH degrees in the department.

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 can be made at Convocation in May 2007 to one or more continuing students. 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 Governor Huckabee's cabinet, with matching funds from the UAMS Chancellors Office, to establish the Boozman Textbook Fund award at the COPH. A small award is given to a student (standardized criteria has been established) to help cover 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 March 2007, COPH had 10 (19%) minority faculty. Eight of the 42 (19%) of the COPH full-time faculty

members are from racial and/or ethnic minority groups; five of the eight (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. The OCBPH has also been asked to assist the USDA Delta Nutrition Intervention Research Initiative (NIRI) in providing training to their Arkansas community partners in community-based participatory research. This project will directly benefit 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 March 2007, the COPH has over 50 active grants/contracts amounting to over \$14 million in total funding. The COPH has pending grants/contracts in excess of \$10 million dollars. The COPH has significantly increased grant funding in a very short period of time and has now been awarded more extramural funding than it has received in all years from tobacco funding.

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 board of trustees approved these courses in January 2006. Both programs have been approved by the Arkansas Department of Higher Education (ADHE). Two students are presently enrolled in HSR program and one student has been accepted thus far in the HPPR program scheduled to begin in the fall 2007 semester.

RAND Recommendation focus area based on 2006 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

The COPH has been fully accredited for a 7-year period with no requirements for interim reports by the Council on Education for Public Health (CEPH).

Major Challenges this quarter/Assistance needed by RAND:

The COPH is not experiencing any major challenges at this point although space is extremely limited for further program expansion. If any pending grants or contracts are funded requiring hiring any additional staff, we do not have current space to house these individuals. In addition, financial resources do not exist to expand programs further.

Delta Area Health Education Center

Mission

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-West 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.

Program Progress

Indicator 1. Increases in the number of communities and clients served.

To date, 2,201 patrons have joined the Fitness Center in an effort to improve their health, and the Delta AHEC staff provided fitness screening for 225 of these members. The screenings total 861 pounds lost, 169½ inches lost, and 76.1% body fat lost. In addition, 8 of the patrons screened have lowered their blood pressure and 5 have lowered their cholesterol and blood sugar. One lady who has had a kidney transplant could not walk across the room 3 months ago. When asked how she felt about the fitness center, she said that "since I started the Silver Sneakers exercise program I feel so much better. I have more energy and I am a lot stronger. I can now walk 2 miles around the indoor track." Another patron reported, "I have lost over 20 pounds. I am stronger in my 60's than I have ever been."

In the Diabetes Clinic, 28 patients decreased their A1c levels this quarter. The American Diabetes Association recommends that persons with diabetes maintain their A1c level below 7.0.

“Kids for Health” conducted an essay contest for 6th graders in March.

The Delta AHEC extends educational services to citizens who do not use the AHEC facility by offering free health screenings and education in communities throughout the region. Services are provided at local churches, prisons, and community based organizations and at local events such as Riverfest. This quarter the Delta AHEC provided screenings and education in 4 of its 7 counties.

Program attendance/encounters during the quarter (Programs available but not offered due to school or seasonal factors are identified as “NO”):

To increase participation in culturally sensitive health promotion and health education programs:

176	CPR/First Aid
No	Farm Safety for Children
71	Health education for adults
265	Health fairs/screenings
273	How Healthy is your Faculty?
318	How Healthy is your Industry?
1,359	Kids for Health
80	Prescription assistance (\$35,493.96 saved this quarter)
189	Seniors CLASSICS
2	Seniors other than CLASSICS
263	Sexually transmitted infections
No	Substance abuse prevention
1,175	YES/Other health education for adolescents

To improve health behaviors related to diabetes:

13	Diabetes Support Group - Helena-West Helena
169	Diabetes Outreach/Education
No	Diabetes Self Management
223	Diabetes Clinic (by RD1 and/or APN1) - Helena-West Helena
No	Diabetes Hospital

To improve health behaviors related to other chronic health problems:

169	Asthma
No	Breast cancer
56	Sickle cell

To improve health behaviors regarding physical activity and nutrition:

No	Aerobics
No	Eating & Moving for Life
12,365	Fitness Center Visits
41	Nutrition Education
25	Other Exercise
115	Tai Chi

To improve health behaviors regarding tobacco use:

- 668 Tobacco cessation
- 96 Tobacco prevention

To improve health behaviors related to teen pregnancy prevention and parenting skills:

- 330 Prenatal/Parenting
- 197 Teen Pregnancy Prevention

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

March was "Free CE" month at the Delta AHEC. More than 30 healthcare professionals received the latest information on cardiovascular disease and free continuing education for nurses through interactive trainings and videotaped sessions. Attendance at training sessions during the quarter:

To provide support services and continuing education for area health professionals and health professions students:

- 286 Continuing education programs (includes compressed video)
- 17 CPR for health professionals
- 106 Health professionals were provided with library services
- 169 Health professions students were provided library services

To increase the number of health professionals practicing in underserved areas in the Delta:

- 7 RN-to-BSN nursing students
- 11 BSN-to-MSN nursing students
- 1 Clinical rotations provided for nursing
- 0 Medical students mentored for admittance to UAMS COM
- 0 Pharmacy student mentored for admittance to UAMS COP
- 0 Senior Selective Rotation for a medical student

To acquaint minority and/or disadvantaged youth with health careers:

- 111 Health careers (CHAMPS, MASH)
- 0 Minority mentoring program

Indicator 3. Increases in access to a primary care providers in underserved communities. Participation in recruitment activities during the quarter:

To increase the number of health professionals practicing in underserved areas in the Delta:

- 0 Medical students mentored for admittance to UAMS COM
- 13 Nursing clinical rotation encounters

Pharmacy student mentored for admittance to UAMS COP

- 6 Registered nurses are completing prerequisites for RN to BSN program
- 0 Senior Selective Rotation for a medical student

Important Events

The Delta AHEC Diabetes Education Clinic received a \$553,000 grant from the Delta Regional Authority to expand their American Diabetes Association education site. The Diabetes Education Clinic will provide diabetes education, disease management, and a data registry to monitor follow-up. The primary goal is to convert patients who have uncontrolled diabetes into informed patients with good diabetes control as defined by the American Diabetes Association. The new funding will support additional staff, increase the numbers of patients served, and enhance educational experiences. The program aims to serve as a model for the Delta Regional Authority's 8-state/240-county/parish region.

Helena Health Foundation contributed \$100,000 to support the Delta AHEC's wellness programs, and \$5,000 was received from the Phillips County Community Foundation.

The Delta Bridge Project and the Helena Health Foundation have donated \$25,000 each to fund a grant writer for the Delta AHEC. This will enable the Delta AHEC to be more competitive in the funding arena. The position is being advertised and will hopefully be filled soon.

Advisory Board Activities

The Advisory Board met on March 7 to hear progress on action steps resulting from board member suggestions to increase community awareness of Delta AHEC activities and programs. Overall, sponsored events and collaborations increased this quarter. Organizations using Delta AHEC facilities included the Girl Scouts, Boys & Girls Club, Kids Coalition, Helena Health Foundation, Phillips County Community Foundation, Helena Regional Medical Center, East Arkansas Area Agency on Aging, Delta Bridge, Pillow Office, Delta Promise, Dennis Clinic, Fellowship Conference, and Counseling Services of Eastern Arkansas. Organizations renting space included Weight Watchers and Martial Arts (monthly) and have not caused any problems or damage to the facilities. Several new sponsored programs have been added with success. Lunch & Learn has an average attendance of 20 persons, several of whom are new to our programs.

Continuous Quality Improvement

Program staff are continuing to refine the Delta AHEC database to (1) make data entry easier and (2) assure the accuracy of the information reported out.

Dr. Shannah Tharp-Taylor from RAND was in Helena-West Helena on Thursday, April 12 to conduct the annual evaluation site visit for the Arkansas State Tobacco Commission. Dr. Tharp-Taylor spent a full day at the Delta AHEC and met with all members of the staff. This was her first visit to the Delta AHEC.

Collaboration/Coordination

On February 21, the Delta AHEC and Helena Regional Medical Center joined the American Heart Association's fight against heart disease by hosting "Wear Red Health & Wellness Day". Everyone was encouraged to show their support by wearing red, and the Delta AHEC provided free cholesterol testing, blood pressure, body fat analysis and blood sugars checks. We started at 7:45 am and finished testing our last client at 5:00 pm. More than 100 people attended and we provided free health screenings to more than 65 people

(women and men). A free “lunch and learn session on women and heart disease” was attended by more than 45 patrons. In West Memphis, “Go Red” pins and “Love Your Heart” brochures were distributed to all female in-patients at Crittenden Regional Hospital during the annual “Go Red for Women” campaign. Pins and brochures were also delivered for the 2 OB/GYN clinics, as well as all of the hospital nurses. “Go Red For Women” is the American Heart Association’s nationwide movement designed to give women tips and information on healthy eating, exercise, and risk factor reduction, such as smoking cessation, weight maintenance, blood pressure control, and blood cholesterol management. Healthy Heart surveys were administered and returned to the American Heart Association.

From March 16-19, 32 Y.E.S. 4-H members and 8 adult volunteers attended a leadership retreat on Petit Jean Mountain State Park near Morrilton. The retreat allowed instructors to have the youths’ undivided attention while imparting information on alcohol, tobacco, other drug abuse as well as the consequences of unprotected sexual involvement. The youth engaged in workshops on health and nutrition, and team building exercises including a small ropes course which helped build cohesiveness. In addition to the 4-day retreat, the youth were treated to a tour of our state capitol, a meeting with the Lt. Governor, and an up-close and personal encounter with cash in the treasurer’s office where they were allowed to handle several hundred thousand dollars of the taxpayers’ money.

Nursing students at Phillips County Community College were given the use of a Delta AHEC classroom for the Hurst Nursing Review during their spring break. This allowed 16 Phillips county residents to stay home with their families/part-time jobs while they took the review course, as well as to avoid the expense of out-of-state travel. The students reported the classroom was attractive, comfortable, and conducive to learning and the staff was welcoming and helpful in every way.

The Mid-Delta Head Start requested Fitness programs for their 15 classes during the spring semester. Approximately 315 children learned about exercise and how it helps the body. They also learned the importance of warming up their muscles before exercise and cooling down afterwards. They danced to the Cha Cha Slide and also played an exercise game. Plans are to add more programs next year.

Counseling Services of Eastern Arkansas (CSEA) sought to form a community coalition to focus on the needs of youth who are served by a Systems of Care model.)A system of care is a coordinated network of community-based services that are organized to meet the challenges of children and youth with serious mental health needs. Families and youth work in partnership with public and private organizations to design mental health services and supports that are effective, that build on the strengths of individuals, and that address each person's cultural and linguistic needs.) Rather than start another coalition, ACTION for Kids became a sub-committee of the Phillips County Adolescent Health Promotion Coalition which is facilitated by Delta AHEC staff. The Delta AHEC provides meeting and office space for the coalition , and the coalition is in the process of applying for a four-year grant.

Major Challenges

The Delta AHEC has reached an agreement with Chicot Memorial Hospital that will enable us to reestablish a presence in Lake Village. The hospital will provide a new director of Delta AHEC South (50% time) and a “Kids for Health” teacher, as well as supplies, ACLS, and PALS classes. We will also hire a health educator for the Delta AHEC South to replace Michelle Winslow who has moved from the area.

Minority Participation

The Delta AHEC continues its tradition of service to a diverse population. Attendance at public education programs during the quarter, self-reported by race, is displayed below. The Delta AHEC has submitted a \$600,000/year proposal for a 5-year, federally funded HRSA grant that will, if awarded, contract with African American churches to deliver abstinence education to area youth.

Tobacco Prevention and Cessation Programs

Mission

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 second-hand smoke; and identifying and eliminating the disparities related to tobacco use and its effects on population groups.

Program Progress

Advisory Committee

According to law, the tobacco prevention and cessation advisory committee is made up of eighteen members: one member appointed by the President Pro Tempore of the Senate and one member appointed by the Speaker of the House of Representatives and sixteen by the Governor. The organizations represented on the committee include the Arkansas Medical Society, Arkansas Hospital Association, American Cancer Society, American Heart Association, American Lung Association, Coalition for a Tobacco-Free Arkansas, Arkansans for Drug Free Youth, Arkansas Department of Education, Arkansas Minority Health Commission, Arkansas Center for Health Improvement, Arkansas Association of Area Agencies on Aging, Arkansas Nurses Association, Arkansas Cooperative Extension Service, University of Pine Bluff, League of United Latin American Citizens, and Arkansas Medical, Dental and Pharmaceutical Association. The Advisory Committee meets on a quarterly basis. During the first several meetings, the committee reviewed and approved the program’s strategic plan. During subsequent meetings, the committee reviews program activities, progress toward program goals, and gives advice on program improvement.

Community Programs:

The Tobacco Prevention and Cessation Program (TPCP) currently funds 30 community coalitions throughout the State of Arkansas. The coalitions utilize funding to educate the citizens of Arkansas on the dangers and ill effects of tobacco use. The coalitions use The Center’s for Disease Control and Prevention Best Practices for Comprehensive Tobacco

Control Programs. They also report all activities to TPCP and are monitored on a quarterly basis.

During this quarter, the community coalitions educated legislators in their districts on the successes they have made within their communities. Below are a few highlights reflecting the successes of our community programs:

- The Madison County Health Coalition, through extensive work with local government and community members, was able to have The Mayor of Huntsville, Larry Bates, to sign a proclamation for the Mitchusson City Park to adopt a policy declaring the park to be tobacco free. The announcement was made at a city hall meeting. No Smoking Signs were provided by the Madison County Health Coalition and posted at the park's entrance as well as pavilions, ball fields, bathroom, and play area for children.
- The North Arkansas Partnership for Health Education- Baxter County (NAPHE) held a multi-tobacco coalition press conference in Harrison to educate the public and elected officials on coalition accomplishments in tobacco prevention and the need to address challenges to sustain its program. The press conference received prominent coverage by the local radio and print media outlets. The press conference news releases included information on the city of Mountain Home's ban on the use of all tobacco products on city property and the decline in Baxter County smoking rates.
- The Mississippi County Coalition for Tobacco Free Arkansas held its Annual Recognition Banquet where the honoree was Ms. Erie Crawford, an 87 year old who quit smoking after having smoked for more than 50 years. Ms. Crawford credits her quitting to the coalition providing sound information and educating the community on the health dangers of tobacco use.

School & Youth Programs:

School-based Programs: The Tobacco Prevention and Cessation Program currently funds 19 school programs. Many of the schools provide training for staff, students, and faculty on implementing tobacco free campuses. Many of the schools are currently working to implement the Coordinated School Health Model which includes tobacco prevention curricula. Listed below are a few highlights that occurred during the third quarter:

- The Share Foundation held The Arkansas PRIDE Youth Programs 16th Annual Conference: "Mission: Possible". Over 3000 students and adults attended this conference. There were several workshops such as: "Tobacco Jeopardy", "Blowin' Smoke", "Fighting Big Tobacco", "Magic of Being Drug-Free", "Teen Time" and "Best Friends, Worse Enemies" all of which are training programs that teach the dangers of tobacco, alcohol, and others drugs, as well as communication, behavioral skills and leadership techniques.
- Dawson Educational Co-op collaborated with 'The Undirty Dozen', a Peer Leadership/Mentoring group from Kirby School District. Through this collaborative effort, this group spoke to legislators about how tobacco affects the youth of our state. The students educated the legislators on the effectiveness of the tobacco prevention programs on their campuses. They also shared data reflecting the decline of high school students who smoke.
- Kids for Health provided elementary health education lessons for approximately 9,212 students (grade K-3) in Fayetteville and Springdale. The lessons include important information about the respiratory system, the circulatory system, and the affects of tobacco on the body, refusal skills, consumerism, environmental health, and the media.

Family Service Agency-Youth Leadership Initiative:

The Tobacco Control Youth Board is currently made up of 55 board members and Youth Extinguishing Smoking (YES) recruited new members during the months of January - March 2007 and is currently made up of 684 members. Listed are some of this quarter's activities:

- The Tobacco Control Youth Board held a leadership conference in Fort Smith. A representative from the Arkansas Tobacco Control Board presented on the process of conducting compliance checks. Youth have been recruited to participate in conducting compliance checks in their counties.
- The TCYB/YES members participated in a rally on the steps of the State Capitol to promote awareness and educate the public as well as decision makers on the dangers of tobacco and second hand smoke.
- The TCYB/YES coordinator assisted several elementary schools in a letter-writing project to the actor's movie guild to ban smoking in G and PG rated movies.
- The TCYB/YES coordinator held meetings with TCYB/YES members in several counties across the state. These meetings provide a venue to promote the program and allow meeting opportunities for those youth who would normally not be able to travel. The meetings were held in Brinkley, Hot Springs and North Little Rock.

Statewide Programs:

The Coalition for a Tobacco Free Arkansas (CTFA) continues to provide training and technical support to local tobacco free coalitions across the state and to disseminate information to tobacco prevention and control advocates. Listed are some of the CTFA's executive director's activities for the past quarter:

- Facilitated a public forum in collaboration with the community coalitions from southwest Arkansas at the State Capitol for legislators. The purpose of the forum was to educate state representatives from southwest Arkansas on the dangers of tobacco use and the effectiveness of Arkansas' tobacco prevention program.
- Participated in an interview on the KABF SOS noon talk show to educate listeners about the dangers of secondhand smoke and give an update on Arkansas' two smoke-free laws (Acts 8 & 13 of 2006).
- Assisted new tobacco control advocates in developing a plan for regional training. The March training was conducted to educate the citizens of southeast region on the smoke free laws. The attendees were individuals from the Ameri-Corp Program who represented Dumas, Warren, Pickens, Rison, Monticello and Hamburg.
- Continued planning for the August 17th Striking Out Tobacco in Arkansas Conference. The planning committee worked on the framework for the five workshop topics to be offered during the conference and ideas for acquiring sponsorships.

Enforcement:

The Arkansas Tobacco Control Board (ATCB) enforces state laws prohibiting the sale of tobacco products to minors. ATCB saw a change in leadership during the third quarter of Fiscal Year 2007. On February 12, 2007 Governor Mike Beebe appointed a new Director, J.R. Thomas. Director Thomas served as the Chief of Police in Searcy, Arkansas since 1989. He brings tremendous experience as well as new ideas to this agency.

During the quarter, the ATCB conducted 1,715 checks with 129 violations for a violation rate of 7.52% compared to 6.44% last quarter. In addition to the 1,715 compliance checks, there were 340 routine inspections conducted throughout the state. The ATCB also issued 92 warnings and 85 fines totaling \$35,825. There were 24 suspensions issued totaling 115 days. The ATCB also received 21 complaints regarding retailers selling to minors - three were founded, fifteen were unfounded, and three were pending.

Several retailers submitted their training programs to our agency requesting certification. A certified training program indicates that the company is going above and beyond the call of duty in their efforts to prevent illegal sales to minors. Retailers that choose to make the extra efforts are granted some amount of leniency. On their first two violations within a twenty-four (24) month period, they will receive warnings only. If they receive more than two violations within a twenty-four (24) month period, they are not granted leniency, and their training program is subject to decertification.

In addition, the ATCB is currently working with the Tobacco Prevention and Cessation Program to create an interactive, web-based training for retailers and their employees. The training will include video and PowerPoint presentation similar to the regional trainings that are currently conducted monthly. This will enable ATCB to reach more employees and ultimately reduce illegal sales to minors. ATCB anticipates this online training will be available around the first of July.

Cessation:

The Arkansas Statewide Tobacco Programs and Services (AR Stops) continues to experience remarkable growth throughout the year. The AR Stops programs include the SOSQuitline, SOSWorks Fax-back Referral Program, the Provider Education Program (PEP), the Arkansas Tobacco Cessation Network, and the Smoke-free Workplace Assistance Program (SWAP).

The University of Arkansas for Medical Sciences began providing treatment through the SOSQuitline (1-866-NOW-QUIT) in July 2005 and has served 11,222 patients to date. During the third quarter of FY 07, the SOSQuitline received 1,669 calls of which were 952 callers seeking treatment and 717 callers were seeking information only.

The SOSWorks Fax-back Referral Program is a free, proactive, centralized referral system that links patients and others to the state-sponsored, evidence-based cessation services in the state. Since the program's inception in July 2005, SOSWorks has received a total of 6,607 referrals. During the third quarter of FY 07 (January-March 2007), this program received 1,266 referrals from healthcare providers, clinics, workplaces, and community organizations across the state. Of those 1,266 faxes received during the third quarter, 929 (73.4%) of patients were successfully contacted, 796 (85.7%) accepted a referral – 272 (34.2%) for ATCN and 514 (64.6%) for the Quitline.

The Provider Education Program (PEP) continues to provide on-site, evidence-based tobacco treatment training to healthcare providers across the state. PEP has succeeded in training 1,566 Arkansas healthcare providers to date including 280 in the 3rd quarter of FY 07.

The Arkansas-Tobacco Cessation Network (ATCN) is an evidence-based, statewide tobacco dependence treatment program that delivers intensive, cognitive-behavioral treatment for tobacco dependence. This program is a partnership between the UAMS College of Public

Health and the UAMS Area Health Education Centers (AHEC). There are sixteen different treatment centers located in eight regions throughout the state. To date the ATCN has treated 1,882 participants including 382 during January through March of 2007.

The Smoke-Free Workplace Assistance Program (SWAP) links Arkansas employees to treatment for tobacco use. This program has been instrumental in assisting Arkansas workplaces in implementing smoke-free policies as well as assisting churches and community organizations with smoke-free policies and tobacco treatment resources. During the first nine months of fiscal year 2007, SWAP visited 20 facilities and affected the work of 12,367 employees.

YouCanQuitAR.net is a self-paced, computerized tobacco cessation guidance program that is currently under development. This program can be used as a supplement to treatment or can be used along as a self-help tobacco treatment program. During the third quarter of FY 07, YouCanQuitAR.net underwent usability testing.

Media & Public Relations:

The Tobacco Prevention and Cessation Program's (TPCP) statewide tobacco counter-marketing campaign, conducted by the advertising firm Cranford Johnson Robinson Woods (CJRW), is known as Stamp Out Smoking (SOS). Through a contract, CJRW effectively implements the SOS media campaign which emphasizes preventing youth initiation, tobacco cessation, and eliminating second-hand smoke. These messages are strategically designed to target specific demographics through grassroots efforts as well as various media types such as print, television, radio, and internet. SOS has been instrumental in building favorable outcomes through its effective tobacco counter-marketing campaign.

During this quarter, media campaign efforts continue to reach the target audience of youth and adults to effectively deliver prevention, cessation and secondhand smoke messages. Several grassroots programs were unveiled in the prior quarter which includes The Big Pitch, The Essay Contest, The Coloring Contest and The Service Learning Program. The following summary highlights a few noteworthy campaigns:

- The Service Learning Project, developed by the Arkansas Department of Education, utilizes high school students to organize events and educate community-members about important topics. Stamp Out Smoking developed a program for this project to educate the community about the detrimental effects of tobacco. Fifteen Arkansas high schools were chosen to participate, and each received \$1,000 in seed-money to implement programs. The selected high schools were Clarksville, Concord, Dermott, Fayetteville, Forrest City, Hazen, Heber Springs, Hot Springs, Little Rock Central, Mena, Monticello, Nashville, Nettleton, Osceola, and Van Buren Medical Academy. Six student-participants from each of these schools organized, coordinated, and hosted anti-tobacco events within their schools and larger communities. Student teams were responsible for communicating with editors and coordinating media relations for their respective projects. The winning team will be announced at the end of April.
- The Jammers basketball team is teaming up with Stamp Out Smoking to combat smoking in Arkansas for the 2007 season. The Jammers traveled across the state, dominating the basketball scene, while delivering the SOS message. The games include a dunk contest sponsored by SOS. Also, the team will present a halftime show, emphasizing the importance of being healthy and smoke-free in order to "jam" with the Jammers.

- “Smoke-free Movie Day” occurred during the week of the Oscars, February 18-25. The point of the movement was to bring to the public’s attention how much smoking takes place in movies and to send a message to movie-makers, theaters and actors that it is unacceptable. A media awareness campaign was conducted utilizing the following tactics: letter-writing campaign to movie studios, actors and theaters; letters to the editors of local newspapers; and flyers (that were created by members of the YES! Team) were placed on the cars at the movie theater parking lots.
- The fourth annual Tobacco-free Drama contest, “The Big Pitch,” took place this year. This contest was opened to all Arkansas high schools, giving students the chance to write and star in their own television spot while highlighting the dangers of secondhand smoke. Through participation in the program, students had the opportunity to creatively develop a spot with their peers, win drama equipment for their schools’ drama department, and participate in a professional production if their spot was selected to be made into a commercial. First-time participant Conway High School was awarded first place for its message on how secondhand smoke can be the most deadly of killers. Conway’s winning entry, as well as all SOS spots, may be viewed at stampoutsmoking.com.
- Over 1,500 entries were received this year in the essay contest. Entries were divided into three categories: grades 2-4, 5-6 and 7-9, with a first, second and third place winner in each category. Matthew Sweere, a third grade student from Conway, Mary Kathryn Brengard, a fifth grade student from Paragould, and Jamie Collins, a seventh grade student from Fayetteville, took home the first-place prizes. Kaitlyn Bradke, a fourth grade student from Heber Springs, Katie McGraw, a fifth grade student from Beebe, and Bryce Young, an eight grade student from Fayetteville, won second place. Micah Holdman, a fourth grade student from Bryant, Gena McCullar, a fifth grade student from Paragould, and Melissa Killian, an eighth grade student from Brockwell, finished off the race with third place.
- The 2007 Coloring and Poetry Contests are now being featured in over 60 newspapers across Arkansas. SOS partnered with the Arkansas Press Association’s Newspapers in Education to host this year’s contests for elementary and middle school students. The coloring contest, intended for students in kindergarten through third grade, is a fun way for elementary students to express their creativity. The poetry contest, intended for students in fourth through eighth grades, asks middle school students to write a poem about why they are and will remain smoke-free. Newspaper staffs will pick one winner for each grade level. Local newspapers will publicize the winners.

Minority Initiatives:

The TPCP continues to identify tobacco related disparities across the state. Educational campaigns are being developed in order to educate our disparate communities about prevention and the dangers of tobacco use and secondhand smoke. During this quarter, TPCP continued to promote its Collegiate Tobacco Prevention Initiative through its Oxygen Project Campaign. The Oxygen Project campaign is designed to target college-aged students 18-24 for the purpose of reducing and eliminating tobacco usage among this population. The Oxygen Project Campaign campus visits have included Henderson State University (Arkadelphia), South Arkansas Community College (El Dorado), University of Central Arkansas (Conway), Ouachita Technical College (Malvern), Arkansas State University – Beebe, University of Arkansas Community College – Morrilton, and Arkansas Tech University (Russellville).

Prior the passage of the Clean Indoor Air Act, TPCP educated ministerial alliances regarding Act 8. TPCP also presented "Tobacco Prevention in the African American Church" are provided education and information on the dangers of secondhand smoke and tobacco usage in their communities. During this quarter, through the efforts of our local coalitions, TPCP worked in African American churches by providing educational information on the dangers of tobacco and secondhand smoke in hopes to gain continued support for the Clean Indoor Air Act. In efforts of promoting cessation services, information was also distributed to African American churches regarding the SOSWorks Fax-back Referral Program and the SOSQuitline.

Through the continuous efforts of our grantees, TPCP is reaching out to various disparately affected or priority populations. During this quarter, 39 incarcerated individuals and guards at the Arkansas Department of Corrections—Tucker Maximum Prison received information regarding cessation services and the dangers of tobacco usage. Information regarding tobacco has also been disseminated to the Hispanic community via weekly live radio programs on KABF FM 88.3.

The University of Arkansas at Pine Bluff (UAPB), Minority Initiative Sub-Recipient Grant Office (MISRGO) sub-grantees (18 currently funded) continue to educate the public on tobacco's danger and on the harmful effects of second-hand-smoke; reducing youth access; decreasing advertising and promotion of tobacco products; and promoting the utilization of cessation resources. During this period, Minority Initiative staff and sub-grantees participated in various workshops around the state. Some of which included the Arkansas Cancer Summit, Mid-South Black Expo, and an array of workshops, meetings and conferences at the University of Arkansas at Pine Bluff.

The MISRGO began a collaborative effort with the University of Arkansas at Pine Bluff Addiction Studies program by matching students with sub-grantees. Five students have been placed with MISRGO sites for practical experience or data collection for an evaluation class. These volunteer hours are class hours or practical hours for Addiction Studies students, required for degree completion.

The MISRGO printed and distributed its progress report cards to members of the community, local, county and state elected officials. Also, the MISRGO presented to the Arkansas Legislative Black Caucus on March 19th providing an overview of their evaluation results.

Surveillance:

Adults

Data collection for the program's 2006 Adult Tobacco Survey (ATS) was concluded. Tobacco surveillance unit at the CDC's Office of Smoking and Health performed final data cleaning and edits. The TPCP senior epidemiologist is currently working on a draft outline for a statewide and regional surveillance summary report.

Youth

Progress has been made in the implementation of the 2007 Youth Tobacco Survey (YTS), a school-based study and a major surveillance tool from where the Arkansas Comprehensive Tobacco Control program monitors its outcome indicators in young people. As the case in other states, school participation has been always a challenge in collecting data for YTS, something that was experienced in 2005. As of May 1st, 2007, participation status is as follows: Data collection efforts will continue until the end of school year in middle and high schools. TPCP is taking further steps to increase participation status and ensure scientific integrity of this surveillance system.

Evaluation:

Preliminary meetings with representatives from Battelle, the program evaluator, took place this quarter. Discussion items included (1) reviewing program goal areas, (2) documentation of program's activities, (3) analysis and use of surveillance findings, and (4) our expectations of the nature and extent of deliverables (i.e., recommendations for effective and efficient comprehensive tobacco programming to TPCP and its partners).

Leveraged Funds

The State Master Tobacco Settlement Agreement (MSA) funding for the Tobacco Prevention and Cessation Program has leveraged \$2,888,338 in federal funding for the following programs: Diabetes Prevention and Control, Comprehensive Cardiovascular Health, Central Cancer Registry, Rural Health, and Tobacco Prevention and Control Programs. In addition, the Health Insurance Flexibility & Accountability's (HIFA) Arkansas Safety Net Benefit Program is utilizing a portion of the MSA funds spent on Tobacco Prevention and Cessation Programs as matching funds. Sixty percent of these matching funds will be refunded to the state to be used for the HIFA' Arkansas Safety Net Benefit Program.

Quality Management

TPCP has designed and implemented a new Quality Management (QM) process as recommended by RAND Corporation in 2006. TPCP set a goal to have the plan in place before the beginning of the new fiscal year. The program worked with the DHHS Quality Management Section and formed an internal team to develop a method of evaluating the success of its various contractors as well as grantees. During the third quarter, the plan began its implementation phase. QM tools were created by using the deliverables listed in the agreement and/or work plan that the each contractor or grantee submitted to TPCP. Information is obtained from reporting methods on a quarterly basis as required by TPCP. After reviewing reports received during this quarter, letters were sent to each grantee and contractor outlining the QM process and recommendations for improvement.

This process should improve the level of reporting as well as productivity of the grantees and contractors. The Tobacco Prevention and Cessation Advisory Committee will receive a QM report on the status of the contractors at their quarterly meetings.

Medicaid Expansion Program

Mission

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.

Program Progress

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	10,186
February	10,305
March	10,449 (2,654 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	4,392
February	4,369
March	4,322 (1,249 minorities)

Age 19 to 64 Expansion (ARHealthNet)

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

Program Description

Every 12 months ARHealthNet 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 ARHealthNet

- \$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 ARHealthNet

- 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 participants - January 32
 February 39
 March 51

Leveraged Dollars - Expenditures for January 1, 2007 through March 31, 2007 and Proportion of Leveraged Medicaid Dollars

	Total	Tobacco	Federal
Pregnant Women	\$1,027,871	\$ 273,722	\$ 754,149
In-Patient Hospital	\$2,138,629	\$ 569,517	\$1,569,112
ARSeniors	\$1,555,949	\$ 414,349	\$1,141,600
ARHealthNet	\$ 25,736	\$ 5,534	\$ 20,202
Sub-Total Program	\$4,748,185	\$1,263,122	\$3,485,063
Administration	\$ 256,477	\$ 128,238	\$ 128,239
Total	\$5,004,662	\$1,391,360	\$3,613,302

Important Events that have Impacted the Program this Quarter:

1. DHHS implemented the new Employer Sponsored Insurance Initiative named the ARHealthNet Program on January 1, 2007. This program will increase health insurance coverage to non-pregnant adults, aged 19-64 of participating employers, whose family income is equal to or less than 200% of the federal poverty level. The plan administrator for the program is NovaSys Health.
2. The ARSenior caseload continues its gradual decline in participation. The cause of the caseload decline has not yet been determined.

Steps for Continuous Quality Improvement:

All outreach activities this quarter for Medicaid Expansion have been to promote the new ARHealthNet Program.

Arkansas Minority Health Commission (AMHC)

Mission

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

Goal 1: To increase awareness of hypertension, strokes and other disorders.

The AMHC is in the process of redefining and eventually restructuring our Initiated Act related programs, with emphasis on promoting increased access to care, rather than spending the majority of funds to directly assure participant treatment. These programs will focus on connecting individuals to already existing health resources, facilitating the development of policy to increase access to treatment, increasing prevention activities in the state, and facilitating the development and translation of research that can inform the development of public health programs.

Examples of the types of programs that are currently being implemented include:

- a) Health education media campaign to increase the lay communities' awareness of proper blood pressure measurement technique. We have supplemented a mini-grant from the Cardiovascular Health Program to develop a public service announcement radio ad about the 6 steps for being sure that your blood pressure is being measured correctly. This ad has now been developed with different voices representing the African American and the majority Caucasian communities, for simultaneous use on multiple radio stations that target minority and majority racial/ethnic group listeners.
- b) Promotion of exercise and nutrition lifestyle change in minority communities (Example: Eating and Moving for Life programs, and Train the Trainers for churches participating in the "Southern Ain't Fried Sundays" and the Active for Life physical activity programs)
- c) Implementation of the population-based representative examination surveys
 - a. ARCHES: As part of our mandate to develop databases on hypertension, we have continued 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 in July 2005. The AMHC provides in-kind salary support for Dr. Jones' participation in the study, and 25% salary support for Dr. Namvar Zohoori, the ARCHES study PI. The study is in the implementation phase now, and we have 473 completed surveys, representing 31% of our planned 1500 participants. There are addition 317 awaiting scheduling for an interviewer visit. This 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.

- b. MESH: The implementation phase of the Marianna Examination Study on Hypertension (MESH), a population based representative examination survey focusing on hypertension and cardiovascular disease risk factors in the City of Marianna, is nearly complete. We have 462 completed questionnaires and 280 completed lab draws. The majority of the surveys have already been transported to the UAMS Survey Research Center in Fayetteville, AR for data entry. We are in the process of trying to schedule our last phlebotomy visits, and also doing final quality control and data checks.
- d) School-based blood pressure screening for children. Development of a draft plan for a second round of blood pressure screening in children is ongoing with Dr. Ilyas at Arkansas Children's Hospital. We also continue to get requests for the laminated diagnostic charts for measurement of blood pressure in children.

AMHC has continued to sponsor the second annual "Southern Ain't Fried Sunday's" (SAFS) program which encourages healthy eating by offering healthy substitutions to traditional African American recipes. This year AMHC has partnered the "Southern Ain't Fried Sundays" program with the American Cancer Society's "Active for Life" program which encourages physical activity. To further increase the awareness of hypertension, strokes and other disorders that disproportionately affect the minority community the Executive Director, Judy Smith, spoke at six different invited events including the Pilgrim Missionary Baptist Church in Pine Bluff, Ar on January 20, 2007, Camden Unity Fest on January 27, 2007, Bullock Temple Women's Day on March 18, 2007 and the NAACP Regional Conference held in Pine Bluff on March 16, 2007. Over 935 Arkansans participated in these six events. The Executive Director was also invited to hold a workshop at the NAACP Regional Conference on the "Southern Ain't Fried Sundays" and "Active for Life" programs. The Executive Director also participated as a panel member for a discussion on health at Philander Smith College on March 17, 2007.

Current sponsorships for the 2007 "Southern Ain't Fried Sunday's" program is approximately \$42,000. The current enrollment for the 2nd Annual SAFS program is 164 churches and/or organizations and over 11,000 participants in 30 counties. This represents over a 22% increase in participants from 2005.

Uncontrolled hypertension or high blood pressure and obesity are known factors leading to stroke and heart attack and the Arkansas Racial & Ethnic Health Disparity Study prioritized list documents that African Americans are more than 45% more likely to die from stroke than their Caucasian counterparts. The Arkansas Center for Health Improvement has documented the increasing rates of obesity among the children of Arkansas under the BMI Initiative passed by the Arkansas Legislature. To increase awareness Dr. Jones has gave the following presentations:

- a. Gave a training workshop on blood pressure measurement to new ARCHES interviewers (January 2007).
- b. Dr. Jones is an appointed member of the state-wide Acute Stroke Care Task Force established in November 2006, which meets monthly to make recommendations to the State Board of Health and to develop standards and policy recommendations to increase public awareness, improve professional

development, and ensure that stroke treatment and rehabilitation services are available to Arkansas citizens.

Participates in the Heart Disease and Stroke Workgroup monthly meetings sponsored by the Cardiovascular Health Program of the Division of Health in the Arkansas DHHS. Other activities to increase awareness include the development of two new "Minority Health Today" shows for the months of January and March highlighting Cervical Cancer and Vitillgo.

Advertisements were purchased with KHLR Radio highlighting the "Minority Health Today" television show. The KHLR radio broadcasts out of Little Rock with statewide coverage and shares a common target population with AMHC, which are African Americans and Hispanics. Full page ads were purchased with "The News Stand" and with the "J. Kelly Referral" directory for the months of January, February and March highlighting the Southern Ain't Fried Sunday's program and the "Minority Health Today" television program.

Presentations made during this quarter on behalf of the Arkansas Minority Health Commission include:

- Presentation by Dr. Ochoa to the 4th year medical students at UAMS in Little Rock on health disparities and cultural competencies.
- Ms. Patricia Minor, AMHC Nurse Project Manager was a speaker on a panel at Philander Smith College for Go Red for Women day, sponsored by the American Heart Association (February 8 2007)
- Ms. Patricia Minor, AMHC Nurse Project Manager spoke at Second Baptist Church in England, Ar. on February 18, 2007 for Black History Month discussing general health issues for African Americans on February 18, 2007.

Goal 2: To provide screening or access to screening for hypertension, strokes and other disorders that disproportionately affect minorities we have:

Participated in a total of 14 health fair events across the state including 7 events where AMHC acted as a major sponsor. The total attendance for all 13 health fairs was 10,900 participants and 1,087 screenings (308 Blood Pressure Checks, 310 Glucose Checks, 259 Cholesterol Checks, 57 Prostate Exams, 180 HIV, and 30 Vision Screenings,). Approximately 3,851 pieces of health related literature were handed out to attendees.

The Arkansas Minority Health Commission provided health related information to call-ins regarding but not limited to hypertension, strokes and other disabilities that disproportionately target the minority populations:

- 5 calls for health related literature
- 5 calls regarding collateral assistance for health related events
- 4 calls requesting copies of the "Minority Health Today" show
- 8 calls needing further referral to other agencies/organizations
- 3 calls regarding "Southern Ain't Fried Sunday's"

Facilitated legislation for HIV mandatory testing for all prisoners entering and exiting the Arkansas correctional system and for the development of an HIV/Aids Task Force under the Minority Health Initiative during the 86th General Assembly.

Keeping in mind that Arkansas is currently experiencing an increase in its minority populations, especially Hispanic and it is well known that nutrition plays a key role in the development of certain types of cancers and other disease and that. It is with these factors in mind that AMHC continues to fund the Eating and Moving for Life program in Mississippi and Sevier County. To date for this fiscal year 72 participants have been enrolled in Sevier and 59 have been enrolled in Mississippi County. Of the new enrollees 38% and 39% are overweight, 38% and 54% are obese, 19% and 58% have Hypertension, 24% and 19% have diabetes and 24% and 32% have elevated cholesterol in Sevier County and Mississippi County respectively.

Goal 3: To develop intervention strategies to decrease hypertension, strokes and other disabilities that disproportionately affect minorities.

Continued to provide in-kind salary support for Dr. Jones, the AMHC Hypertension Medical Director, and Dr. Namvar Zohoori, for activities directed towards the development of the Arkansas Cardiovascular Health Examination Survey (ARCHES), a state-wide representative examination survey funded by a grant from the CDC to the Arkansas Department of Health and Human Services, Division of Health's Cardiovascular Health Program in July 2005. Continued to provide in-kind salary support for Dr. Jones, the AMHC Hypertension Medical Director, and Dr. Namvar Zohoori, for activities directed towards the development of the Arkansas Cardiovascular Health Examination Survey (ARCHES), a state-wide representative examination survey funded by a grant from the CDC to the Arkansas Department of Health and Human Services, Division of Health's Cardiovascular Health Program in July 2005. ARCHES consists of a questionnaire, a home examination (including height, weight, waist circumference and blood pressure measurements), and a battery of some 54 blood and urine tests, and will provide critical information about the prevalence of cardiovascular disease risk factors throughout the state, particularly for hypertension and cholesterol, with an emphasis on comparing prevalence rates between African Americans and Caucasians. Activities to date, include: 1) development and finalization of sampling plan; 2) development of survey instruments and other materials and laboratory elements for the study; 3) all protocols for the study; 4) all aspects of IRB review and approval, including development of the logistics plan; 5) two training sessions, one in June 2006 and one in January 2007, for a team of 15 interviewers; 6) start of field work in June 2006; 7) reformulation of recruitment plan in 12/06-01/07 for more rapid recruitment and interviewing. To date, some 512 subjects have been examined and interviewed and an additional 350 have been recruited pending appointments and interviews. The study will eventually enroll 1500 participants by June 2007.

As documented in the Arkansas Racial & Ethnic Health Disparity Study, African Americans in Arkansas are at a much higher risk of dying from various disease states, such as heart disease, stroke, and diabetes, than their Caucasian counterparts. The Executive Director, Judy Smith, has continued to be actively involved with various organizations and their efforts to eliminate health disparities in Arkansas, including the Arkansas Cervical Cancer Task Force, the Central Arkansas Partnership for Health Promotion, a member of SIG and the state cardiovascular workgroup.

Program Quarterly Funding Summary

PROGRAM NAME	APPROPRIATION AMOUNT	FY07 AVAILABLE. FUNDING	YTD EXPENDITURES	EXPENDITURES 3RD QUARTER	FUND BALANCE
AAI	\$2,324,476	\$1,662,342	\$1,101,527	\$382,426	\$945,140
ABI*	\$6,159,676	\$4,416,614	\$3,385,883	\$841,283	\$1,030,730
COPH	\$3,486,713	\$2,363,685	\$1,809,333	\$595,992	\$554,352
Delta AHEC	\$2,321,476	\$1,835,264	\$1,265,262	\$429,904	\$552,260
TPEP	\$15,179,036	\$19,405,069	\$10,412,564	\$4,036,024	\$8,992,505
Medicaid Expansion**	\$14,654,717	\$44,358,481	\$7,456,097	\$5,004,662	\$40,515,685
Minority Health	\$1,971,522	\$1,812,809	\$534,940	\$243,112	\$1,034,757

*This amount reflects UAMS' portion only – the Commission is working to develop an online reporting system to make sure expenditures from each portion of the program is reported quarterly

** Note: This report reflects Tobacco Settlement dollars only. No Federal Medicaid Funds or appropriation are included in the chart. The match rate for Administrative Cost is 50% and the FMAP Rate for Services is 74.75%.



*The ATSC Quarterly Report is compiled by the
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